

As Per NEP 2020

AC –
Item No. –

**Tolani College of
Commerce
(Autonomous)**



Title of the Course: Principles of Marketing

Programme: Bachelor of Commerce (Management Studies) Semester-II

Syllabus for 4 credits

From the Academic Year 2024-2025

Name of the Course: Principles of Marketing

Sr. No.	Heading	Particulars
1	Description the course :	This course provides learners with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behaviour, pricing strategies, Marketing channels, and various methods of promotion.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7	Course Objectives: 1. To understand the marketing concepts, advantages, scope and evolution of marketing. 2. To explore about the micro and macro environment and importance of marketing research, Marketing Information System and also about the importance and factors affecting consumer behaviour. 3. To enhance the learners with the concept of marketing mix, Product mix, Product Life cycle, Branding, Packaging and Promotion. 4. To familiarize the learners about segmentation, e-marketing, internet marketing and various trends of marketing.	
8	Course Outcomes: 1. The learners will understand the marketing concepts, advantages, scope and evolution of marketing. 2. The learners will acquire comprehensive understanding of micro and macro environment and the importance of marketing research. 3. Learners will identify the concept of marketing mix, Product mix, Product Life cycle, Branding, Packaging and Promotion. 4. Learners will familiarize in segmentation, e-marketing, internet marketing and various trends of marketing.	

9	Modules
	Module 1: Introduction to Marketing (15 Hours) • Introduction to Marketing: Definition, Features, Advantages, Functions and Scope Of Marketing. The 4P's and 4C's Of Marketing. Marketing V/S Selling. Marketing As an Activity and Function. • Concepts of Marketing: Needs, Wants And Demands, Transactions, Transfer And Exchanges. • Orientations of a firm: Exchange Concept, Production Concept; Product Concept, Selling Concept, Marketing Concept, Societal, Relationship and Holistic Marketing Concept-Integrated Marketing, Internal Marketing, Performance Marketing And Relationship Marketing. Module 2: Marketing Environment, Research and Consumer Behaviour (15 Hours) • Marketing environment of business: Management Structure; Marketing Channels; Markets in Which a Firm Operates; Competitors and Stakeholders. Macro Environment: Political Factors; Economic Factors; Socio Cultural Factors, Technological Factors (Pest Analysis). • Marketing research: Meaning, Features, Importance of Marketing Research. Types of Marketing Research: Product Research; Sales Research; Consumer/Customer Research; Production Research, MIS: Meaning, Features And Importance. • Consumer Behaviour: Meaning, Feature, Importance, Factors Affecting Consumer Behaviour. Module 3: Marketing Mix (15 Hours) • Marketing mix: Meaning –Elements of Marketing Mix. Product-Product Mix-Product Line Lifecycle-Product Planning – New Product Development- Failure Of New Product-Levels Of Product. • Branding & Pricing: Packing And Packaging – Role And Importance Pricing – Objectives- Factors Influencing Pricing Policy And Pricing Strategy. • Physical distribution & Promotion: Meaning – Factor Affecting Channel Selection-Types of Marketing Channels. Promotion – Meaning and Significance of Promotion. Promotion Tools. Module 4: Segmentation, Targeting, Positioning and Trends in Marketing (15 Hours)
	• Segmentation: Meaning, Objectives, Features, Importance, Basis- Consumer Market and Business Market, Factors Influencing Market Segmentation, Advantages and Segmentation Variables. • Targeting & Positioning: Targeting- Meaning and Types-Single Segment Concentration, Selective Specialization, Product Specialization, Market Specialization Full Market Coverage. Positioning – Meaning – Strategies. • New trends in marketing: Meaning, Features, Types E-Marketing, Internet Marketing and Marketing Using Social Network, Social Marketing/ Relationship Marketing and Ethics in Marketing.

10	References: • Kotler, Philip, and Gary Armstrong. Principles of Marketing. 19th ed., Pearson, 2023. • McCarthy, E. Jerome, and William D. Perreault Jr. <i>Basic Marketing: A Managerial Approach</i>. 19th ed. McGraw-Hill Education, 2014. • Pillai R S, Bagavathi, Modern Marketing Principles and Practices, S.Chand, 2010. • Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi, 2019. • Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. • https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODljY2E4ODIyODViZjFkODgzNDUxYWZlNWZhZmY2MGE5MDc0ZDVmYW==.pdf • https://www.zyxware.com/article/6531/5-inspiring-marketing-case-studies-from-fortune-500-companies-a-must-read-guide									
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%								
13	Continuous Evaluation through: <table border="1"><thead><tr><th>Component</th><th>Total Marks</th></tr></thead><tbody><tr><td>1)Class Test</td><td>10 Marks</td></tr><tr><td>2) Assignment/Presentation/ /Project/Book Review/Case study/Others</td><td>30 Marks</td></tr><tr><td>Total</td><td>40 Marks</td></tr></tbody></table> <i>Note: Learner must be Present in all the three exam components of Continuous Evaluation.</i>		Component	Total Marks	1)Class Test	10 Marks	2) Assignment/Presentation/ /Project/Book Review/Case study/Others	30 Marks	Total	40 Marks
Component	Total Marks									
1)Class Test	10 Marks									
2) Assignment/Presentation/ /Project/Book Review/Case study/Others	30 Marks									
Total	40 Marks									

12	Format of Question Paper: for the final examination		
	Question Paper Pattern for Semester End Examination (SEE)		
	Maximum Marks: 60		Duration:2 Hour
	Q. No.	Particular	Marks
	Q-1	Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Q-2	Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	
Q-4	Attempt any TWO the following: (Module 4) A.Full Length Question B. Full Length Question C. Full Length Question	15 Marks	
Note: Any of the full length question of 7.5 Marks can be a case study.			

**Signatures of Team
Members**

Sr.No	Name	Signature
1.	Dr.Sadhana Venkatesh	
2.	Ms.Jyoti Ghosh	
3.	Ms.Shalini Clayton	
4.	Ms.Ashiyana Shaikh	

As Per NEP 2020

AC –
Item No. –

**Tolani College of
Commerce
(Autonomous)**



Title of the Course: Business Environment

**Programme: Bachelor of Commerce (Management Studies)
Semester-II**

Syllabus for 2 credits

From the academic year 2026-2027

Name of the Course: Business Environment

Sr. No.	Heading	Particulars
1	Description the course:	Today's environment is very dynamic and it continuously throws challenges and opportunities to business firms. To fight against these challenges and to grab the opportunities one has to be aware about the environmental factors. This course helps the learners to understand these environmental factors.
2	Vertical:	Major
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: 1. To identify the definable aspects of business environment within which a business has to function. 2. To develop an insight so as to adapt to the changing trends of business environment.	
8	Course Outcomes: 1. Learners will be able to familiarize with the nature of business environment and its components. 2. Learners will be able to apply an understanding of the different modes of engagement with markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate.	

Modules	
Module 1: Introduction to Business Environment (15 Hours)	
• Overview of Business: Meaning, Nature and Scope of Business. • Business Environment: Meaning, Characteristics, Need and Components of Business Environment. • Environmental Analysis: Micro and Macro Environment, PESTLE Analysis and SWOT Analysis. • Components of the business environment: Internal environment, External environment and macro components.	
Module 2: International Environment (15 Hours)	
• Globalization: Meaning, Nature and Stages of Globalization. • Multinational Corporations (MNCs): Meaning, merits and demerits of MNCs. • Foreign Direct Investment (FDI): Meaning, FDI concepts and functions. • FDI Operations in India: Globalisation, Factors influencing FDI and Challenges faced by International Business.	

10	References • K. Aswathappa, Essentials of Business Environment, Text and Cases, Himalaya Publishing House, 12th Edition, 2014. • Dr. C.B. Gupta, Business Environment, Sultan Chand & Sons, 12th Edition, 2022. • Dr. Nikitha et al., International Business Environment, Himalaya Publishing House.								
11	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Internal Continuous Assessment: 40%</td><td style="width: 50%;">Semester End Examination : 60%</td></tr> </table>	Internal Continuous Assessment: 40%	Semester End Examination : 60%						
Internal Continuous Assessment: 40%	Semester End Examination : 60%								
12	Continuous Evaluation through: <table border="1" style="margin: 10px auto; width: 60%;"> <thead> <tr> <th>Sub-components</th><th>Maximum Marks</th></tr> </thead> <tbody> <tr> <td>1) Assignment/Case Studies/ Presentation/ /Project</td><td style="text-align: center;">10</td></tr> <tr> <td>2) Class Test</td><td style="text-align: center;">10</td></tr> <tr> <td style="text-align: center;">Total</td><td style="text-align: center;">20</td></tr> </tbody> </table> Note: Learner must be Present in all the two exam components of Continuous Evaluation.	Sub-components	Maximum Marks	1) Assignment/Case Studies/ Presentation/ /Project	10	2) Class Test	10	Total	20
Sub-components	Maximum Marks								
1) Assignment/Case Studies/ Presentation/ /Project	10								
2) Class Test	10								
Total	20								

Format of Question Paper:

Question Paper Pattern for Semester End Examination (SEE)
Maximum Marks: 30 **Duration:1 Hour**

Question Number	Particular	Marks
Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question	10
Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question	10
Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)	10

Note: Any of the short notes of 5 Marks can be a case study.

Signatures of Team Members

Sr. No	Name	Signature
1.	Ms. Shalini Clayton	
2.	Ms. Ashiyana Shaikh	

AC –
Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: Object Oriented Programming

**Programme: B.Com (Accounting and Finance), B.Com(Management Studies),
B.Com(Banking and Insurance), B.Com.(Financial Markets) Semester II**

Syllabus for 2 credits

From the academic year- 2024-2025

Sr. No.	Heading	Particulars
1	Description of the course	Object-oriented programming (OOP) is a style of programming characterized by the identification of classes of object closely linked with the methods (functions) with which they are associated.
2	Vertical:	Minor
3	Type:	Theory and Practical
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation:20 Semester End Examination:30
7	Course Objectives: 1. This course provides rich experience on C++ Programming, understand the concepts of C++ language and expertise in using C++ 2. To implement real-world entities like inheritance, hiding, polymorphism, etc. in programming 3. The main aim of OOPS is to bind together the data and the functions that operate on them so that no other part of the code can access this data except that function. 4. This course provides rich experience of Handling exceptions to control errors.	
8	Course Outcomes: 1. Learn basics of OOPS, Understand functions in C++ 2. Understand Constructor and polymorphism Concept 3. Learn the inheritance concepts, Ability to learn about error handling 4. Learn how to control errors with exception handling	

9	Module1: Object Oriented Methodology,Classes, Objects and Constructors ,Destructors (15 Hours)	
	• Introduction of object oriented programming • Simple classes (Class Specification, Class members accessing), Defining member functions, passing object as an argument, Returning object from functions, • Friend classes, Default Constructor, Parameterized Constructor and examples, Destructors.	
	Module2: Polymorphism, Inheritance, Exception Handling (15 Hours)	
	• Concept of function overloading, overloaded, operators overloading, • Introduction, understanding inheritance, Advantages provided by inheritance, • Introduction, Exception Handling Mechanism, Concept of throw & catch with example	
10	Reference Books: • Author: E. Balagurusamy, Title: Object Oriented Programming with C++,Publisher: TataMcGraw Hill 9th Edition, Year: 2014 • Link: https://e-next.in/bsc-it/sem2/object-oriented-programming/	
12	Internal Continuous Assessment:20%	Semester End Examination:30%
13	Continuous Evaluation through:	Practical

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14 Format of Question paper:

Scheme of Evaluation Pattern
Table 1A: Scheme of Continuous Evaluation (CE/Practical)
Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Practical exam	15	b) A learner must be present for each of the sub-components.
2) Journal and Viva	5	
Total	20	

Table 1B: Scheme of Semester End Examination (SEE) Evaluation
Question Paper Pattern for Semester End Examination (SEE)
Maximum Marks: 30 **Duration: 1 Hrs.**

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions		Maximum Marks
1)	Attempt any 3		
	a)		15
	b)		
	c)		
	d)		
	e)	Attempt any 3	
2)			15
	a)		
	b)		
	c)		
	d)		
	e)		

Approved by the Academic Council on 8-4-2024

Approved by the BoS in Business Economics on 5-3-2024

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Business Economics (Introduction to Microeconomics)

Semester II

Programme:

B.Com in Management Studies
B.Com. in Accounting and Finance
B. Com in Banking and Insurance
B. Com in Financial Markets
B.Sc. in Information Technology

Revised Syllabus for 2 credit Course from the Academic Year 2024-2025

Title of the Course: Business Economics (Introduction to Microeconomics)

Semester II

Sr. No.	Heading	Particulars
1)	Description the course	To introduce students to basics of microeconomics and develop skills to use the knowledge of microeconomics in business decision making.
2)	Programme	B.Com in Management Studies, B.Com. in Accounting and Finance, B. Com in Banking and Insurance, B. Com in Financial Markets and B.Sc. in Information Technology.
3)	Semester	II
4)	Course/ Subject	Business Economics (Microeconomics)
5)	A.Y.	2024-2025
6)	Vertical:	Minor
7)	Type:	Theory
8)	Credits:	02
9)	Hours Allotted:	30
10)	Marks Allotted:	Total Marks: 50 Continuous Evaluation Marks: 20 Semester End Examination Marks: 30
Course Objectives: By end of this course student should be able to-		
1) understand concepts like price elasticity, income elasticity, cross elasticity, and promotional elasticity of demand, and production and cost and apply these concepts to real-world managerial scenarios.		
2) define perfect competition, monopoly, monopolistic completion, oligopoly and recognize its features and significance in the market.		
Course Outcomes: Upon completion of this course students will be able to:		
1) able to calculate and interpret price elasticity, income elasticity, cross elasticity, and promotional elasticity of demand, and production and cost and apply these concepts to real-world managerial scenarios.		
2) able to comprehend how business decisions are taken under different market conditions.		

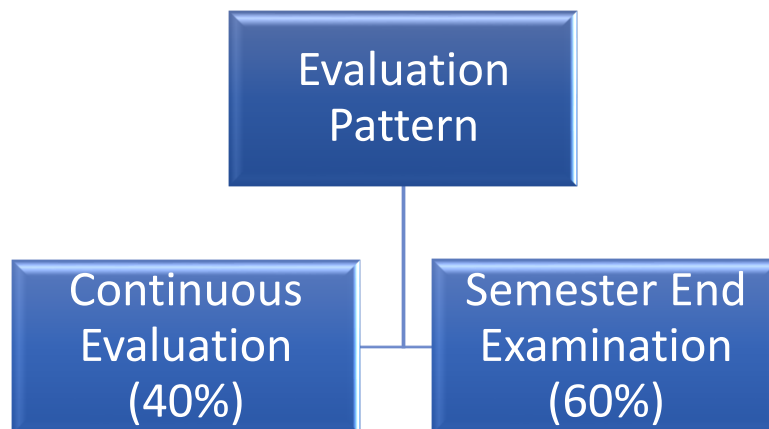
BUSINESS ECONOMICS MINOR SEMESTER II

2 CREDITS WEF AY 204-2025

Module 1: Demand, Production and Cost Analysis (15 hours)
• Demand Analysis: Elasticity of Demand (Price, Income, Cross, Promotional and its applications in managerial decision-making process) • Production Analysis: Meaning and types of production function- Production Isoquants and their properties. • Cost Analysis: Short-run and long run cost functions.
Module 2: Business Decisions in Competitive Markets (15 hours)
• Perfect Competition: Meaning, features, and importance. • Monopoly: Meaning, features and reasons behind rise of monopolies. • Monopolistic and Oligopoly: Meaning, features and use of concentration ratio in oligopoly.

References:

- 1) Dominick Salvatore and Siddhartha Rastogi: Managerial Economics-Principles and Worldwide Applications, Oxford University Press, 8th Edition, 2017, New Delhi.
- 2) Ivan Png: Managerial Economics, 5th Edition, Routledge, 2016, New Delhi.
- 3) N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: Business Economics, 1st Edition, 2013, Cengage Learning.
- 4) Robert Pindyck and Daniel Rubinfeld: Microeconomics, 8th Edition, Pearson, 2018, New Delhi



Continuous Evaluation

(As approved by the BoS in Business Economics on 6-11-2025 and the Academic Council on: 20-11-2025)

(A)
Research Project
(B)
Class Test

Continues Evaluation Research Project Component Research Project Rules and Guidelines

1. Topic Selection

- Choose **one topic only** from the provided list given against your **ROLL NUMBER ONLY**.
- Change in topic will **NOT BE ALLOWED**.

2. Project Format

Each project must include the following sections:

Section	Description
Cover Page	Title, Student Name, Roll Number, Class, College, and Date
Index	List of sections with page numbers
Introduction	Brief background and significance of the topic
Objectives	Clearly state 2–3 aims of your research
Methodology	Mention how you collected data (primary/secondary), sample size, tools used
Data Analysis	Use tables, graphs, or charts to explain findings
Interpretation	Explain your results in simple terms
Conclusion	Summarise key insights; suggest improvements or actions
References	Books, articles, websites (follow proper citation style)

Appendix (if any)	Include survey questionnaires, raw data, etc.
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**THE PROJECT REPORT MUST BE HAND WRITTEN IN THE BOOK
LET AUTHORISED BY THE COLLEGE. USE BLUE INK.**

3. Data Collection

- Projects must be based on **real-world examples, data, or observations.**
- Data may be collected through:
 - Online research (reliable websites, economic reports, articles)
 - Small surveys (questionnaire/interview)
 - Case studies (small businesses, startups, etc.)
- Cite all sources properly.

4. Page Limit & Presentation

- **Page Count:** 15 pages (including appendices).
- Ensure **neatness, clarity, and logical flow** of ideas.
- You are free to **affix** relevant pics or draw diagrams.

Question Paper Pattern for Semester End Examination (SEE)

(As approved by the BoS in Business Economics on 04-3-2025 and the Academic Council on
11-3-2025)

Maximum Marks: 30

Duration: 1 hour.

Note: All questions are compulsory.

				MAX.MARKS
Q.1	a)		MODULE I	(5)
	b)			(5)
	c)			(5)
Q.2	a)		MODULE II	(5)
	b)			(5)
	c)			(5)

Note sub-questions a, b and c can be on the following:

- i) Definitions
- ii) Short answers
- iii) Explanatory notes
- iv) Case lets and/or numerical problems requiring use of quantitative and/or qualitative methodology to find solutions.

Item No. –
AC –

As Per NEP 2020

**Tolani College of Commerce
(Autonomous)**



Title of the Course: Introduction to Financial Accounting

Programme: Bachelor of Commerce (Management Studies)

**Semester: II
Syllabus for 2 Credit Course
from the Academic Year 2026-2027**

Name of the Course: Introduction to Financial Accounting

Sr. No.	Heading	Particulars
1	Description the course:	This course covers key topics in Accounting Standards and delves into inventory valuation methods. The course also provides a basic understanding of International Financial Reporting Standards and presentation of financial statements of a manufacturing concern.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: The objective of this course is to: 1. understand the importance of transparent financial reporting and the different methods of inventory valuation. 2. understand the principles, concepts and objectives of International Financial Reporting Standards (IFRS) and preparation of final accounts of a manufacturing concern.	
8	Course Outcomes: After completion of the course the learners will be able to: 1. explain the relevance of Accounting Standards (AS-1, AS-2 and AS-9) in preparation and presentation of financial statements and calculate the value of inventory using First In First Out and Weighted Average methods. 2. explain the structure, content and relevance of IFRS framework and also prepare final accounts of a manufacturer considering typical transactions relating to a manufacturing concern.	

9	Module 1: Accounting Standard issued by ICAI and Inventory Valuation (15 hours) 1. <u>Accounting Standards</u> • Concepts, benefits and procedures for issue of accounting standards • AS-1:Disclosure of accounting policies Purpose, areas of policies, disclosure of policies and changes in policies • AS-2:Valuation of inventories Meaning, applicability and disclosure in final accounts • AS-9: Revenue Recognition Meaning and scope, sale of goods and rendering of services 2. <u>Inventory Valuation</u> • Meaning of Inventories cost of inventory valuation, periodic Inventory system and perpetual inventory system valuation. • Meaning and Importance of First In First Out (FIFO) and Weighted Average Method. • Computation of valuation of inventory as on balance sheet date. Module 2: Introduction to International Financial Reporting Standards (IFRS) and Final Accounts of Manufacturing concerns (15 Hours) 1. <u>International Financial Reporting Standards (IFRS)</u> • Meaning and Scope • Need for convergence • Structure and objectives of IFRS • Standard IFRS requirements 2. <u>Final Accounts of Manufacturing concerns</u> • Classification of receipts and expenditure: Revenue and Capital • Format, adjustment entries and practical problems on Final Accounts of Manufacturing Concerns
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10	Reference Books: 1. Ahmed, Naseem, Ashok Sharma, and Rajendra Kumar. Corporate Accounting. Delhi. ANE' S Book Pvt. Ltd, 2013. 2. Dr. Bansal KM. Corporate Accounting 1st ed Delhi. Tan Print Pvt. Ltd, 2017. 3. Goyal, Bhushan Kumar. Fundamental of Corporate Accountancy: Volume I, Delhi. International Book House Pvt. Ltd, 2013. 4. Gupta, M. P. Grewal' s Accounting. 1st ed., 1993, New Delhi S. Chand and Company Ltd, Revised ed 2002. 5. Dr. Maheshwari, S. N. Advanced Accountancy. Revised ed., Daryaganj, New Delhi Sultan Chand and Sons, 2007. 6. Dr. Maheshwari, S. N. Advanced Accountancy, Volume I. 9th ed., Vikas Publishing House Pvt. Ltd,.2018. 7. Maheshwari, S.N. and S.K. Maheshwari. Corporate Accounting 5th ed, Delhi Vikas Publishing House Pvt Ltd, 2018. 8. Dr. Sehgal, Ashok, and Dr. Deepak Sehgal. Advanced Financial Accountancy. 6th ed., Delhi Taxmann Allied Services, 2016. 9. Tulsian, P.C. Corporate Accounting. 5th ed, New Delhi, McGraw-Hill Publishing Company Pvt. Ltd, 2007.											
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%										
12	Continuous Evaluation through: <table><tr><th>Sub-components</th><th>Maximum Marks</th><th>Conditions for passing</th></tr><tr><td>1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar</td><td>10</td><td rowspan="3">A learner must be present for each of the sub-components</td></tr><tr><td>2) Class Test</td><td>10</td></tr><tr><td>Total</td><td>20</td></tr></table>	Sub-components	Maximum Marks	Conditions for passing	1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar	10	A learner must be present for each of the sub-components	2) Class Test	10	Total	20	
Sub-components	Maximum Marks	Conditions for passing										
1) Assignment/Case Studies/ Presentation/ Book Review/ Assignment/ Viva Voce/ Report Writing/ Quiz after participation in a Webinar/ Workshop/ Seminar	10	A learner must be present for each of the sub-components										
2) Class Test	10											
Total	20											

13	Format of Question Paper: Semester End Examination Question Paper Pattern Maximum Marks: 30 All Questions are Compulsory Carrying 15 Marks each. Duration: 1 Hour		
	Question No	Particular	Marks
	Q-1	Attempt the following:	
		a. Full Length Practical Question OR	15 Marks
		b. Theory/ Practical Questions c. Theory/Practical Questions	08 Marks 07 Marks
	Q-2	Attempt the following:	
		a. Full Length Practical Question OR	15 Marks
b. Theory/ Practical Questions c. Theory/Practical Questions		08 Marks 07 Marks	
Note: Questions of 7/8 marks (Practical/theory) may also be divided as 2 questions of 10/5 marks (Practical/theory) or 1 full length question (Practical/theory) of 15 marks.			

Signatures of Team Members

Sr. No.	Name	Signature
1.	Mr. Murugan Nadar	
2.	Ms. Shweta Ghule	

As Per NEP 2020

Tolani College of Commerce (Autonomous)



**Title of the Course: Fraud Detection: Investigation and Prevention
Programmes: Bachelor of Commerce (Management Studies)/Bachelor of
Commerce (Accounting and Finance)/Bachelor of Commerce (Banking
and Insurance)/Bachelor of Commerce (Financial Markets)/ Bachelor of
Science (Information Technology)**

Semester: II

**Syllabus for 4 Credit Course
From the academic year: 2024-2025**

Name of the Course: **Fraud Detection: Investigation and Prevention**

Sr. No.	Heading	Particulars
1	Description of the course:	Any organization's ability to succeed and endure depends on its robust governance framework, culture of compliance, internal controls, and associated systems and procedures. The board of directors and senior management provide strategic direction to an organization in order to help it achieve its goals, which include maximising stakeholders' wealth. Employers and other resources are necessary for organizations to meet their targets and goals. The staff members belong to distinct tiers of the hierarchy, including upper, medium, and lower management. In order to manage the business's operations, these staff members must adhere to policies and procedures and be given a variety of physical resources. There may be fraudsters or crooks among the staff as well as outside the corporation who take advantage of the resources of the company. These actions are regarded as fraudulent. The goal of fraud investigations is to determine what actions were taken, by whom, and how. Not only is there a chance of not being able to recover losses if an inquiry is done poorly. There's also a chance of fines, legal bills, and reputational harm. Fraud investigations are comprehensive, quick, accurate, and compliant when these skills and information are applied.
2	Vertical:	Open Elective
3	Type:	Theory
4	Credit:	4 Credits
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation: 40 Semester-End: 60
7	Learning Objectives - Gain relevant knowledge regarding fraud, including its types, fraudsters, detection, cost, deterrence, and investigation methods - Learn what constitutes fraud and become familiar with instances of it, such as payroll fraud, false invoicing, and theft of property, inventory, or cash.	

	• Acquire knowledge of the many essential ideas surrounding the process of investigating fraud and fraud detection. • The numerous methods employed in the inquiry and making aware of every step of the fraud investigation process.
8	Learning Outcomes Enables the learners to • Acquire relevant knowledge about organizational fraud detection as well as fraud investigation. • Understand fraud, types of frauds, fraud deterrence, • Understand fraud detection, fraud investigations process. • Understand fraud investigation conclusion, and fraud investigation reporting.

9	Syllabus
	Module.1. Understanding Fraud, Fraudsters (15 Hours)
	• What is Fraud? • What is the Scale of the Problem? • Why Does it Matter to Understand Fraudsters? • The Fraud Triangle – The Key Behavioral Mode • Motives of Fraudsters – Bringing the Fraud • Triangle Up to Date
	Module.2. Fraudulent Behavior and Types of Fraud (15 Hours)
	• Fraudulent behaviour • Classification of Fraudsters • Profile of a Fraudster • Motives of Fraudsters – The Business • Perspective • Types of Fraud
	Module.3. Fraud Identification and Detection (15 Marks)
	• The Deterrence Factor • Fraud Detection • Methods of Fraud Detection • Fraud Indicators • The Role of Internal Audit and External Audit • The Fraud Investigation Process
	Module.4. Fraud Investigation Process and Techniques (15 Hours)
	• The Fraud Investigation Process • Handling Initial Allegations or Indicia for Fraud • Designing and Planning of the Fraud • Investigation and Gathering of Evidence • Evidence Review

	• Fraud Investigation and Investigative Tools																
10	References i. CA Virendra K. Pamecha. How To Detect & Investigate - Financial Frauds & Accounting Gimmicks Along with Professional Opportunities in Fraud Avoidance & Investigation published by Xcess Infostore Private Limited. ISBN-13 978-8194522188. ii. Charles E. Piper. Contract and Procurement Fraud Investigation Guidebook published by Routledge Taylor and Francis Group. ISBN-13 978-1138044982. iii. Stamler Rodney T., Marschdorf Hans J and Possamai Mario. Fraud Prevention and Detection published by Taylor & Francis Ltd. ISBN: 9780367867324, 9780367867324. iv. Sunder Gee. Fraud and Fraud Detection: A Data Analytics Approach by. Published by Wiley Online Library. Print ISBN:9781118779651 Online ISBN:9781118936764.																
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%															
12	Continuous Evaluation through: <table><tr><th>Sub-components</th><th>Maximum Marks</th><th>Conditions for passing</th></tr><tr><td>1) 1st Project/ Report work</td><td>10</td><td rowspan="5">a) A learner must be present for each of the sub-components.</td></tr><tr><td>2) 2nd Project/ Report work</td><td>10</td></tr><tr><td>3) Case Study analyses in the classroom</td><td>10</td></tr><tr><td>4) 10 Objective Questions (1 MCQ of 1 mark each)</td><td>10</td></tr><tr><td>Total</td><td>40</td></tr></table>			Sub-components	Maximum Marks	Conditions for passing	1) 1 st Project/ Report work	10	a) A learner must be present for each of the sub-components.	2) 2 nd Project/ Report work	10	3) Case Study analyses in the classroom	10	4) 10 Objective Questions (1 MCQ of 1 mark each)	10	Total	40
Sub-components	Maximum Marks	Conditions for passing															
1) 1 st Project/ Report work	10	a) A learner must be present for each of the sub-components.															
2) 2 nd Project/ Report work	10																
3) Case Study analyses in the classroom	10																
4) 10 Objective Questions (1 MCQ of 1 mark each)	10																
Total	40																
13	Format of question paper Maximum Marks: 60 All Questions are Compulsory Carrying 15 Marks each. Duration: 2 Hour.																
Question No	Particular	Marks															
Q-1	(From Module I) a. Theory (Case Study according to Bloom taxonomy) (08 Marks) b. Theory (07 Marks) OR c. Theory (Case Study according to Bloom taxonomy) (08 Marks) d. Theory (07 Marks)	15 Marks															
Q-2	(From Module II) a. Theory (Case Study according to Bloom taxonomy) (08 Marks) b. Theory (07 Marks) OR c. Theory (Case Study according to Bloom taxonomy) (08 Marks) d. Theory (07 Marks)	15 Marks															
Q-3	(From Module III) a. Theory (Case Study according to Bloom taxonomy) (08 Marks) b. Theory (07 Marks) OR c. Theory (Case Study according to Bloom taxonomy) (08 Marks) d. Theory (07 Marks)	15 Marks															

Q-4	(From Module IV) a. Theory (Case Study according to Bloom taxonomy) (08 Marks) b. Theory (07 Marks) OR c. Theory (Case Study according to Bloom taxonomy) (08 Marks) d. Theory (07 Marks)	15 Marks
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Signature/s of Team Member/s

Sr.No	Name	Signature
1.	Dr. Hema Mehta	

AC –

Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Introduction to Modern American Literature (Semester II)

Programmes:

Bachelor of Commerce (Management Studies)
Bachelor of Commerce (Accounting & Finance)
Bachelor of Commerce (Banking & Insurance)
Bachelor of Commerce (Financial Markets)
Bachelor of Science (Information Technology)

Syllabus for 4 Credit Course from the Academic Year 2024-2025

Name of the Course: Introduction to Modern American Literature

Sr. No.	Heading	Particulars
1	Description of the course : Including but not limited to :	This course immerses students in Modern American Literature, acquainting them with pivotal works of the era. Building skills in identifying, understanding, and analysing written works of American authors.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks Continuous Evaluation 40 marks and Semester End Examination 60 marks
7	Course Objectives: 1. To recognize and define basic literary terms employed in modern American literature 2. To understand key literary concepts and interpret American literary works. 3. To explore literary works in American literature, and understand literary evolution. 4. To foster an appreciation for reading as a pleasurable and enriching activity.	
8	Course Outcomes: 1. Ability to recognize and articulate basic literary terms commonly used in Modern American literature, enabling effective engagement with literary texts. 2. Understand fundamental literary concepts and increase comprehension. 3. Develop an awareness of the evolution of American literature 4. Ability to engage in conversation through sustainable reading habits.	

9	Module 1: Introduction to Modern American Literature (15 Hours)
	Introduction to Literature and Literary Terms: ▶ Key concepts and literary terms in Modern American Literature. ▶ Characteristics of modernism in American literature. ▶ Basic literary terms relevant to the understanding of American literature.
	Module 2: Early 20th Century and the Jazz Age (15 Hours)
	Exploring Cultural Dynamism ▶ Overview of the cultural and literary landscape of the early 20th century ▶ F Scott Fitzgerald's "The Great Gatsby" ▶ Harper Lee's "To Kill a Mockingbird"
	Module 3: Post-War Realities: Reflections in American Fiction & Drama (15 Hours)
	Post-War Fiction and Drama: ▶ Overview: Understand the shifts in American literature post-World War II. ▶ J.D. Salinger's "The Catcher in the Rye". ▶ Arthur Miller's "Death of a Salesman".
	Module 4: Trends and Voices in Modern American Literature (15 Hours)
	Contemporary Literature: ▶ Evolving Narratives in a Shifting World ▶ Mario Puzo's "The Godfather" ▶ Stephen King "The Shining"
10	Secondary Reading List: ● "The Adventures of Tom Sawyer" by Mark Twain ● "Gone with the Wind" by Margaret Mitchell ● "Moby-Dick" by Herman Melville ● "The Bell Jar" by Sylvia Plath ● "The Fault in Our Stars" by John Green ● "If Tomorrow Comes" by Sidney Sheldon ● "Eat, Pray, Love" by Elizabeth Gilbert ● "I Know Why the Caged Bird Sings" by Maya Angelou ● "Dracula" by Bram Stoker ● "The Perks of Being a Wallflower" by Stephen Chbosky ● "The Handmaid's Tale" by Margaret Atwood ● "A Game of Thrones" by George R.R. Martin ● Sidney Sheldon's "Master of the Game"

11	Internal Continuous Assessment: 40%		Semester End Examination: 60%
12	Continuous Evaluation through: (40 marks)	1) Class Plays, Readers Discussion, Critical Analysis Essay, Book Review (30 marks) 2) MCQ Based Test (10 marks)	A learner must be present for each of the sub-components
13	Format of SEE Question Paper: (60 marks)		
	Question No.	Nature of Question	Maximum Marks
	Q-1	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks
	Q-2	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks
	Q-3	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks
	Q-4	Answer in Detail: (attempt any 3 of 4) a) b) c) d)	15 Marks

Signatures of Team Members

Sr.No.	Name	Signature
1.	Ms. Amrita Nambiar	
2.	Ms. Jacinta Ashita Tigga	

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Title of the Course: Retail Management

**Programme: Bachelor of Commerce (Management Studies)
Semester-II**

Syllabus for 2 credits

From the academic year 2024-2025

Name of the Course: Retail Management

Ref

Sr. No.	Heading	Particulars
1	Description the course:	The primary objective of the course is to have learners develop marketing competencies in retailing and retail consulting. The course is designed to prepare learners for positions in the retail sector or positions in the retail divisions of consulting companies. The learners through course will understand how a retail business works; the core issues and challenges involved; the key terms and terminologies associated and an appreciation of Indian retail sector.
2	Vertical:	Vocational Skill Course
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: 1. To familiarize the learner about the practical understanding of the retail sector covering crucial areas like retail buying, category management, retail store operations and customer marketing. 2. To make learners understand the basics of retail, retail store operations, performance matrices, designing market, promotional strategies with focus on FDI.	
8	Course Outcomes: At the successful completion of this certificate course, learners will be able to: 1. Understand the organised retail sector and its operations. 2. Understand the various strategies involved with the retail sector and how to deal with customers along with their needs to sustain in the market.	

9	Modules
	Module 1: Retail Management- An Overview (15 Hours)
	• Retail Management: Introduction and Meaning, Factors Influencing Retail Management and Scope of Retail Management and Factors Responsible for the Growth of Organized Retail in India • Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations, Emerging Trends in Retailing: Foreign Direct Investment in Retailing and Franchising: Meaning, Types and Advantages and Limitations and Franchising in India. • Retail Pricing: Meaning, Considerations in Setting Retail Pricing and Pricing Strategies.
	Module 2: Retail Strategy, Store Operations and Store Design Layout (15 Hours)
	• Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain, Retail Store Operations: Meaning, Responsibilities of Store Manager and the 5 S's of Retail Operations (Systems, Standards, Stock, Space, Staff). • Store Design: Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics and Store Layout- Meaning, Types: Grid, Racetrack and Free Form. • Visual Merchandising: Meaning, Significance, Tools used for Visual Merchandising Display- Meaning, Methods of Display, Errors in Creating Display.

10	References: • Michael Levy & Barton A Weitz, “Retailing Management”, Tata Mc Graw Hill • Gibson G. Vedamani, “Retail Management- Functional Principles and Practices”, Jaico Publishing House, Mumbai. • Kishore Biyani, “It Happens in India”,& “ The Wall Mart Story” • Dr. RamKishen Y. “International Retail Marketing Strategies”, Jaico Publishing House, Mumbai • Fernie, John, Suzanne Fernie, and Christopher Moore, Principles of Retailing. 2nd ed., Routledge, 2015.	
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%

12 Continuous Evaluation through:

Sub-components	Maximum Marks
1)Assignment/Case Studies/ Presentation	10
2) Class Test	10
Total	20

Note: Learner must be Present in all the two exam components of Continuous Evaluation.

13 Format of Question Paper:

Table 1B: Scheme of Semester End Examination (SEE) Evaluation
Question Paper Pattern for Semester End Examination (SEE)
Maximum Marks: 30 **Duration:1 Hour**

Question Number	Particular	Marks
Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question	10
Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question	10
Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)	10

Note: Any of the short notes of 5 Marks can be a case study.

**Signatures of Team
Members**

Sr.No	Name	Signature
1.	Ms. Shalini Clayton	
2.	Ms. Ashiyana Shaikh	

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: Foundation Course- II

Name of the Programmes:

1. Bachelor of Commerce
2. Bachelor of Commerce (Management Studies)
3. Bachelor of Commerce (Accountancy & Finance)
4. Bachelor of Commerce (Banking & Insurance)
5. Bachelor of Commerce (Financial Markets)

Semester II

Syllabus for 2 Credit Course

From the academic year- 2025-2026

Name of the Course: Foundation Course- II

Sr. No.	Heading	Particulars
1	Description the course:	The comprehensive course is designed to equip participants with the essential knowledge and skills needed to excel in competitive exams. It focuses not only on the academic aspects but also emphasises the development of crucial soft skills that play a pivotal role in achieving success in various competitive arenas. The nature of the course provides learners with a good foundation in both the academic knowledge and the soft skills essential for success in various competitive environments. The course ensures that learners can apply their knowledge and skills to enhance their overall competitiveness in the job market or educational pursuits.
2	Vertical:	Skill Enhancement Course
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: By end of this course learners should: 1. acquire basic information about the competitive exams. 2. develop soft skills essential for success in competitive exams	
8	Course Outcomes: The learners shall: 1. become aware about the various competitive exams for career enhancement 2. be familiarised with the basics of stress and time management techniques useful in everyday life.	

9	Module 1: Introduction to Competitive Exams (15 Hours) Examinations conducted for entry into professional courses: Graduate Record Examinations (GRE), Graduate Management Admission Test (GMAT), Common Admission Test (CAT) and Scholastic Aptitude Test (SAT), TOEFL, ACT, PTE, CET Exams conducted for entry into teaching profession: NET, SET. Examinations conducted for Government jobs: UPSC, MPSC, SSC Examinations for Entrance in Banking and Insurance sector: Banking- IBPS, SBI, RBI and NABARD; Insurance- LIC, IRDA and NIACL Module 2: Soft Skills Required for Competitive Exams (15 Hours) Information on areas tested: Quantitative Ability, Data Interpretation, Verbal Ability and Logical Reasoning, Creativity and Lateral Thinking Motivation: Concept, Theories and Types of Motivation. Goal-Setting: Types of Goals, SMART Goals. Time Management: Effective Strategies for Time management.
10	Reference Books: - Bhatnagar Mamta and Bhatnagar Nitin, Effective Communication and Soft Skills, Pearson India, New Delhi, 2011 - Singh, Ashok Kumar, Science and Technology for Civil Service Examination, Tata McGraw Hill, New Delhi, 2012. - Thorpe, Edgar, General Studies Paper I Volume V, Pearson, New Delhi, 2017.
11	Websites: https://www.gmac.com/gmat-other-assessments/about-the-gmat-focus-edition/exam-overview https://www.ets.org/show-english-ability.html https://iimcat.ac.in/per/g01/pub/756/ASM/WebPortal/1/index.html?756@@1@@1 https://cetcell.mahacet.org/cet/ https://upsc.gov.in/ https://mpsc.gov.in/examination_syllabus?m=18 https://www.ugcnetonline.in/syllabus-new.php https://ugcnet.nta.nic.in/ https://setexam.unipune.ac.in/ https://www.ets.org/gre/test-takers/general-test/about.html https://www.mindtools.com/a5ykiuq/personal-goal-setting https://www.mindtools.com/a4wo118/smart-goals https://www.ibps.in/

12	Internal Continuous Assessment: 40%	Semester End Examination: 60%																													
13	Continuous Evaluation through:	Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	20 marks																												
14	Format of Question Paper: <table border="1"> <thead> <tr> <th>Question Number</th><th colspan="2">Nature of Questions</th><th>Maximum Marks</th></tr> </thead> <tbody> <tr> <td rowspan="5">1)</td><td></td><td>Attempt any THREE of the following: (From Module I)</td><td rowspan="5">15</td></tr> <tr> <td>A.</td><td></td></tr> <tr> <td>B.</td><td></td></tr> <tr> <td>C.</td><td></td></tr> <tr> <td>D.</td><td></td></tr> <tr> <td rowspan="5">2)</td><td></td><td>Attempt any THREE of the following: (From Module II)</td><td rowspan="5">15</td></tr> <tr> <td>A.</td><td></td></tr> <tr> <td>B.</td><td></td></tr> <tr> <td>C.</td><td></td></tr> <tr> <td>D.</td><td></td></tr> </tbody> </table>			Question Number	Nature of Questions		Maximum Marks	1)		Attempt any THREE of the following: (From Module I)	15	A.		B.		C.		D.		2)		Attempt any THREE of the following: (From Module II)	15	A.		B.		C.		D.	
Question Number	Nature of Questions		Maximum Marks																												
1)		Attempt any THREE of the following: (From Module I)	15																												
	A.																														
	B.																														
	C.																														
	D.																														
2)		Attempt any THREE of the following: (From Module II)	15																												
	A.																														
	B.																														
	C.																														
	D.																														

Signatures of Team Members

Sr. No.	Name	Signature
1.	Ms. Varada Trivedi	
2.	Mr. Kaustubh Bhagat	
3.	Ms. Ranjeeta Prajapati	

As Per NEP 2020

Tolani College of Commerce

(Autonomous)



Knowledge is Supreme

Title of the Course: Communication Skills in English - II

(Semester II)

Programmes:

Bachelor of Commerce
Bachelor of Commerce (Management Studies)
Bachelor of Commerce (Accounting & Finance)
Bachelor of Commerce (Banking & Insurance)
Bachelor of Commerce (Financial Markets)
Bachelor of Science (Information Technology)
Bachelor of Business Administration (Logistics)

Syllabus for 2 Credit Course from the Academic Year 2026-2027

Name of the Course: Communication Skills in English - II

Sr. No.	Heading	Particulars
1	Description of the course: Including but not limited to:	This course cultivates English Communication dexterity spanning interview dynamics, meeting essentials, and varied business correspondence. Constructive professional discussions and proficiency in crafting impactful documents, essential for success in the professional arena.
2	Vertical:	Ability Enhancement Course
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 marks and Semester End Examination 30 marks
7	Course Objectives: 1. To introduce learners to the employability skills and the dynamics of workplace communication. 2. To familiarize learners with diverse types of business correspondence and to instill LSRW skills required for successful professional life.	
8	Course Outcomes: 1. Ability to understand the principles and strategies of employability and workplace communication to contribute constructively in professional life. 2. Ability to demonstrate proficiency in crafting and interpreting different business correspondence and apply LSRW in the professional realm for successful engagement.	

9	Module 1: Corporate Dynamics (15 Hours)
	1. Interviews: → Preparing for an Interview - Interviewer and Interviewee → Types of Interviews - Selection, Appraisal, Grievance, Exit, Online → Techniques/ strategies for facing interviews effectively
	2. Meetings: Communication on Online platforms → Need for and Importance of Meetings in corporate settings → Role of the Chairperson and Participants → Conducting effective meetings: Planning, Preparation, Participation and follow-up
	3. Effective Document Management and Communication: → Importance of Summarisation and record keeping → Drafting of Notice, Agenda & Resolutions → Preparing Minutes of Meeting and Action Taken Reports
	Module 2: Business Correspondence (15 Hours)
	1. Reports and Business Proposals: → Meaning, Purpose and Types of Business Reports and Proposal → Drafting Investigative Reports → Drafting Business Proposals
	2. Trade Letters: → Letters of Inquiry → Order Letter → Letters of Complaints, Claims, Adjustments
	3. Email Correspondence: → Email as channel for formal correspondence → Sales letter via Emails → Understanding etiquette and ethics in digital correspondence
10	Reference Books: ● Gupta, Anand Das. Ethics, Business and Society: Managing Responsibly. 2010. ● Kamin, Maxine. Soft Skills Revolution: A Guide to Connecting with Compassion for Trainers, Teams, and Leaders. 2013 ● Lesiker, Flatley, Rentz, Lentz, and Pande. Business Communication: Connecting in a Digital World. 13th edn., 2015. ● Luck, Susan L. Zen and the Art of Business Communication: A Step-by-Step Guide to Improving Your Business Writing Skills. 2016. ● Adler, Ronald B., Jeanne Marquardt Elmhorst, and Kristen Lucas. Communication at Work: Principles and Practices for Business and the Professions. 12th ed., McGraw-Hill Education, 2017. ● Roberts, Tim, and Tony Alessandra. The New Art of Managing People. 2016

11	Internal Continuous Assessment: 40%	Semester End Examination: 60%
12	Continuous Evaluation through: (20 marks)	Mock Interviews/ Extempore/ Drafting Notice, Agenda & Resolutions/ Class Projects/ Demonstration/ Exhibition/ Class Test
13	Format of SEE Question Paper: (30 marks)	
	Question No.	Nature of Question
	Q-1	Short notes: (attempt any 2 of 3) a) b) c)
	Q-2	Draft the following: (attempt any 2 of 4) a) Letter of Inquiry b) Letter of Order c) Letter of Complaint/Claim/Adjustment d) Sales/Promotional Email
	Q-3	Answer any one of the following: (attempt any 1 of 2) a) Draft a Business Report/Business Proposal Or a) Case Study b) Summarization
		10 Marks
		10 Marks
		10 Marks
		5 marks 5 marks

Signatures of Team Members

Sr. No.	Name	Signature
1.	Ms. Amrita Nambiar	
2.	Dr. Swati Bhise	

Approved by the Academic Council on 14-3-26 item no.
Approved by the BoS in Environmental Studies and Foundation Course on 5-3-26 item no. 02

As Per NEP 2020

Tolani College of Commerce

(Autonomous)



Title of the Course: Environmental Studies- II

Name of the Programmes:

1. Bachelor of Commerce
2. Bachelor of Commerce (Management Studies)
3. Bachelor of Commerce (Accounting & Finance)
4. Bachelor of Commerce (Banking & Insurance)
5. Bachelor of Commerce (Financial Markets)
6. Bachelor of Commerce (Logistics)
7. Bachelor of Commerce (Taxation and Auditing)
8. Bachelor of Science (Information Technology)
9. Bachelor of Science (Data Science)
10. Bachelor of Science (Artificial Intelligence and Machine Learning)

Semester II

Syllabus for 2 Credit Course

From the academic year- 2026-2027

Name of the Course: Environmental Studies- II

Sr. No.	Heading	Particulars
1	Description the course:	The course is an introductory inter-disciplinary course to understand impacts of human actions on environment. It is an attempt to understand the future impacts by learning from the past and present actions.
2	Vertical:	Value Education System
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: By end of this course learners should be: 1. aware about the human interventions for environment protection 2. familiar with the mechanisms for environmental protection in India	
8	Course Outcomes: The learners shall be able to: 1. hold a rational attitude towards sustainable development 2. a develop a sense of environmental responsibility	

9	Module 1: Sustainable Development and Way forward (15 Hours) Sustainable Development: Definition, Need, Importance of Sustainable Development; Origin and Evolution of Sustainable Development Goals (SDGs) Environmental Management: Need, Importance and Relevance, ISO 14000, Carbon Banks and Carbon Credits; Corporate Social Responsibility: Concept, Need and Importance Disaster Management: Definition; Types of disasters; Effects of disaster; Factors to be considered in Prevention, Mitigation (Relief and Rehabilitation) and disaster Preparedness. Environment Education: Definition, Scope, Importance, Principles, Methods, Concept of Education for Sustainable Development Module 2: Environment Protection in India (15 Hours) Environmental Movements in India: Chipko Movement, Appiko Movement, Save Narmada Movement, Save Western Ghat, Save Jaitapur and Save Aarey Environmental Laws in India: Constitutional Provisions for environment protection; Law-Water (Prevention & Control of Pollution) Act, 1974, Air (Prevention & Control of Pollution) Act, 1981, Wildlife Protection Act, 1972, Forest Conservation Act, 1980, Environmental Protection Act, 1986 Protected Areas in India: Definition and concept, Importance, Types of Protected Areas, Some of Protected Areas in India, Protected Areas Network Conservation Initiatives in India: Concept, Need of conservation; Institutions and NGOs in the field of conservation India; Conservation initiative in India- National Solar Mission, Project Tiger, Project Elephant, Project Vulture, Project Cheetah, Project Mahseer, Project Bustard
10	Reference Books: - Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p - McKinney M.L. & Schoch R.M., 1998: Environmental Science, Jones & Bartlett Publishers, London - Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. - Murthy, D. B. N., Disaster Management: Text and Case Studies, Deep and Deep - Negi S.S. (1993) Biodiversity and its Conservation in India, Indus Publications, New Delhi - Odum E.P. (1971): Fundamentals of Ecology, W.B. Saunders, Philadelphia - Parsuraman, S., and Unnikrishnan, ed., India Disasters Report II, Oxford, New Delhi, 2013 - Publications, New Delhi, 2013. - Rajgopalan C (2015): Environmental Studies. Oxford University Press - Rao K.L. 1975: India's Water Wealth, Orient Longman Ltd. New Delhi - Reza, B. K., Disaster Management, Global Publications, New Delhi, 2010.
11	Other Readings: - Down to Earth, Centre for Science and Environment - Human Development Report 2020 "The next frontier Human development and the Anthropocene", United Nations Development Programme (eISBN: 978-92-1-005516-1) 412 p.p http://hdr.undp.org/en/2020-report

12

Websites:

1. <https://unfccc.int/>
2. <https://www.cbd.int/>
3. <https://cpcb.nic.in>
4. <https://mpcb.gov.in>
5. <https://shoalconservation.org/project/project-mahseer/>
6. <https://www.wwfindia.org/>
7. <https://www.bnhs.org/>
8. <https://www.iucnredlist.org/>
9. <https://wii.gov.in/>

13	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
14	Continuous Evaluation through:	1. Fieldwork-based project work and report or assignment or presentation or report-writing or article/ book review or topic-based activity	10 marks
		2. Class Test	10 marks
		Total	20 marks
15	Format of Question Paper:		
	Question Number	Nature of Questions	Maximum Marks
	1)	Attempt any THREE of the following: (From Module I)	15
	A.		
	B.		
	C.		
	D.		
	2)	Attempt any THREE of the following: (From Module II)	15
	A.		
	B.		
	C.		
	D.		

Signatures of Team Members

Sr. No.	Name	Signature
1.	Mr. Kaustubh Bhagat	

As Per NEP 2020

AC –

Item No. –

Tolani College of Commerce (Autonomous)



Title of the Course: Management of Creativity
Programme: Bachelor of Commerce (Management Studies)
Semester II

Syllabus for 2 credits

From the academic year-2024-2025

Name of the Course: Management of Creativity

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces the learners to the various theoretical concepts related to the human creative process, developing creative ideas, and converting ideas into innovative solutions or products. Topics emphasize the importance of creating a sustainable process to continually innovate in the areas of product, process and service innovation.
2	Vertical :	Co-Curricular Course
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: • To create a business-oriented approach to creativity. • To relate creativity with business survival, growth and sustainability, for both commercial and social enterprises.	

8

Course Outcomes:

- Learners will be able to develop systematic methodology that integrates creative thinking processes into business strategies, fostering innovation, problem-solving, and sustainable growth.
- Learners will be able to evaluate the role of knowledge and technology management in developing new products/services and processes.

9	
	Module 1:Introduction to Creativity: (15 Hours)
	• Concept of Creativity: Importance of Creativity in Idea Generation, Creativity Process • Enablers & Barriers to Creativity: Components of Creativity, Creative Personality, Three Components of Creativity, (Expertise, Creative Thinking Skills & Motivation), Characteristics of Creative Group
	Module 2:Creativity Techniques: (15 Hours)
	• Techniques of Creativity: Brain Storming, Lateral Techniques, Six Thinking Hats, Story Board • Managing Creativity: Entrepreneurial Creativity, Time Pressure & Creativity, Steps to Increase your own Creativity, Creative Problem Solving

10	References: • Jane Henry,Creative Management and Development, 2006 • Christian Werner, Handbook of the Management of Creativity and Innovation, 2017 • Chris Bilton, Management and Creativity: From Creative Industries to Creative Management, 2008							
11	Continuous Evaluation							
12	Continuous Evaluation through: <table><tr><th>Component</th><th>Total Marks</th></tr><tr><td>1)Assignment/Case Studies / Presentation/ /Project</td><td>50 Marks</td></tr><tr><td>Total</td><td>50 Marks</td></tr></table>		Component	Total Marks	1)Assignment/Case Studies / Presentation/ /Project	50 Marks	Total	50 Marks
Component	Total Marks							
1)Assignment/Case Studies / Presentation/ /Project	50 Marks							
Total	50 Marks							

Signatures of Team Members

Sr.No	Name	Signature
1	Ms.Shalini Clayton	
2	Ms. Ashiyana Shaikh	