



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

Hinde

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MUMBAI - 400 001.





St. Xavier's College – Autonomous Mumbai

Second Semester Courses in Commerce 2023-2024

Contents:

Theory Syllabus for Courses:

UACOM4502MN1 – Organization of Commerce and Industry

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| SYBA in Commerce (Arts Section) | | |
|--|---|--|
| Course Title: Organization of Commerce and Industry | | |
| Course Code: UACOM4502MN1 | | |
| Credits 4 | | |
| 60 hours | | |
| No. | Course Objectives | |
| 1 | To help students understand the basic concepts in business, commerce, trade and industry. | |
| 2 | To expose the students to the modern business world. | |
| 3 | To understand business, commerce, trade and industry and their role in the development of the Indian economy. | |
| 4 | Exposure to banking and insurance sector. | |
| 5 | To understand business environment and its impact on the business. | |
| CO | Course Outcomes On completing the course, the learner will be able to | Bloom's Taxonomy Level (BT level) |
| 1 | Understand the concepts of business, trade, industry and commerce. | Remembering |
| 2 | Get introduced to Banking and insurance sector. | Understanding |
| 3 | Apply the knowledge to evaluate the BFSI industry. | Applying |
| 5 | Understand and analyze the business environment and factors affecting it. | Analyzing |
| 6 | Explore and apply the knowledge of SWOT analysis in the businesses. | Evaluating |
| 7 | Creating a business model for understanding the impact of business environment on business. | Create |

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UNIT 1

Business, Trade and Commerce:

(15 lectures)

- a. Business - Meaning, features, importance,
- b. Business Objectives - Features, importance, types.
- c. Trade - Features, Importance, Aids to Trade.
- d. Industry- Features, importance, types.
- e. Importance of Commerce in the 21st Century.

UNIT 2

Banking:

(15 lectures)

- a. Banks: types and services
- b. Bank Accounts: Types, Procedure for opening Accounts
- c. Loan and Advances: Types, Procedure for Taking Loan
- d. Technology in Banks: Internet banking, Mobile Banking, Information Technology Act, 2000.
- e. Payment and Settlement System - Credit card and Debit Card Operation, National Electronic fund transfer (NEFT), Electronic Clearing Service (ECS), Real time Gross Settlement (RTGS), IMPS, Rupay cards

UNIT 3

Insurance:

(15 lectures)

- a. Insurance: Importance, Principles, Terminologies
- b. Life Insurance: Types, Procedure for taking a life insurance policy, Procedure of Claim
- c. General Insurance: Types, Procedure for taking a general insurance policy, Procedure of Claim
- d. Sectoral Development: Current and Future Prospects, FDI in Insurance.

UNIT 4

Business Environment:

(15 lectures)

- a. Features, importance of Business Environment – Micro and Macro Environment, SWOT Analysis
- b. Environmental Factors – Economic Environment, Economic Policies and Political Environment
- c. Environmental Factors: Social, Regulatory, Demographic and Natural Environment.

List Of Recommended Reference Books

1. Basu A.K: Fundamentals of Banking-Theory and Practice; A. Mukherjee and Co., Calcutta.
2. Sayers R.S: Modern Banking ; Oxford University Press.
3. Panandikar S.G. and Mithani D.M: Banking in India; Orient Longman.
4. Reserve Bank of India: Functions and Working.
5. Mishra M.N: Insurance Principles and Practice; S. Chand and Co, New Delhi.
6. Insurance Regulatory Development Act 1999.
7. A. C. Fernando, Business Environment, Pearson, 2011

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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 | Evaluate | Create |
|-----------------|----------|------------|--------|---------|----------|--------|
| *Percentage | 30-40% | 40-50% | 10-20% | 20-30% | 10-20% | 5-10% |

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Syllabus
For 2nd 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

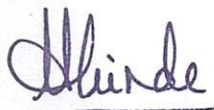
For 2nd Semester Courses in COMMERCE 2023-24

Contents:

Theory Syllabus for Courses:

UACOM4501SE1- Introduction to Advertising

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(AUTONOMOUS)
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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 |
|-----------------|----------|------------|-------|---------|--------|
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The academic year 2025–2026

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Syllabus


For 2nd Semester Courses in COMMERCE 2025-26

Contents:

Theory Syllabus for Courses:

UACOM4502VS1- Introduction to Advertising

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MUMBAI - 400 001.



| SYBA in Commerce (Arts Section) | | |
|---|---|---|
| Course Title: Introduction to Advertising | | Course Code: UACOM4502VS1 |
| 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 |
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Evaluation and Assessment:

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End Semester Examination – 30 marks

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| *Percentage | 15-20% | 15-20% | 5-10% | 20-30% | 5-10% |

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