



Sheth T.J. Education Society's
Sheth N.K.T.T. College of Commerce
& Sheth J.T.T. College of Arts
(Reaccredited by NAAC B++(2.91), 4th cycle, (ISO certified-9001:2015)
(Autonomous)

Syllabus: Under NEP 2020 w.e.f Academic Year 2025-26

Programme Name: B.Com.		Semester: III	
Course Category: Major			
Name of the Dept: Accountancy			
Course Title: Accountancy & Financial Management-III			
Course Code: BCA301		Course Level:5.0	
Type: Theory / Practical			
Course Credit: 4			
Hours Allotted: 60 Hours			
Marks Allotted: 100 Marks (40 Marks Internal and 60 Marks External)			
Course Objectives: <ol style="list-style-type: none">1. To make learners understand the nitty-gritties of preparation of Partnership Final Accounts in case of Admission, retirement, and death of a Partner2. To make the learners understand the concept of Piecemeal Distribution of Cash and the procedure and steps involved in preparing the Statement of Distribution of Cash3. To make the learners understand the concept of Amalgamation of Firms and the procedure and steps involved in preparing the necessary accounts and statements for the amalgamation process.4. To make the learners understand the concept of inventory management in Tally Prime ERP and equip them with the skills to record voucher entries, manage purchase and sales orders, and handle stock returns systematically.			
Course Outcomes: <p>CO1: Learners would be able to prepare Final Accounts of a Partnership Firm in case of Admission, retirement and death of a Partner</p> <p>CO2: Learners would be able to prepare Statement of Piecemeal Distribution of Cash</p> <p>CO3: Learners would be able to prepare the necessary accounts and statements related to the Amalgamation of Partnership Firms.</p> <p>CO4: Learners would be able to record and manage inventory transactions, including voucher entries, purchase and sales orders, and stock returns, using Tally Prime ERP.</p>			
Description the course: (Including but not limited to)		Students will gain proficiency in handling complex accounting scenarios, applying relevant principles and techniques to accurately record and report financial information in each of these specialized areas.	

Syllabus: Under NEP 2020 w.e.f Academic Year 2025-26

Accountancy & Financial Management - III

Unit No.	Course Content	Hours
I	Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year	15
II	Piecemeal Distribution of Cash	15
III	Amalgamation of Firms	15
IV	Inventory Management and Voucher Entries in Tally Prime ERP	15
	Total Hours	60

Syllabus Description

Unit No.	Course Design	Hours
1	Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year <ul style="list-style-type: none">• Introduction• Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year, or when a partner retires/dies during the year.• Allocation of gross profit before and after admission/retirement/death when stock on the date of admission/retirement is not given and apportionment of other expenses based on time / Sales/ other given basis.• Ascertainment of gross profit prior to and after admission/retirement/death when stock on the date of admission/retirement is given and apportionment of other expenses based on time / Sales / other given basis. Excluding questions about admission, retirement, and death, which take place in the same year.	15
2	Piecemeal Distribution of Cash <ul style="list-style-type: none">• Excess Capital Method only	15

	<ul style="list-style-type: none"> • Asset taken over by a partner • Treatment of past profits or past losses in the Balance sheet • Contingent liabilities / Realization expenses/amount kept aside for expenses and adjustment of actual • Treatment of secured liabilities • Treatment of preferential liabilities like Govt. dues/labour dues etc. Excluding: Insolvency of partner and Maximum Loss Method. 	
3.	Amalgamation of Firms <ul style="list-style-type: none"> • Realisation method only • Calculation of Purchase consideration • Journal/ Ledger accounts of old firms • Preparing balance sheet of new firm • Adjustment of goodwill in new firm • Re-alignment of capitals in the firm by current accounts/ cash or a combination thereof excluding common transactions between the amalgamating firms. 	15
4	Inventory Management and Voucher Entries in Tally Prime ERP <ul style="list-style-type: none"> • Inventory Info and Voucher Entry Units of Measure, Stock item Creation, Group Creation; Voucher entry with inventory (Stock) Purchase, Sales entry. • Purchase & Sales Order and Purchase & Sales Return (Goods Return) How to make Purchase & sales order entry in tally, Delivery Note in & Receipt Note; How to make return stock entry in tally, Rejection in & Rejection Out. 	15

References Texts:

- Ashish K. Bhattacharyya – “Financial Accounting for Business Managers”, Prentice Hall of India Pvt. Ltd.
- Shashi K. Gupta – “Contemporary Issues in Accounting”, Kalyani Publishers.
- R. Narayanaswamy – “Financial Accounting”, Prentice Hall of India, New Delhi 4.
- Ashok Sehgal – “Fundamentals of Financial Accounting”, Taxman’s Publishers

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W) (AUTONOMOUS)

Programme Name: B.Com.		Semester: III	
Course Category: Major			
Name of the Department: Commerce			
Course Title : Commerce- III Introduction to Management			
Course Code: BCC302		Course Level:5	
Course Credit: 4		Total Marks: 100	
Course Objectives: 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Syllabus: NEP 2020 w.e.f 2025-2026

Unit No.	Content	Hours
I	Introduction to Management: <ol style="list-style-type: none"> a. Management: Concept, Nature, Functions, Managerial Skills & competencies. b. Modern Management Approach: Peter Drucker's Dimension of management, Indian management thoughts: Origin & significance of Indian Ethos to Management, Indian approach to management 	15

II	Planning & Decision making: a. Planning- steps, importance, components, co-ordination & its importance, MBO ,MIS, MBE b. Decision making – Techniques, essentials of a sound Decision making, impact of Technology on Decision making	15
III	Organizing: a. Organizing- steps , organization structure- features of line and staff organization , matrix organization, virtual organization, formal v/s informal organization. b. Delegation of Authority- Process, barriers to delegation, Principals of effective delegation, decentralization: factors influencing decentralization, centralization v/s decentralization	15
IV	Directing and Controlling a. Motivation- Concept, importance and influencing factor b. Leadership- Concept, functions, styles, qualities of a good leader, Controlling and its essentials	15
	TOTAL	60

References:

1. Principles of Management" by Stephen P. Robbins and Mary Coulter
2. Management: A Global Perspective" by Heinz Weihrich and Harold Koontz
3. Management: Tasks, Responsibilities, Practices" by Peter F. Drucker
4. Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge
5. Contemporary Management" by Gareth R. Jones and Jennifer M. George

Scheme of Examination

Internal : 40 Marks

External: 60 Marks

Internal	Marks: 40
Project & Viva	10marks
Active Participation/Attendance	10 Marks

Class test	20 Marks
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Paper Pattern for Internal and External Examination

Internal Examination – Class Test

Q.1. Explain the following concepts. (any 10 out of 12)	10 marks
Q.2. State whether the following statements are true or false (any 10 out of 12)	10 marks
TOTAL	20 marks

External Examination – Class Test

Q.1 Explain the following. (Any 2 out of 3)	15 marks
Q.2 Explain the following. (Any 2 out of 3)	15 marks
Q.3 Explain the following. (Any 2 out of 3)	15 marks
Q.4 Write short notes on the following. (Any 3 out of 5)	15 marks
TOTAL	60 marks

Sheth T. J. Education Society's
Sheth N.K.T.T College of Commerce and
Sheth J.T.T College of Arts, Thane (W)

Programme Name: B. Com		Semester: III
Course Category/Vertical: Minor		
Name of the Dept: Economics		
Course Title: Business Economics-Microeconomics-II		
Course Code: BCE303		Course Level: 5.0
Type: Theory		
Course Credit: 4 credits		
Hours Allotted: 60 Hours		
Marks Allotted: 100 Marks		
Course Objectives (CO): (List the course objectives) CO1. To give insight of the theories of production. CO 2. To introduce students to the basic concepts of cost and revenue. CO 3. To understand market structures like perfect competition and monopoly. CO 4. To acquaint the students with market structures like monopolistic competition and oligopoly.		
Course Outcomes (OC): (List the course outcomes) OC1. Students will gain the knowledge of production theories. OC 2. Students will learn the basic concepts of cost and revenue. OC 3. Students will be able to understand the market structures like perfect competition and monopoly. OC 4. Students get acquainted with market structures like monopolistic competition and oligopoly.		
Description of the course: (Including but not limited to)		The study of this paper will help students to understand basic concepts of Microeconomics which can be applied in day-to-day life. Students will be able to understand production analysis, cost and revenue concepts which they can apply practically. Knowledge of market structures helps students to understand the functioning of various markets, pricing-output decisions and equilibrium conditions.

Syllabus: NEP 2020 w. e. f 2025-26

Unit No.	Content	Hours
I	Production Analysis Production Function: Concept and Types; Concept of Total, Average and Marginal Product; Law of Variable Proportion and Returns to Scale, Isoquant and Producer's Equilibrium; Expansion Path; Economies and Diseconomies of Scale and Economies of Scope	15
II	Cost & Revenue Analysis Concepts of Costs: Money Cost, Explicit and Implicit Cost, Social Cost and Private Cost, Fixed and Variable Cost, Opportunity Cost, Average, Marginal and Total Cost, Derivation of Short Run and Long Run Cost Curves; Concepts of Revenue, Relationship between TR, AR and MR under perfect and imperfect competitions	15
III	Market Structures: Perfect Competition and Monopoly Features of Perfect Competition, Short-run and long-run equilibrium of a firm and industry, Features of Monopoly, Sources of monopoly power, Short-run and long-run equilibrium of a firm under Monopoly – Comparison between perfect competition and monopoly	15
IV	Monopolistic Competition and Oligopoly Features of Monopolistic competition, Product Differentiation, Short-run and long-run equilibrium of a firm under monopolistic competition, Production cost and Selling cost, Monopolistic competition v/s perfect competition, wastages under monopolistic competition Key attributes of oligopoly- Collusive and non-collusive oligopoly	15
	Total Hours	60

References:

1. N. Gregory Mankiw, (2015), "Principles of Microeconomics" 7th edition- Cengage Learning.
2. Sen Anindya, (2007), "Microeconomics Theory and Applications" Oxford University Press, New Delhi.
3. Salvatore D, (2003) "Microeconomics Theory and Applications" Oxford University Press, New Delhi.
4. M. L. Jhingan, (2006) "Microeconomics Theory", 5th edition Vrinda Publication (P) Ltd.
5. H. L. Ahuja, (2016) "Advance Economics Theory" S. Chand & Company Ltd.
6. Paul Samuelson and W. Nordhaus, (2009): Economics, 19th Edition McGraw-Hill Publications.
7. Mankiw M.G (2015), Principles of Microeconomics 7th edition - Cengage Learning.

Pattern for Internal and External Examination

Scheme of Examination

Internal: 40 Marks

External: 60 Marks

Pattern for Internal Examination

Internal	Marks: 40
Assignment	10 marks
Active Class Participation/Attendance	10 Marks
Class test	20 Marks

Pattern for Class Test

Q. 1 Choose the correct answer from the following. (10 Marks)

Q.2 Answer the following in one or two sentences. (10 Marks)

Pattern for External Examination

Q. No.	External	Marks: 60
Q. 1 (From Module 1)	Attempt any TWO from the following. A) B) C)	15
Q. 2 (From Module 2)	Attempt any TWO from the following. A) B) C)	15
Q. 3 (From Module 3)	Attempt any TWO from the following. A) B) C)	15
Q. 4 (From Module 4)	Attempt any TWO from the following. A) B) C)	15

Sheth T. J. Education Society's
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Sheth J.T.T College of Arts, (Autonomous) Thane (W)

Programme Name: B.Com. and BA	Semester:III
Course Category: Open Elective	
Name of the Department: Business Law	
Course Title: Business Law I	
Course Code: BCB304 and BAB304	Course Level:5.0
Type: Theory	
Course Credit: 2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks	
Course Objectives: <ol style="list-style-type: none"> 1. To enable the students to understand various provisions related to Contract Act to well equip them to deal with contracts. 2. To enable students to understand various special contracts. 	
Course Outcomes: <ol style="list-style-type: none"> 1. Students will understand various provisions related to Contract Act to well equip them to deal with contracts. 2. Students will understand various special contracts. 	
Description of the Course: <p>Introduction: The Indian Contract Act, 1872, is the foundation of commercial law in India, governing agreements and obligations between parties. This course provides a thorough exploration of the legal principles that regulate contractual relationships. It covers both general principles of contract law and special contracts, including indemnity, guarantee, bailment, pledge, and agency.</p> <p>Relevance and Usefulness: Contracts form the backbone of business transactions, trade, and legal agreements. Understanding the Indian Contract Act is crucial for professionals in law, business, finance, and administration. This course helps students and professionals gain insight into how contracts are formed, performed, and enforced, ensuring legal compliance and reducing risks in commercial dealings.</p> <p>Application: The principles covered in this course are widely applicable in various fields such as corporate law, commercial transactions, employment contracts, real estate agreements, and e-commerce. The knowledge gained will be instrumental in drafting legally sound contracts, resolving disputes, and ensuring fair business practices.</p> <p>Benefit: This course is beneficial for under graduate students looking to develop a strong foundation in contract law and its real-world applications.</p>	

Syllabus: NEP 2020 w.e.f 2025-26

Unit No.	Content	Hours
I	Indian Contract Act 1872 Part I 1. Contract: Definition of Contract and Agreement, Essentials of Valid Contract, Offer, communication and Revocation of offer, Acceptance, Capacity to make contract, Consideration. 2. Consent, Free Consent- Coercion, Undue Influence, Fraud, Misrepresentation, Mistake, Void agreements 3. Concept of Performance of Contract, Modes of Discharge of Contracts, Remedies on breach of Contract.	15
II	Indian Contract Act 1872 Part II 1. Law of Indemnity & Guarantee: Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity v/s Guarantee, Modes of Discharge of Surety. 2. Law of Bailment: Concept, essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee. Law of Pledge: Concept. Essentials of valid pledge, Lien- Concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee. 3. Law of Agency: Concept, Modes of creation of Agency, modes of termination of Agency, rights & duties of Principal and Agent.	15
	Total Hours	30

References:

Pollock & Mulla: The Indian Contract Act and Specific Relief Act – By R.G. Padia

Contract Law in India – By A.K. Sen and P.C. Markanda

Law of Contract – By Avtar Singh

Anson's Law of Contract – By J. Beatson

Business Law – By M.C. Kuchhal & Vivek Kuchhal

Special Contracts (Part II: Indemnity, Guarantee, Bailment, Pledge, and Agency)

Law of Contract and Specific Relief – By Dr. R.K. Bangia

Principles of Mercantile Law – By P.C. Tulsian

Contract and Specific Relief – By Pollock & Mulla (Revised by Nilima Bhadbhade)

Scheme of Examination

Internal : 20 Marks

External: 30 Marks

Internal	Marks: 20
Assignment/Case Study/project/poster making/presentation/role play	5 marks
Active participation/Attendance	5 Marks
Class test	10 Marks

Paper Pattern for Internal and External Examination

Internal Examination – Class Test

Q.1. Multiple choice questions 10 marks

External Examination

Q.1 15 marks

Or

Q1 a 8 marks

Q1 b 7 marks

Q.2. 15 marks

Or

Q2 a 8 marks

Q2 b 7 marks

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Programme Name: B.Com		Semester: III
Course Category: OE		
Name of the Department: Mathematics and Statistics		
Course Title: Operation Research-I		
Course Code: BCM304	Course Level: 5	
Course Credit: 02	Total Marks: 50	
Course Objectives: <ol style="list-style-type: none">1. To determine the most cost effective way to pair agents with task, ensuring that each agent is assigned to one task and each task is assigned to one agent, thereby minimizing the overall assignment cost.2. To minimize the total transportation cost of distributing goods from multiple destination while meeting supply and demand constraints.		
Course Outcome: Learners will be able to CO1: formulate and solve assignment problems using mathematical models. CO2: the importance of cost minimization or profit maximization in real- world scenarios.		
Relevance: <ol style="list-style-type: none">1. Assigning employees to task based on their skills while minimizing total work time or cost.2. Assigning machines to job to minimize production time.3. Helps business optimize distribution networks, reducing costs and improving delivery times.4. Ensures that goods are transported from warehouses to retail stores in the most efficient manner.		
Scope: <ol style="list-style-type: none">1. It is used to optimize business process, manage supply chains, and make strategic decisions.2. It is used to optimize transportation system and improve logistics.		

Syllabus: NEP 2020 w.e.f. 2025-26

Unit No.	Content	Hours
I	Assignment Problem- Formulation, Solutions to assignment problems by Hungarian method, Special cases in assignment problems, unbalanced, Maximization assignment problems. Travelling Salesman Problem (TSP). Numerical Problems.	15
II	Transportation Problem: Formulation of transportation problem, types, initial basic feasible solution using North-West Corner rule, Vogel's Approximation method. Optimality in Transportation problem by Modified Distribution (MODI) method. Maximization T.P.	15
	Total Hours	30

References:

1. Operations Research, Theory and Applications, Sixth Edition, J K Sharma, Trinity Press, Laxmi Publications Pvt. Ltd. 2016.
2. Operations Research, Paneerselvan, PHI
3. Operations Research, A M Natarajan, P Balasubramani, Pearson Education, 2005
4. Introduction to Operations Research, Hillier and Lieberman, 8th Ed., McGraw Hill
5. Operations Research, P K Gupta and D S Hira, S. Chand and Company LTD. Publications, New Delhi – 2007
6. Operations Research, An Introduction, Seventh Edition, Hamdy A. Taha, PHI Private Limited, 2006.

Scheme of Examination

Internal: 20 Marks

External: 30 Marks

Internal	Marks: 20
Quiz/Group Discussion	5 Marks
Assignment/ Attendance	5 Marks
Class test	10 Marks
Total	20 Marks

Question paper pattern

Duration: 1 Hrs

Marks: 30

		Marks
Q.1		
a)		8
b)		7
	OR	
c)		8
d)		7
Q.2		
a)		8
b)		7
	OR	
c)		8
d)		7

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Programme Name: SYBCom		Semester: III
Course Category/Vertical: OE		
Name of the Dept: Psychology		
Course Title: Stress Management		
Course Code: BCP304		Course Level: 5
Type: Theory		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
<u>Learning Objectives:</u> <ol style="list-style-type: none"> 1. To learn the causes and effects of stress and identify different types of stressors 2. To give students the knowledge of different strategies to reduce stress. 		
<u>Course Outcomes (CO):</u> After completing the course, students will be able to... CO1: Explain the nature and impact of stress & different sources of stressors CO2: Describe different strategies to reduce stress in their daily life.		
Description of the course: (Including but not limited to)		Stress has been the major part of everyone's life recently. Understanding the sources of stress will help the students to manage stress in their lives. Students will be able to use the developed skills to enhance their life.

Unit No.	Content	Hours
I	Nature of stress <ol style="list-style-type: none"> Understanding of stress- Meaning, Types of stress, meaning of Stressors, Conflict of motives, General Adaptation Syndrome, Fight and flight response. Sources of stress- Organizational, Psychological, Social and environmental. Impact of stress on health 	15
II	Coping with stress <ol style="list-style-type: none"> Strategies to cope up with stress, Time management. Emotion focused coping and problem focused coping. Problem solving, Behavior modification, Relaxation techniques, Cognitive restructuring. 	15
	Total Hours	30

Books for study:

1. Chen, D. (2017). *Understanding Stress*. Routledge freebook.
2. Seaward, Brian Luke. *Managing stress: principles and strategies for health and well-being* . Brian Luke Seaward. – 6th ed.

Books for references:



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Syllabus: Under NEP 2020 w.e.f Academic Year 2025-26

Programme Name: B.Com. Semester: III	
Course Category: Vocational Skill Course	
Name of the Dept: Accountancy	
Course Title: Management Accounting	
Course Code: BCA305	Course Level: 5.0
Type: Theory / Practical	
Course Credit: 2	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks (20 Marks Internal and 30 Marks External)	
Course Objectives: <ol style="list-style-type: none">1. Analyse trend analysis, comparative and common-size statements to evaluate trends and financial performance of the organization.2. To develop analytical skills by analysing financial statements using ratio analysis	
Course Outcomes: <ol style="list-style-type: none">1. Learn analysis of trend analysis, comparative and common-size statements to evaluate trends and financial performance of the organization2. Learn to analyse and interpret financial statements using ratio analysis	
Description the course: (Including but not limited to)	Students will gain proficiency in handling complex accounting scenarios, applying relevant principles and techniques to accurately record and report financial information in each of these specialized areas.



Syllabus: Under NEP 2020 w.e.f Academic Year 2025-26

VSC: Accountancy: Management Accounting

Syllabus Description

Unit No.	Course Content	Hours
I	Analysis and Interpretation of Financial Statements	15
II	Ratio and Interpretation of Financial Statements	15
	Total Hours	30

Unit No.	Course Design	Hours
1	Analysis and Interpretation of Financial Statements <ul style="list-style-type: none">• Introduction to Management Accounts: Meaning, Scope, Functions, Difference between Financial Accounting v/s Management Accounting.• Analysis and Interpretation of Financial Statements Study of Balance Sheet and Revenue Statements in vertical format Tools of analysis of Financial Statements: Trend Analysis, Comparative Statement & Common Size Statement	15
2	Ratio Analysis and Interpretation <ul style="list-style-type: none">• Meaning and Classification, Advantages and Disadvantages• Balance Sheet Ratios – Current ratio, liquid ratio, Stock working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio• Revenue Statements Ratio – Gross Profit ratio, Expenses ratio, Operating ratio, net profit ratio. Net operating profit ratio, Stock Turnover Ratio.	15

References:

1. Dbarshi Bhattacharyya – Cost and Management Accounting (Pearson Publications 2013 edition)
2. Horngren, C. T., Sundem, G. L., & Stratton, W. O. – Introduction to Management Accounting (Pearson)
3. Maheshwari, S. N., & Maheshwari, S. K. – Accounting for Management (Vikas Publishing)
4. Khan, M. Y., & Jain, P. K. – Management Accounting: Text, Problems, and Cases (McGraw-Hill)
5. Pandey, I. M. – Management Accounting (Vikas Publishing House)
6. Lal, Jawahar – Managerial Accounting (Himalaya Publishing House)

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Programme Name: B.Com.		
Course Category/Vertical: SEC		
Name of the Dept: Commerce		
Course Title: Introduction to Advertising		
Course Code:		Course Level:5.0
Type: Theory		
Course Credit: 2 credits (1 credit = 30 Hours for Theory in a semester)		
Hours Allotted:30 Hours		
Marks Allotted: 50 Marks		
Course Objectives(CO): (List the course objectives) CO 1: To introduce students to the foundational concepts of advertising, including its evolution, classifications, and the roles of various industry participants, with an emphasis on the structure and operations of advertising agencies and career opportunities in the field. CO 2: To provide students with an understanding of advertising's influence on society and the economy, ethical considerations, regulatory frameworks, and its strategic role in brand building and special-purpose advertising.		
Course Outcomes (OC): (List the course outcomes) OC 1: Students will be able to explain the core concepts and functions of advertising, identify different types of advertising based on media, audience, and geography, and analyze the structure and services of advertising agencies. They will also be equipped to evaluate agency-client relationships and explore diverse career paths in advertising. OC 2: Students will be able to assess the economic and social implications of advertising, recognize ethical standards and regulatory bodies like ASCI, and apply advertising strategies such as the AIDA model in brand management. They will also gain insights into specialized forms of advertising, including rural, political, and green advertising.		
Description of the course: (Including but not limited to) This course provides a comprehensive overview of advertising, covering its fundamental concepts, evolution, and key participants, along with the various classifications based on geography, media, audience, and function. It explores the structure, services, and types of advertising agencies, as well as criteria for agency selection and effective agency-client relationships. The course also highlights career opportunities in advertising and the essential skills required. Additionally, it examines the economic and social impact of advertising, ethical considerations, and regulatory frameworks such as the ASCI. Students will learn about advertising's strategic role in brand building using models like AIDA, and its application in special contexts including rural, political, advocacy, corporate, and green advertising..		
Syllabus: NEP 2020 w.e.f 2025-26		
Unit No.	Content	Hours
I	Module I: Unit 1: Introduction to Advertising Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. • Classification of advertising: Geographic, Media, Target audience and Functions. Unit II: Advertising agency Features, Structure and services offered, Types of advertising agencies ,	15

	Agency selection criteria Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation Careers in advertising: Skills required for a career in advertising, Various Career Options	
II	Module II Unit I: Economic & Social Aspects of Advertising Economic Effect of advertising on consumer demand Ethical and social issues in advertising Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India) Unit II: Brand Building and Special Purpose Advertising AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises. Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.	15
	Total Hours	30

References:

1. **Advertising & Promotion** by George E. Belch & Michael A. Belch – *McGraw-Hill Education*
2. **Advertising Principles and Practice** by William Wells, John Burnett & Sandra Moriarty – *Pearson Education*
3. **Contemporary Advertising** by William Arens – *McGraw-Hill*
4. **Advertising Management** by Rajeev Batra, John G. Myers & David Aaker – *Pearson Education*
5. **Brand Management: Principles and Practices** by Y.L.R. Moorthi – *Vikas Publishing House*
6. **Advertising and Sales Promotion** by S.H.H. Kazmi & Satish Batra – *Excel Books*

Scheme of Examination

Internal: 20 Marks

External: 30 Marks

Internal	Marks: 20
Participation, assignment and attendance	10 Marks
Class test	10 Marks

Paper Pattern for Internal and External Examination

Internal Examination:

- Q.1. Objective Questions: (MCQ/True or False/ Match the Following): 5marks
Q.4. Answer the following questions in one or two sentences: 5marks

External Examination:

- Q.1. Answer the following questions (Any two out of three): 15marks

Q.2. Answer the following questions (Any two out of three): 15marks

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Programme Name: All programmes		Semester:III
Course Category: Certificate Course (CC)		
Name of the Department: Sociology		
Course Title: Fundamentals of Social Service and Volunteering		
Course Code: BCS308		Course Level: 5
Type: Theory / Practical		
Course Credit: 2 credits		
Hours Allotted: 30 Hours		
Marks Allotted: 50 Marks		
Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the fundamental principles of social service and volunteering. 2. To develop a sense of social responsibility and commitment to community development. 		
Course Outcomes: <ol style="list-style-type: none"> 1. Gain an understanding of the significance of social service in nation-building. 2. Develop an appreciation for volunteerism and its role in addressing social issues. 		
<p>Introduction: Social service and volunteering are essential aspects of a responsible and engaged society. They provide individuals with opportunities to contribute to the well-being of their communities while fostering personal growth and social awareness. This course aims to instill a spirit of volunteerism and service in students by equipping them with theoretical knowledge and practical experience in social service initiatives.</p> <p>Relevance and Usefulness:</p> <p>In today's world, social inequalities, environmental concerns, and community challenges require active engagement from individuals. Volunteering bridges the gap between the privileged and the underprivileged, offering solutions to pressing social issues. Through structured participation in social service activities, students develop empathy, teamwork, and leadership skills, making them responsible citizens and change-makers.</p> <p>Interest and Connection with Other Courses:</p> <p>This course complements various disciplines such as sociology, social work, public administration, psychology, and political science. The knowledge and skills gained through social service and volunteering enhance students' understanding of social structures, human behavior, and policy-making. Additionally, it fosters civic engagement, making it valuable for students aspiring to careers in social work, public service, or non-governmental organizations (NGOs).</p>		

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	UNIT I: Introduction to Social Servicing and Volunteering A. Meaning and Importance of Social Service B. Role of Youth in Social Service C. Challenges and Ethical Considerations in Voluntary Work	15
II	UNIT II: Community Engagement and Social Change A. Different Forms of Community Service (Health, Education, Environment, Disaster Relief) B. Government and Non-Government Organizations in Social Service C. Impact of Volunteerism on Society	15
	Total Hours	30

References:

- National Service Scheme Manual (Revised) 2006, Government of India, Ministry of Youth Affairs and Sports, New Delhi.
- University of Mumbai National Service Scheme Manual 2009.
- <http://nss.nic.in>
- <https://www.rccmindore.com/wp-content/uploads/2023/04/NSS-Notes-II.pdf>

Scheme of Examination

Internal : 20 Marks

External: 30 Marks

Internal	Marks: 20
Assignment	5 marks
Active participation/Attendance	5 Marks
Class test	10 Marks

Paper Pattern for Internal and External Examination

Internal Examination – Class Test

Q.1.MCQ question

10 marks

External Examination-

Assignment based on Community work.

30 marks

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Programme Name: B.Com.	
Semester: III	
Course Category/Vertical: Co-Curricular (CC)	
Name of the Dept: Psychology	
Course Title: Yoga	
Course Code: BCP308	Course Level: 5
Type: Theory / Practical	
Course Credit: 2 credits	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks	
Learning Objectives: <ol style="list-style-type: none"> 1. To impart to the students the knowledge of teachings and philosophy of yoga tradition. 2. To provide the knowledge of various Yoga therapy practices like asana (posture), pranayama (voluntarily regulated breathing techniques). 	
Course Outcomes (CO): OC 1. Students will be able to understand the basic principles and applications of Yoga. OC 2. Students will be able to use the Practical knowledge in their day to day life.	
Description the course: (Including but not limited to)	Yoga practices will be important for the upcoming lifestyle hence students can seek a career in the same. Students will understand the importance of yoga in life. Students will be having practical exposure. Hence, practicing yoga will help students to maintain their health.

Syllabus: NEP 2020 w.e.f 2024-25

Unit No.	Content	Hours
I	Theory of Yoga A) Yogic Sanchalan (Yogic Movements), Kapalbhati (Cleansing Breath Technique), Suryanamaskar (Sun Salutation) B) Chandrabhedan Pranayama (Left Nostril Breathing), Surya Bhedana Pranayama (Right Nostril Breathing), Sakshi Bhav (Witness Consciousness)	15
II	Practical A) Padmasana (Lotus Pose), Parvatasana (Mountain Pose), Janushirasana (Head-to-Knee Forward Bend), Ustrasana (Camel Pose), Veerbhadrasana (Warrior Pose), Trikonasana (Triangle Pose), Vrikshasana (Tree Pose), Ardha Naukasana (Half Boat Pose) B) Ardha Shalabhasana (Half Locust Pose), Makarasana (Crocodile Pose), Ardha Dronasana (Half Warrior Plank), Ardha Pavanmuktasana (Half Wind-Relieving Pose), Utthita Ekpadasana (Extended One-Leg Pose)	15
	Total Hours	30

References:

1. G. V Kadam - Yoga Life Sutra, Girish Vasant Kadam (2012)
2. ajayoga - Swami Vivekananda - Ramakrishna Ashrama Publications
3. C.D. Sharma: Critical Survey of Indian Philosophy, Motilal Banarsidass Publications 2003

<p style="text-align: center;">Sheth T. J. Education Society's Sheth N.K.T.T College of Commerce and Sheth J.T.T College of Arts, (Autonomous)Thane (W)</p>	
Programme Name: SYBA/B.Com	Semester: III
Course Category/Vertical: AEC	
Name of the Dept: Marathi/ Humanities	
Course Title:	
Course Code:	Course Level: UG
Type: Theory	
Course Credit: 2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)	
Hours Allotted: 30 Hours	
Marks Allotted: 50 Marks	
<p>Course Objectives:</p> <p>□) विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p> <p>□) विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p> <p>□) विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p> <p>□) विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p> <p>□) विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p> <p>□) विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p>	
<p>Course Outcomes (CO):</p> <p>Course Outcomes:</p> <p>CO1: विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p> <p>CO2: विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p>	
<p>Description the course: (Including but not limited to)</p>	<p>विद्यार्थ्यांना विदेशी भाषा आणि संस्कृत भाषा यांच्या व्याकरण, अर्थ, वाचन, लेखन, व्याख्यान, भाषाशास्त्र, इत्यादी क्षेत्रात परिचित करवून देणे.</p>

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	Total Hours	30

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Scheme of Examination

Internal : 20 Marks

External: 30 Marks

Internal	Marks: 20
Class test	10 marks
Assignments	5 Marks
Class Participation, GD, Presentation/Attendance etc	5 Marks