



**ST. XAVIER'S COLLEGE – MUMBAI**

**(Est. 1869)**

**(An Autonomous College affiliated with the University of Mumbai)**


**Syllabus for Four-Year Undergraduate  
Programme as per National Education Policy  
(NEP-2020)**

**Programme: BA**

**in Commerce**

**The academic year 2023–2024**

**APPROVED SYLLABUS**

  
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MUMBAI - 400 001.



# Syllabus


## For 1<sup>st</sup> Semester Courses in COMMERCE

### 2023-24

Contents:

Theory Syllabus for Courses: UACOA4501MN1 - Forms of Business  
Organizations

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<b>FYBA in Commerce (Arts Section)</b>		
<b>Course Title: Forms of Business Organizations</b>		
<b>Course Code: UACOM4501MN1</b>		
Credits 4		
60 hours		
<b>No.</b>	<b>Course Objectives</b>	
1	Understanding the various forms of business organizations.	
2	Provide an insight of the modern business practices and procedures of business organizations.	
3	To impart an understanding of various types of business organizations.	
4	Provide an insight of the modern business functioning of business organizations.	
5	To understand the sources of capital and meetings of Joint Stock Meeting.	
<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Level (BT level)</b>
	<b>On completing the course, the learner will be able to</b>	
1	To become acquainted with the various forms of business organizations.	Remembering
2	Understand and Identify the sources of capital and stages of Joint stock company.	Understanding
3	Apply the knowledge to understand Joint stock companies in the market.	Applying
4	Identify and analyze the sources of capital and in a joint stock company.	Analyzing
5	Get introduced to Company Meetings and related provisions.	Remembering
6	Apply the knowledge to understand Joint Stock Companies in the market.	Creating

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**UNIT 1**

**Meaning and Features of Forms of Organizations:**

(15 lectures)

- a. Sole Trader - meaning, features, merits, demerits, and suitability.
- b. Partnership firm - meaning, features, types of partnership, merits, demerits, and suitability.
- c. Co-operative Society - meaning, features, types, merits, demerits, and suitability.
- d. Joint Stock company- meaning, features, types, merits, demerits.

**UNIT 2**

**Sources of Capital in Joint Stock Company:**

(15 lectures)

- a. Owned Capital (Equity Shares, Preference Shares),
- b. Debt Capital (Debentures and Bonds),
- c. Issue of Shares (at par, Premium and discount),
- d. Underwriting of Issue, Bonus Shares, Rights Issue, Application and Allotment of Shares.

**UNIT 3**

**Formation of Joint Stock Company:**

(15 lectures)

- a. Stages involved in the Formation of Company, Important documents required for formation,
- b. Structural organization of JSC (Shareholders, Board of Director, Managing Director, Auditor, and Company Secretary).

**UNIT 4**

**Company Meetings:**

(15 lectures)

- a. Company Meetings- Statutory Meeting, Annual General Meeting, Board of Directors Meeting, Extra Ordinary meeting,
- b. Provisions relating to Notice, Agenda, Quorum, Proxy, Voting Motions, Resolutions, Amendments, Minutes.

**List of Recommended Reference Books**

1. Dr. C. B. Gupta, Business Organization and Management, Publication: Sultan Chand & Co. Delhi Sayers R.S: Modern Banking; Oxford University Press.
2. N.D. Kapoor, Elements of Company Laws, Publication: Sultan Chand & Sons, New Delhi
3. Dinkar Pagare, Business Studies, Publication: Sultan Chand & Sons, New Delhi.
4. H. R. Ramanath, H. A. Bhaskar, H.R. Appannaiah, Forms of Business Organization, Himalaya Publishing House.

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**Scheme of Examination:**

The performance of the learners will be evaluated in two components: Internal and External/ Semester End examination.

Total marks per Course- 100 Marks

Class Internal Assessment - 40 Marks:

CIA 1: Written Test – 20 marks

CIA 2: Assignment/ Presentation – 20 marks

End Semester Examination – 60 marks

**Scheme of Internal Evaluation (40 marks)**

Internal Evaluation	Marks
CIA-1 (Objective type questions, Long Answers, Case Study Analysis)	20
CIA-2 (Assignment / group presentation)	20

**Scheme of External Evaluation (60 marks)**

**Evaluation and Assessment:**

Evaluation (Theory): Total marks per course – 100

Continuous Internal Assessment (CIA -I) – 20 marks

Continuous Internal Assessment (CIA -II) – 20 marks

End Semester Examination – 60 marks

**Distribution of Bloom's Taxonomy levels for the course assessment**

Learning Levels	Remember	Understand	Apply	Analyze	Create
*Percentage	30-40%	40-50%	10-20%	20-30%	10-20%

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Programme: BA

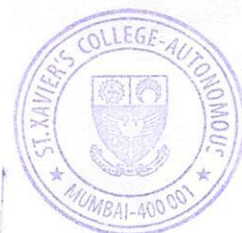
in Commerce

The academic year 2023–2024

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# Syllabus

## For 1<sup>st</sup> Semester Courses in COMMERCE

### 2023-24

Contents:

Theory Syllabus for Courses:

**UACOM4501OE1**– Foundations of Corporate Structure

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FYBA in Commerce (Arts Section)		
Course Title: Foundations of Corporate Structure		
Course Code: UACOM4501OE1		
Credits 2		
30 hours		
No.	Course Objectives	
1	Understanding the various forms of business organizations.	
2	Provide an insight of the modern business practices of business organizations.	
3	Provide an insight of the modern business procedures of business organizations.	
4	Provide an insight of the modern business functioning of business organizations.	
5	To understand the sources of capital and meetings of Joint Stock Meeting.	
CO	Course Outcomes	Bloom's Taxonomy Level (BT level)
	On completing the course, the learner will be able to	
1	Understand the different concepts and types of Joint Stock Company.	Remembering
2	Understand the stages of formation of a Joint stock company.	Understanding
3	Apply the knowledge to understand joint stock companies in the market.	Applying
4	Identify and analyze the sources of capital and in a joint stock company.	Analyzing
5	Get introduced to Company Meetings and related provisions.	Remembering
6	Apply the knowledge to understand joint stock companies in the market.	Creating

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**Number of lectures: UNIT 1**

**Formation and sources of capital in Joint Stock Company:**

**(15 lectures)**

Joint Stock company- meaning, features, types, merits, demerits, Stages involved in the Formation of the Company, Important documents required for formation, Structural organization of JSC.

Owned Capital (Equity Shares, Preference Shares), Debt Capital (Debentures and Bonds), Issue of Shares (at par, Premium, and discount), Underwriting of Issue, Bonus Shares, Rights Issue, Application and Allotment of Shares.

**UNIT 2**

**Company Meetings:**

**(15 lectures)**

Company Meetings- (Statutory Meeting, Annual General Meeting, Board of Directors Meeting, Extra Ordinary meeting), Provisions relating to Notice, Agenda, Quorum, Proxy, Voting Motions, Resolutions, Amendments, Minutes.

**List of Recommended Reference Books**

1. Dr. C. B. Gupta, Business Organization and Management, Publication: Sultan Chand & Co. Delhi  
Sayers R.S: Modern Banking; Oxford University Press.
2. N.D. Kapoor, Elements of Company Laws, Publication: Sultan Chand & Sons, New Delhi
3. Dinkar Pagare, Business Studies, Publication: Sultan Chand & Sons, New Delhi.
4. H. R. Ramanath, H. A. Bhaskar, H.R. Appannaiah, Forms of Business Organization, Himalaya Publishing House.

**Evaluation and Assessment:**

Evaluation (Theory): Total marks per course – 50 (for 2 credit course)

Continuous Internal Assessment (CIA) – 20 marks

End Semester Examination – 30 marks

Distribution of Bloom's Taxonomy levels for the course assessment

Learning Levels	Remember	Understand	Apply	Analyze	Create
*Percentage	15-20%	15-20%	5-10%	20-30%	5-10%

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# Syllabus

## For 1st Semester Courses in COMMERCE 2023-24

**Contents:**

Theory Syllabus for Courses:

**UACOM4501SE1- Introduction to Advertising**

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SYBA in Commerce (Arts Section)		
Course Title: Introduction to Advertising		Course Code: UACOM4501SE1
Credits 2 30 hours		
No.	Course Objectives	
1	Understand the field of Advertising.	
2	Comprehend opportunities and challenges in the Advertising sector.	
3	Prepare a primary advertising model.	
4	Understand applying of related skills.	
5	Examine the scope for making advertising a future career.	
CO	Course Outcomes On completing the course, the learner will be able to	Bloom's Taxonomy Level (BT level)
1	Understand the different concepts and types of advertising.	Remembering
2	Get acquainted with the crucial role of advertising agencies	Understanding
3	Understand the application and importance of ethics in advertising.	Applying
4	Get introduced and analyse the various creative strategies used in the advertising field.	Analysing
5	Get introduced to apply and evaluate the various creative strategies used in the advertising field.	Applying
6	Explore and apply knowledge in creative activities for personal reflection.	Creating

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**UNIT I:**

**Introduction of advertising concepts and role of advertising agencies** **15 lectures**

Introduction of advertising concepts- functions - Types of Advertising – Classification of advertising.

Factors determining opportunities of a product/service/idea. Role of advertising agencies and their responsibilities - scope of their work and functions. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

**UNIT II:**

**Ethical issues and Creativity in advertising**

**15 lectures**

Ethical issues - Identifying target groups -Laws in advertising.

Creativity in advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion. Creative advertising messages -Case study.

**Reference books and Websites:**

- 1.Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
- 2.Ghosal Subhash - Making of Advertising - Mc Millan India
- 3.Jeth Waney Jaishri & Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising

**Evaluation and Assessment:**

**Evaluation (Theory): Total marks per course – 50 (for 2 credit course)**

**Continuous Internal Assessment (CIA) – 20 marks**

**End Semester Examination – 30 marks**

**Distribution of Bloom’s Taxonomy levels for the course assessment**

Learning Levels	Remember	Understand	Apply	Analyse	Create
*Percentage	15-20%	15-20%	5-10%	20-30%	5-10%

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