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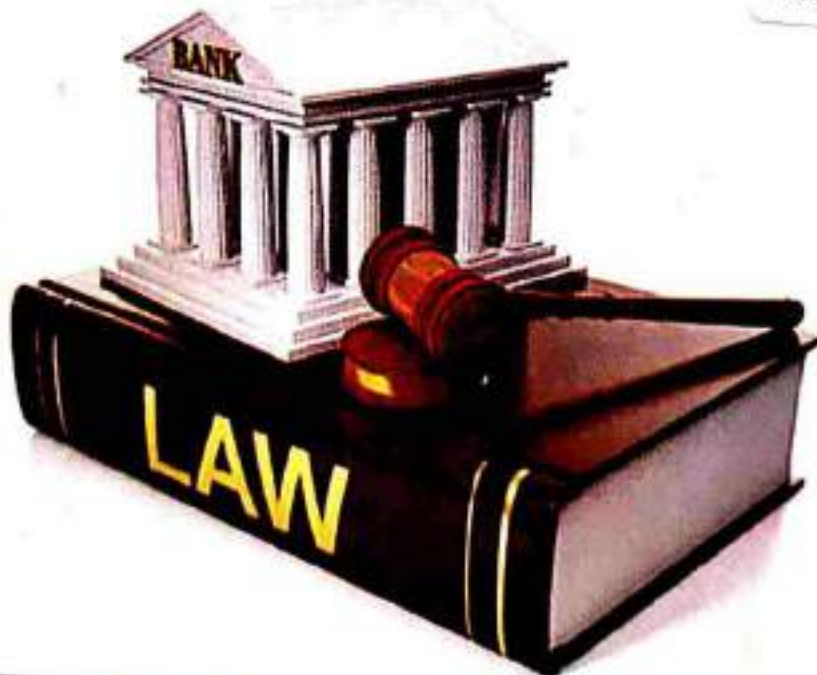
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SYLLABUS

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Chapter 1 ...

Cyber Crimes in Banking

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- 1.2 Evolution of Cybercrimes
- ✓ 1.3 Meaning and Definition of Cybercrimes
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- ✓ 1.4 Types of Cybercrimes
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- ✓ 1.6 Reasons of Cybercrimes in Banking
- 1.7 Impact of Cybercrime on Banking
- 1.8 Measures to Control Cybercrimes in Banking
 - 1.8.1 Legal Measures to Control Cybercrimes in Banking
 - 1.8.2 Non-Legal Measures to Control Cybercrimes in Banking
- Points to Remember
- Questions for Discussion and MCQs

Learning Objectives..

After reading this chapter, the students should be able to understand:

- The meaning of Cybercrimes
- About the various Types of Cybercrimes
- About the various Types of Cybercrimes in Banking
- The Reasons of Cybercrimes in Banking
- The various Legal and Non-legal Measures to Control Cybercrimes in Banking

Cost and Works Accounting - III

(Techniques of Cost Accounting and Cost Audit)

T. Y. B. Com. (Sem. - VI)

● Dr. M. G. Mulla

● Dr. Sunita Pokharna

● Prin. Dr. Anil Adsule

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Cost and Works Accounting -III (Techniques of Cost Accounting and Cost Audit)

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Standard Costing

UNIT

1

- ➔ 1.1 Standard Costing
- ➔ 1.2 Types of Standards
- ➔ 1.3 Difference between Standard Costing and Budgetary Control
- ➔ 1.4 Advantages and Limitations of Standard Costing
- ➔ 1.5 Variance Analysis

Introduction :

Standard costing is a system of cost control. The control is exercised through setting up standards both for production performances and production expenses. The standard costs are compared with the actual costs, to throw out the cost variances. Standard costs now - a - days are extensively used because they serve as a guiding tool to the management. By using the standard costing technique, management is able to find out the variations in the material and labour costs both quantity wise as well as efficiency wise. Thus, standard cost is useful in planning and control of costs.

1.1 Standard Costing :

Standard costing is an important tool of cost control. In order to exercise effective control over costs of production, management must know the costs. Thus, standard cost is a predetermined cost. The standard costing is based on the principle of "what the cost ought to be"? From this stand point the standard cost is different from the estimated cost which provides an idea as to what the cost will be.

1.1.1 Standard Cost and Standard Costing :

Meaning and Definition of Standard Cost and Standard Costing are as follows :

Cost and Works Accounting - II

(Methods of Costing)

T. Y. B. Com. (Sem. - VI)

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Methods of Costing

> 1.1 Methods of Costing

> 1.2 Job Costing

> 1.3 Batch Costing

Introduction :

The basic objective of any costing system is finding out cost of a product manufactured or a service rendered. The methods of ascertaining costs vary from business to business depending upon the nature and type of industry. The proper selection of the method of costing depends upon the nature and type of business. Therefore, companies are engaged in similar industry and employ the same method of costing.

1.1 Methods of Costing :

Introduction of Methods of Costing are as follows :

1.1.1 Meaning :

Cost Accounting is the process of accounting for cost from the point at which expenditure is incurred or to be incurred to the point of charging to the cost centres and cost units. It has many uses which includes the preparation of statistical data, the application of cost control methods and the ascertainment of the profitability of activities carried out or planned.

1.1.2 Definition :

Cost Accountancy has been defined by the Institute of Cost and Management Accounts (London) as, "The application of costing and cost accounting principles, methods and techniques to the science, art and practice of cost control and the ascertainment of profitability. It includes the presentation of information derived therefrom for the purpose of managerial decision making".

Cost and Works Accounting - II

(Overhead and Accounting for Overheads)

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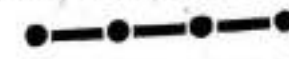
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Overheads

- ▶ 1.1 Overheads
- ▶ 1.2 Classification of Overheads
- ▶ 1.3 Cost Accounting Standard
- ▶ 1.4 Introduction to of CAS 3, CAS 11, CAS 15

1.1 Overheads :

Overheads are the indirect costs which cannot be allocated to any specific job or process because they are not capable of being identified with any specific job or process. Overheads include cost of indirect material, indirect labour, indirect expenses which can be conveniently charged to any job, process, cost unit etc. For example, costs like rates, administration and supervision, depreciation, maintenance, selling and distribution expenses, cleaning materials etc. cannot be directly attributed to cost units produced. Cost accounting treatment of overheads deals with methods whereby these indirect expenses can be related to cost units.

1.1.1 Meaning of Overheads :

Total cost of a product involves direct cost and indirect cost. Direct cost can be easily traced into or identified with the product manufactured. It includes direct materials, direct wages and direct expenses. Indirect cost cannot be traced or identified with the product manufactured. Such indirect cost is referred to as overheads or burden or loading or supplementary or on cost.

The indirect portion of the total cost constitutes the overhead cost and which includes an aggregate of indirect material, indirect wages and indirect expenses. Broadly speaking, expenditure over and above the prime cost is known as overhead. The overhead cost is analysed for the purpose of cost ascertainment and cost control. Thus, overhead

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(Techniques of Cost Accounting)

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Marginal Costing

- 1.1 Marginal Costing
- 1.2 Break-Even Chart
- 1.3 Cost-Profit Volume Analysis
- 1.4 Key Points
- 1.5 Ethical and Non-Financial Considerations relevant to decision Making.

Introduction

Marginal costing is basically concerned with the determination of product cost, which consists of total costs minus fixed costs, for example, direct material, direct labour, direct expenses and variable overheads. In marginal costing, costs are separated into fixed and variable components and only variable costs are included. Materials, labour and other expenses constitute different elements of cost. These elements of cost can broadly be divided into two categories i.e. variable costs and fixed costs. These types of costs behave differently with changes in the volume of output. The variable costs varies directly in proportion to change in the volume of output, which means that variable cost per unit remains constant regardless of the level of output. Fixed costs, on the contrary, remain fixed at the same level regardless of changes in the level of output and vary per unit inversely with the changes in the level of output. Because of the inclusion of fixed costs in the determination of total cost, the cost per unit of a product, process or service varies from one cost period to another in accordance with the volume of activity in each period. In order to obviate such fluctuations in costs, a special costing technique, which excludes fixed cost per unit, has been found out. Such a technique is known as marginal costing.

1.1 Marginal Costing

Marginal costing is basically concerned with the determination of product cost, which consists of total costs minus fixed costs, for example, direct material, direct labour, direct expenses and variable overheads.

Cost and Works Accounting - I

(Basics of Cost Accounting)

S. Y. B. Com. (Sem. - III)

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- Dr. Roopali Seth

- Dr. Sunita Pokharna
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BASICS OF COST ACCOUNTING

1

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- ▶ 1.3 Difference between Financial Accounting and Cost Accounting
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- ▶ 1.6 Objectives of Cost Accounting
- ▶ 1.7 Advantages and Limitations of Cost Accounting
- ▶ 1.8 Cost Unit and Cost Centre
- ▶ 1.9 Role of a Cost Accountant in an Organisation

1.1 Origin/History of Cost Accounting :

Cost Accounting is a branch of accounting and has been developed due to limitations of Financial Accounting. The earliest reference to cost accounting is traceable in Robert Loder's Farm Accounts, 1610-20. However, real development began in 20th century when during the First World War (i.e. 1914-1919) 'Cost Plus Contract' system was introduced for payment by the Government. This contract system provided for payment by the contractee at cost + stipulated profit. This necessitated the maintenance of cost records and accounts for control purpose. Before it J.L. Nicholson from New York published a comprehensive book on Cost Accounting Theory and Practice in 1913. In the great depression of 1929, cost reduction techniques had to be employed for survival of most of the industries.

The 'Institute of Cost and Works Accountants' was established in U.K. in 1919 to give proper shape to the Cost Accounting profession. In India, the Government of India passed "Cost and Works Accountants Act 1959" and established a statutory institute "Institute of Cost and Works Accountant of India". Its head office is in Kolkatta. Greater significance was attached to Cost Accounting when

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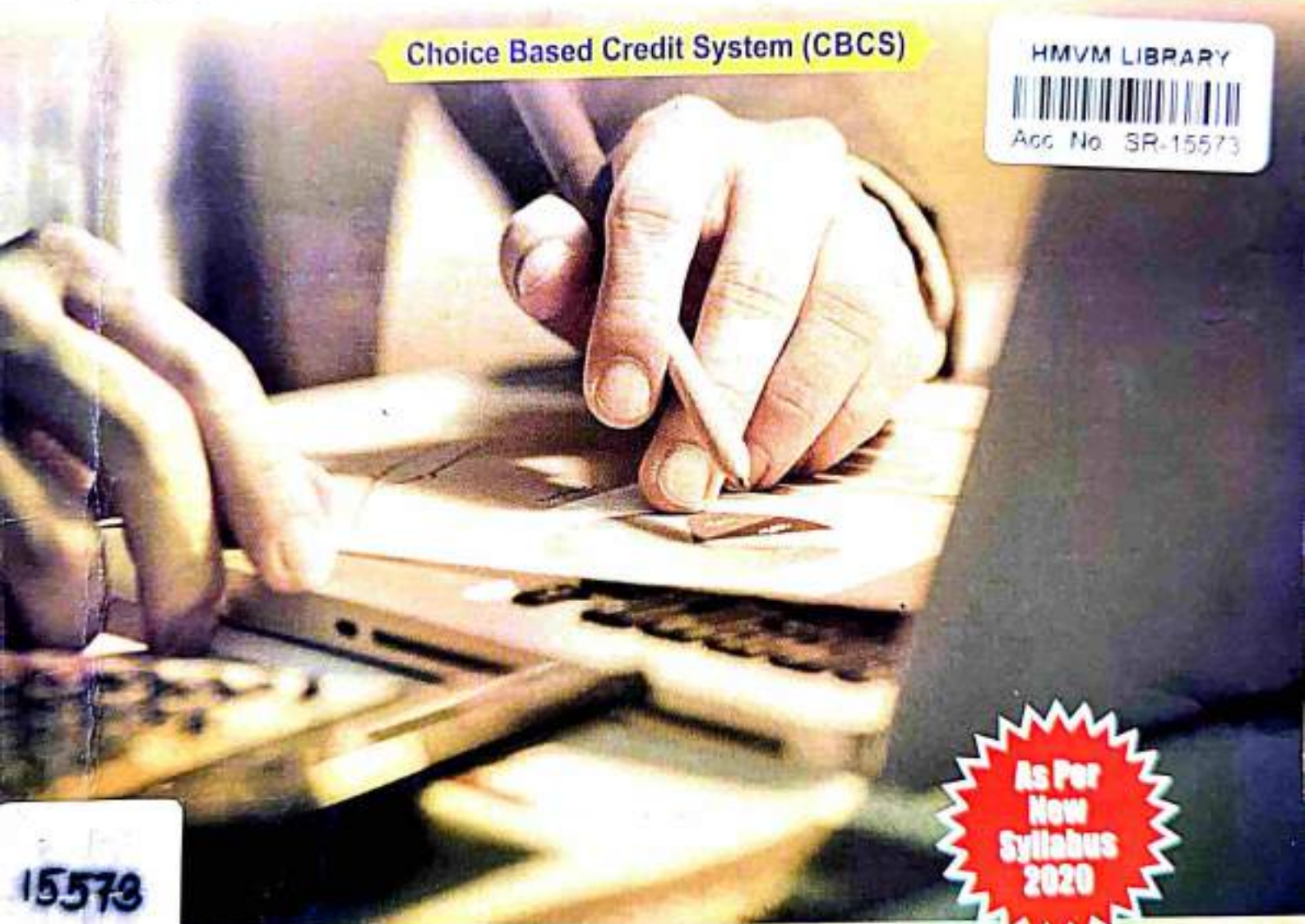
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- 1.2 Store Organisation
- 1.3 Functions and Duties of Storekeeper
- 1.4 Classification and Codification
- 1.5 Store Records
- 1.6 Issue of Material and Pricing Method of Issue of Material
- 1.7 Simple Average Methods
- 1.8 Stock Valuation
- 1.9 Use of Computer in Store Accounting

1.1 Store Keeping :

Since, materials constitute a major portion of total cost, it is essential that material should be properly accounted for and safeguarded in a good store department. Proper control over materials can make a substantial contribution to the efficiency of a business. A good storekeeping is a noteworthy feature of a well run business. The store function involves both safeguarding the materials as well as maintaining up-to-date store records. The satisfactory operation of cost accounting department depends to a large extent upon the performance of store department.

1.1.1 Objectives of Storekeeping :

Good storekeeping should have the following objectives:

- i) Immediate location of materials required.
- ii) Up-to-date store records.
- iii) Speedy receipts and issues of materials.
- iv) Economic use of store space.

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- 1.8 Internal Check
- 1.9 Internal Audit

Introduction :

Accounting system is a double entry book-keeping system and it is generally prepared under cash or mercantile system. As accounting is prepared manually at maximum, although the accounting is computerised the data input is manual. Being a human error is normally committed and if such error is not detected, the financial statements give true & fair position of a business. It is required to check the accounting prepared as to detect and rectify such errors. Errors are of various types and some of them are difficult to find, some time there may be malpractice or fraud which is purposefully committed. Such frauds are also to be detected. Auditing is such a tool in the hands of management with the help of which errors and frauds can be detected and necessary action taken. For the small businesses while transactions are less in number, auditing is not required but if there is no auditing it will not make any huge difference. But for the large business auditing is required and is a necessity of the business.

1.1 Audit :

The origin of audit may be found to middle ages, but the audit in the present sense is traced after the introduction of large-scale production. In past, goods were produced by individuals on small scale. Due to lack of capital the individual, who invested in them, usually himself maintained the accounts and, therefore, there was no necessity of an auditor. i.e investor. But with the extension of banks and other commercial services

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४.	संगणकीय प्रणालींचे अंकेक्षण आणि न्यायालयीन अंकेक्षण <ul style="list-style-type: none"> ▶ ४.१ संगणक आधारित पर्यावरणातील अंकेक्षण (EDP) ▶ ४.२ संगणकीकृत पर्यावरणातील अंकेक्षण नियंत्रणाचे प्रकार ▶ ४.३ संगणकीकृत हिशेब तपासणीची कार्यपद्धती ▶ ४.४ संगणक साहाय्यक अंकेक्षण तंत्रे (CAATs) ▶ ४.५ न्यायालयीन अंकेक्षण (फॉरेंसिक ऑडिट) 	४.१ ते ४.२२

अंकेक्षणाची मूलतत्त्वे आणि अंकेक्षण प्रक्रिया

9

- ▶ १.१ अंकेक्षण * अंकुश अंकेक्षण हे अंकुश अंकुश ।
- ▶ १.२ अंकेक्षणाचे प्रकार अंकुश अंकुश अंकुश अंकुश ।
- ▶ १.३ चुकांचे व अफरातफरीचे प्रकार * अंकुश अंकुश - अंकुश अंकुश ।
- ▶ १.४ अंकेक्षण कार्यक्रम * अंकुश अंकुश - अंकुश अंकुश ।
- ▶ १.५ अंकेक्षण टिपण वही अंकुश अंकुश ।
- ▶ १.६ अंकेक्षण तपासणीची कागदपत्रे * अंकुश अंकुश - अंकुश अंकुश ।
- ▶ १.७ अंतर्गत नियंत्रण अंकुश अंकुश ।
- ▶ १.८ अंतर्गत तपासणी * अंकुश अंकुश - अंकुश अंकुश ।
- ▶ १.९ अंतर्गत अंकेक्षण अंकुश अंकुश ।

अंकुश अंकुश - अंकुश अंकुश ।

प्रास्ताविक :

औद्योगिक क्रांतीपूर्वी व्यवसाय व व्यापाराचे क्षेत्र मर्यादित होते. व्यवसायाचे प्रमाण व आकारमान लहान होते. व्यवसायाचे मालक स्वतःच आपल्या व्यवसायाचे व्यवस्थापन करणे, नियंत्रण ठेवणे, देखरेख करणे, हिशेब ठेवणे इत्यादी कार्ये करीत असत. व्यवसायात होणाऱ्या सर्व व्यवहारांच्या नोंदी मालक स्वतःच ठेवीत असे. व्यवसायाची मालकी स्वतःकडेच असल्याने हिशेब व आर्थिक व्यवहार इतरांकडून तपासून घेऊन ते बरोबर आहेत किंवा नाहीत याची खातरजमा करून घेण्याची आवश्यकता भासत नसे. व्यवसायाचे प्रमाण व स्वरूप मर्यादित असल्याने त्याचप्रमाणे व्यवसायाबाबतच्या कायदेशीर बाबी फारशा क्लिष्ट व गुंतागुंतीच्या नसल्यामुळे व्यवहारांच्या नोंदी करणे, हिशेब ठेवणे इत्यादी गोष्टी सहजरीत्या केल्या जात असत. व्यवसायाचे हिशेब ठेवण्याचे कार्य जी व्यक्ती करीत असे तीच व्यक्ती हिशेब बरोबर आहेत किंवा नाहीत हे पाहत असे. या सर्व गोष्टींमुळे स्वतंत्र व्यक्तीची नेमणूक करून व्यवसायाच्या हिशेबांची तपासणी करण्याची आवश्यकता भासत नसे. औद्योगिक क्रांतीनंतर मात्र व्यवसायाच्या स्वरूपात व आकारमानात मोठ्या प्रमाणावर बदल होत गेला. व्यवसायात श्रमविभागणीच्या तत्वांची अंमलबजावणी होऊ लागली. व्यवसाय संघटनांचे नवीन-नवीन प्रकार अस्तित्वात येऊ लागले. संयुक्त भांडवल संस्थेचा उदय झाला. कंपन्यांची स्थापना मोठ्या प्रमाणात होऊ लागली. व्यवसायाची मालकी व व्यवस्थापन यात फारकत झाली. व्यवसायासाठी लागणारे भांडवल भागधारक पुरवू लागले. व्यवसायाची मालकी भागधारकांकडे असली तरी ते संख्येने

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Introduction to Principles of Auditing and Audit Process

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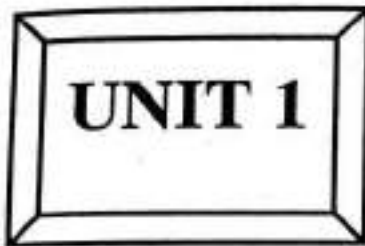
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Syllabus

Course Code: 354

Auditing & Taxation-I

Unit No.	Unit Title	Contents
1	Introduction to Principles of Auditing and Audit Process	Definition, Nature-Objects-Advantages of Auditing-Types of Errors and Frauds Various Classes of Audit, Audit Programme, Audit Note Book, Working Papers, Internal Control-Internal Check-Internal Audit.
2	Checking, Vouching and Audit Report	Test Checking-Vouching of Cash Book-Verification and Valuation of Assets and Liabilities. Types of Audit Report-Audit Certificate-Difference between Audit Report and Audit Certificate. Auditing and Assurance Standards. (AAS- 1,2,3,4,5)
3	Company Audit and Tax Audit	<p>Company Audit Qualification, Disqualifications, Appointment, Removal, Rights, Duties and Liabilities of Company Auditor.</p> <p>Tax Audit Provisions under Income Tax Act 1961 (Sec 44AA, 44AB, 44AD, 44ADA, 44AE) Recent Amendment Made as Applicable as per Income Tax Act 1961.</p>
4	Audit of Computerized Systems & Forensic Audit	<p>Auditing in an EDP Environment General EDP Control - EDP Application Control - Computer Assisted Audit Techniques (Factors and Preparation of CAAT)</p> <p>Forensic Audit Definition, Importance of Forensic Auditor, Services Render by Forensic Auditor, Process of Forensic Auditing and Forensic Audit Techniques and Forensic Audit Report.</p>



Introduction to Principles of Auditing and Audit Process

1.1. AUDITING

1.1.1. Meaning and Definition of Auditing

The meaning of the word 'Audit' may be traced back to the Latin term 'Audire' which means 'To hear'. The auditing begins from the point where the accounting ends. Auditing may be defined as a systematic process of scrutinising the books of accounts and other records maintained by a business entity.

It is carried out by an agency authorised to examine various financial transactions and statements of a business entity, with a view to ensure rectification of any error/mistake occurred carelessly during the preparation of statements/accounts and present the correct picture of the financial position of the entity. Auditing is necessary (in some cases statutory requirement) for all the business organisations, whether small (shopkeepers) or large (public limited companies).

The exercise of auditing is used to ensure that a business entity is complying the basic principles of accounting and business ethics, and also that the books of accounts and other statements presented to the shareholders, creditors, regulators, and other stakeholders are correct and fair. Keeping in view the objective of auditing, it is logical to assign the job of auditing to an independent third party.

According to A.W. Hanson, "An auditing is an examination of such records to establish their reliability and the reliability of statements drawn from them".

According to Lawrence R. Dicksee, "An auditing is an examination of accounting records undertaken with a view to establishing whether they correctly and completely reflect the transactions to which they purport to relate".

According to Spicer and Pegler, "An auditing may be said to be an examination of the books, accounts and vouchers of a business, as shall enable the auditor to satisfy himself whether the balance sheet is properly drawn up, so as to give a true and fair view of the state of affairs of the business, and that the profit and loss account gives a true and fair view of the profit or loss for the financial period, according to the best of his information and the explanations given to him as shown by the books; and if not, in what respect he is not satisfied".

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Syllabus

Course Code: 351

Business Regulatory Framework-I

Unit No.	Unit Title	Contents
1	The Indian Contract Act, 1872	<ol style="list-style-type: none">1) The nature of the contract, General Principles2) Definitions and elements of Contract- consideration, other essential elements of a valid contract,3) Legality of object and consideration,, Void Agreements. , Discharge of contract.4) Performance of the contract and breach of contract and remedies (Including damages, meaning, kinds and rules for ascertaining damages)
2	The Indian Partnership Act, 1932	<ol style="list-style-type: none">1) General Nature of Partnership, Rights, and duties of partners, Types of partner2) Registration and dissolution of a firm3) Limited Liability Partnership Act 2008: Limited Liability Partnership (LLP); Concept, Nature and Advantages, Difference between LLP and Partnership Firm, Difference between LLP and company4) Incorporation of LLP, Partners and their relations, Liability of LLP and Partners (Section 27). Financial Disclosure by LLP, Contributions (Section 32), Assignments and Transfer of Partnership Rights (Section 42) Conversation to LLP (Section 55), Winding-up and dissolution (Section 63 & 64)
3	The Sale of Goods Act, 1930	<ol style="list-style-type: none">1) Formation of the contract of sale, Concept and Essentials. Sale and agreement to sale.2) Goods – Concept and kinds, Conditions and Warranties.3) Transfer of ownership and delivery of goods.4) Unpaid seller and his rights and Remedial Measures.
4	Arbitration and Conciliation:	<ol style="list-style-type: none">1) Concept of Arbitration & Conciliation.2) Definition & Essentials of Arbitration Agreement. Power and Duties of Arbitration. Conciliation proceeding. (Provisions of Arbitration & Conciliation Act,1996 in nutshell with Amendment of 2021to be covered.)

UNIT 1**Indian Contract Act,
1872****1.1. INDIAN CONTRACT ACT, 1872****1.1.1. Introduction to the Act**

Indian Contract Act was enacted in 1872 and it came into force on 1 September 1872. Prior to Indian Contract Act, English Common Law was followed in India which is composed of judicial precedents. It is the primary source of law which regulates contracts in Indian law. It sets out the conditions in which the promise made by the parties to the contract will be legally binding on them. Initially, the act consisted of 11 chapters and 266 sections.

In 1930, provisions related to 'Sale of Goods' and in 1932, provisions related to 'Partnership' was revoked from this act on the promotion of separate acts for the same. Indian Contract Act, 1872 includes following provisions:

- 1) Provisions related to the general principles of the law of contract and quasi-contract (Section 1 to 75).
- 2) Provisions related to the special kinds of contracts:
 - i) Indemnity and Guarantee (Section 124-147).
 - ii) Bailment and Pledge (Section 148-181).
 - iii) Agency (Sections 182 to 238).

1.1.2. Application of the Act [Section 1]

The Indian Contract Act, 1872 (Sections 1-75) came into force on 1st September, 1872. It applies to the whole of India except the State of Jammu and Kashmir. It is not a complete and exhaustive law on all types of contracts.

It does not deal with all the branches of the law of contract. There are separate Acts which deal with contracts relating to Negotiable Instruments, Transfer of Property, Sale of Goods, Partnership, Insurance, etc. Again the Act does not affect any usage or custom of trade.

1.1.3. Definitions [Section 2]

The various definitions given under the Indian Contract Act, 1872 are as follows:

- 1) **Proposal [Section 2(a)]**: When one person signifies to another his willingness to do or to abstain from doing anything, with a view to obtaining the assent of that other to such act or abstinence, he is said to make a proposal.
- 2) **Promise [Section 2(b)]**: When the person to whom the proposal is made signifies his assent thereto, the proposal is said to be accepted. A proposal, when accepted, becomes a promise.



तृतीय वर्ष वाणिज्य ▪ सत्र ५

As per UGC Choice Based Credit System



Business Administration : (Finance)

व्यवसाय प्रशासन (वित्त)

▪ डॉ. राजेंद्र कळमकर ▪ डॉ. ज्योती माने ▪ डॉ. दीपिका शिंदे



महाराष्ट्रातील सर्व विद्यापीठांच्या पदवी व पदव्युत्तर वर्गासाठी उपयुक्त.

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MPSC, UPSC, NET-SET व इतर स्पर्धा परीक्षांसाठीही उपयुक्त.

व्यवसाय प्रशासन (वित्त)

BUSINESS ADMINISTRATION
(FINANCE)

डॉ. राजेंद्र कळमकर

सी. डी. जैन कॉलेज ऑफ कॉमर्स, श्रीरामपूर.

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हुजूरपागा महिला वाणिज्य महाविद्यालय, पुणे.

डॉ. दीपिका शिंदे

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प्रकरण १.....७

वित्त आणि भारतीय वित्तव्यवस्था यांची ओळख

(Introduction to Corporate Finance and Indian Financial System)

१.१ वित्त

१.१.१. अर्थ

१.१.१. व्याख्या

१.१.२. वित्ताची वैशिष्ट्ये

१.१.३. व्यवसायामध्ये वित्तपुरवठ्याची गरज

१.१.४. व्यवसायामध्ये वित्ताचे महत्त्व

१.१.५. व्यवसायामध्ये वित्ताची कार्ये

१.२ वित्तीय व्यवस्थापन

१.२.१. अर्थ

१.२.२. व्याख्या

१.२.३. वित्तीय व्यवस्थापनाची उद्दिष्टे

१.२.४. वित्तीय व्यवस्थापनाची व्याप्ती

१.३ भारतीय वित्त बाजार

१.३.१. नाणे बाजार

१.३.१.१. व्याख्या

१.३.१.२. नाणे बाजाराची वैशिष्ट्ये

१.३.१.३. भारतीय नाणे बाजाराची उपबाजार किंवा विभाग

१.३.२. भांडवल बाजार

१.३.२.१. नवीन भांडवली प्रचलने बाजार

१.४ रोखे बाजार

१.४.१. अर्थ

१.४.२. रोखे बाजार किंवा शेअर बाजाराची वैशिष्ट्ये

१.४.३. रोखे बाजाराची किंवा शेअर बाजाराची कार्ये

१.५ बॉम्बे स्टॉक एक्सचेंज आणि राष्ट्रीय शेअर बाजार

१.५.१. बॉम्बे स्टॉक एक्सचेंज

१.५.२. राष्ट्रीय शेअर बाजार

१.५.३. प्रतिभूतीचे अमूर्त स्वरूप

१.६ भारतीय प्रतिभूती आणि विनिमय मंडळ (सेबी)

१.६.१. अर्थ

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तृतीय वर्ष वाणिज्य ■ सत्र ५ व ६
(Choice Based Credit System)

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- भारतीय आणि जागतिक आर्थिक विकास
- आंतरराष्ट्रीय अर्थशास्त्र
- अंकेक्षण
- व्यवसाय प्रशासन (मनुष्यबळ व्यवस्थापन) - II
- व्यवसाय प्रशासन (वित्त) - III
- भारतीय वित्तीय बाजार आणि संस्था
- बँकिंग आणि वित्त - III
- विपणन व्यवस्थापन - II
- विपणन व्यवस्थापन - III
- Business Regulatory Frame Work - I
- Advanced Accounting - I
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- International Economics - I
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Business Administration (Human Resource Management)

व्यवसाय प्रशासन

‘मानवी संसाधन व्यवस्थापन’

- डॉ. राजेंद्र कळमकर
- डॉ. राकेश मुरम
- डॉ. दीपिका शिंदे
- डॉ. ज्योती माने



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व्यवसाय प्रशासन

‘मानवी संसाधन व्यवस्थापन’

BUSINESS ADMINISTRATION
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प्रकरण १..... ७

व्यवस्थापनाची मानव संसाधनाच्या कार्याची ओळख

(Introduction to Human Resource Function of Management)

- १.१ प्रस्तावना
- १.२ अर्थ व व्याख्या
 - १.२.१ अर्थ १.२.२ व्याख्या
- १.३ मानवी संसाधन व्यवस्थापन वैशिष्ट्ये
- १.४ मानवी संसाधन व्यवस्थापनाची उद्दिष्टे
- १.५ मानवी संसाधन व्यवस्थापनाची कार्ये
 - १.५.१ व्यवस्थापकीय कार्ये १.५.२ संचालनात्मक कार्ये
- १.६ मानवी संसाधन नियोजन
 - १.६.१ प्रस्तावना १.६.२ मानवी संसाधन नियोजन व्याख्या १.६.३ मानवी संसाधन नियोजन वैशिष्ट्ये १.६.४ मानवी संसाधन नियोजनातील पायऱ्या
- १.७ कार्य विश्लेषण : अर्थ व व्याख्या
 - १.७.१ कार्य ओळख १.७.२ कार्य विश्लेषण घटक
- १.८ कार्य विवरण
- १.९ कार्य निकष
 - १.९.१ कार्य निकष अर्थ
- १.१० कार्य विश्लेषणाचे फायदे/महत्त्व
- १.११ कार्य-विश्लेषणाचे हेतू/ उपयोग
- १.१२ कार्य विश्लेषणाची प्रक्रिया
- १.१३ मानव संसाधन विकासामधील उदयोन्मुख संकल्पना
 - १.१३.१ कायझेन १.१३.२ गुणवत्ता मंडळे १.१३.३ टॅलेंट मॅनेजमेंट म्हणजे काय? १.१३.४ व्यवसाय भागीदार म्हणून मानव संसाधन विकास १.१३.५ माहिती तंत्रज्ञान आणि मानव संसाधन यांचा एकत्रित वापर

प्रकरण २..... ५१

भरती आणि निवड

(Recruitment & Selection)

- २.१ भरती:
 - २.१.१ भरती प्रक्रियेच्या व्याख्या २.१.२ कर्मचारी भरतीचा उद्देश किंवा महत्त्व २.१.३ मनुष्यबळ किंवा कर्मचारी भरतीचे स्रोत २.१.४ कर्मचारी

व्यवसाय प्रशासन (मानवी संसाधन व्यवस्थापन) । ५

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- बँकिंग आणि वित्त - III
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- विपणन व्यवस्थापन - III
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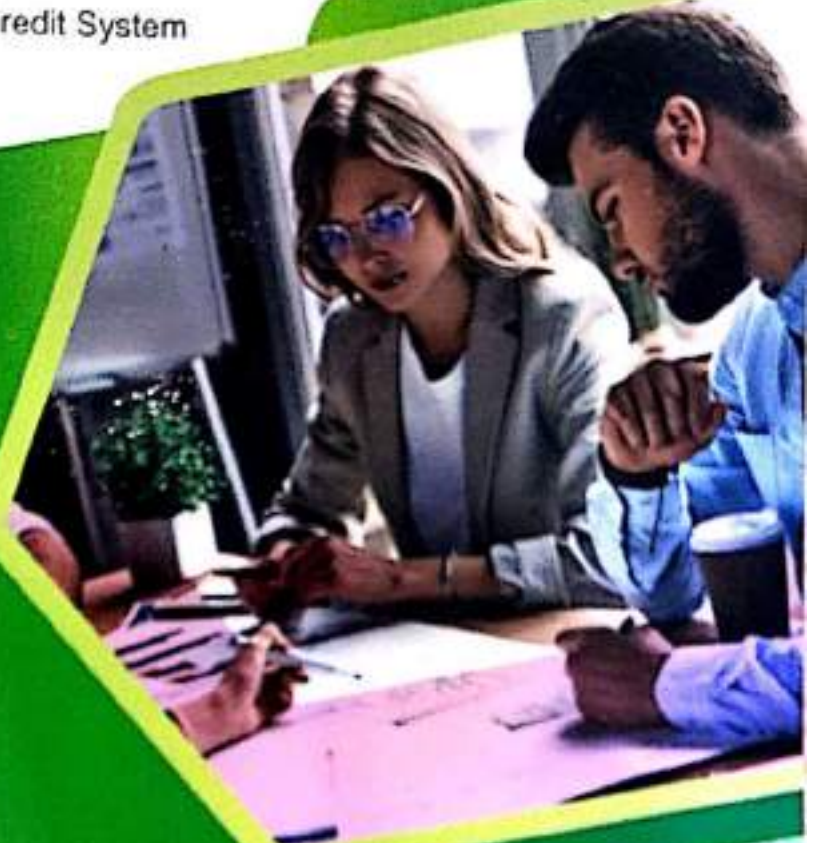


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Business Administration - III
(Production and Operation Management)

व्यवसाय प्रशासन- III

(उत्पादन आणि क्रियात्मक व्यवस्थापन)



- डॉ. ज्योती माने
- डॉ. राजेंद्र कळमकर
- डॉ. दीपिका शिंदे

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(उत्पादन आणि क्रियात्मक व्यवस्थापन)

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(Production and Operation Management)

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प्रकरण १..... ७

उत्पादन व्यवस्थापनाची कार्ये

(Production Management Functions)

- १.१ उत्पादन व्यवस्थापन - अर्थ, व्याख्या, उद्दिष्ट्ये, उत्पादन व्यवस्थापनाची कार्ये, उत्पादन व्यवस्थापकाच्या जबाबदाऱ्या
- १.२ उत्पादन नियोजन - अर्थ, उद्दिष्ट्ये, महत्त्व, नियोजनातील पावऱ्या
- १.३ मार्ग निर्धारण/मार्गक्रम - अर्थ, फायदे, मार्गक्रम तक्ता, उत्पादन वेळापत्रक, वेळापत्रकाची उद्दिष्ट्ये, वेळापत्रकाचे प्रकार
- १.४ उत्पादन नियंत्रण - अर्थ, व्याख्या, गरज, उद्दिष्ट्ये, फायदे, तंत्रे, निर्धारित करणारे घटक

प्रकरण २..... २६

यंत्रकुल स्थान आणि यंत्रकुल रचना

(Plant Location and Plant Layout)

- २.१ यंत्रकुल स्थान - अर्थ, व्याख्या, यंत्रकुल स्थान निश्चितीचे महत्त्व, यंत्रकुल स्थानिकरण करताना विचारात घ्यावयाचे घटक
- २.२ यंत्रकुल रचना- अर्थ, व्याख्या, फायदे, यंत्रकुल रचनेच्या निवडीची संबंधित घटक, यंत्रकुल रचनेचे वर्गीकरण
- २.३ यंत्रकुल रचनेचे फायदे, यंत्रकुल रचनेचे तंत्रे.

प्रकरण ३..... ४०

मालसाठा व्यवस्थापन आणि गुणवत्ता व्यवस्थापन

(Inventory Management and Quality Management)

- ३.१.१ मालसाठा व्यवस्थापन ३.१.२ मालसाठा व्यवस्थापनाच्या पद्धती ३.१.४ मालसाठा व्यवस्थापनाचे निकष
- ३.२ व्यवस्थापनातील आधुनिक प्रवाह
- ३.३ गुणवत्ता व्यवस्थापन
 - ३.३.१ गुणवत्ता व्यवस्थापनाची वैशिष्ट्ये
- ३.४ एकूण गुणवत्ता व्यवस्थापन
 - ३.४.२ सिक्स सिग्मा
 - ३.४.३ आय एस ओ

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- आयकर
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- व्यवसाय प्रशासन - III (उत्पादन आणि क्रियात्मक व्यवस्थापन)
- बँकिंग आणि वित्त - II (भारतीय वित्तीय बाजार आणि संस्था)
- बँकिंग आणि वित्त - III (भारतातील बँकिंग कायदा आणि पद्धती)
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- विपणन व्यवस्थापन - III
- Business Regulatory Framework - II
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तृतीय वर्ष वाणिज्य ■ सत्र ६

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Business Administration - II (Marketing)

त्यवसाय प्रशासन- II

(विपणन)



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विपणनाची ओळख

(Introduction to Marketing)

- १.१. विपणन- प्रस्तावना, अर्थ, व्याप्ती, उद्देश, वैशिष्ट्ये, कार्य आणि महत्त्व.
- १.२. बाजारपेठांचे वर्गीकरण- नियंत्रित बाजारपेठ, संघटित व असंघटित बाजारपेठ, इंटरनेट किंवा आभासी बाजारपेठ, औद्योगिक बाजारपेठ, ग्राहक बाजारपेठ, वित्तीय बाजारपेठ, वायदे बाजार, काळाबाजार.
- १.३. विक्री आणि विपणन यातील फरक
- १.४. विपणन विषयक संकल्पनांची उल्लांती- वस्तुविनिमय संकल्पना, उत्पादन/निर्मिती संकल्पना, उत्पादित वस्तू संकल्पना, विक्री संकल्पना, विपणन संकल्पना, सामाजिक विपणन संकल्पना, संपर्क विपणन संकल्पना, समग्र विपणन संकल्पना, पेस विपणन.

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विपणन मिश्र आणि बाजारपेठ विभागीकरण

(Marketing Mix and Market Segmentation)

- २.१. विपणन मिश्र - अर्थ, विपणन मिश्रची वैशिष्ट्ये, विपणन मिश्रचे घटक, विपणन मिश्रवर परिणाम करणारे घटक.
- २.२. बाजारपेठ विभागीकरण किंवा बाजारपेठ विभाजन
अर्थ, बाजारपेठ विभागीकरणाचे फायदे, बाजारपेठ विभागीकरणाच्या मर्यादा, प्रभावी बाजारपेठ विभागीकरणाचे आवश्यक घटक, बाजारपेठ विभाजनाच्या पद्धतीने किंवा आधार, बाजारपेठ विभागीकरण प्रक्रिया किंवा पायऱ्या.
- २.३. समूह विपणन, बहु विभाजन विपणन, कानोडा किंवा कोपरा विपणन.

प्रकरण ३..... ७७

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(Product Management and Price Management)

- ३.१ प्रस्तावना - वस्तू व्यवस्थापन, उत्पादन स्तर,
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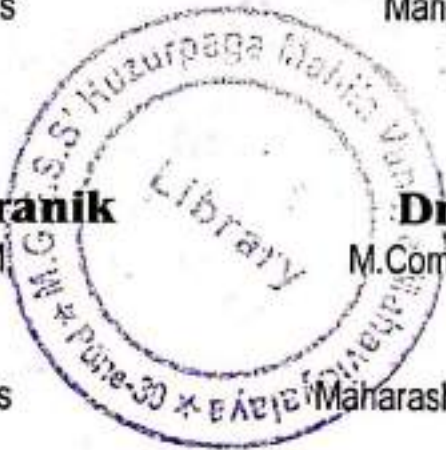
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Preface

We are extremely happy to present the book on Marketing and Salesmanship. This book has been strictly written as per the syllabus of Savitribai Phule Pune University. We have divided the syllabus into chapters as per the guidelines of the university so that the topics can be arranged and understood properly. The topics within the chapters have been arranged in a proper sequence to ensure smooth flow of the subject.

This book will help self study easier. The language has been kept simple and the subject is developed in such a way that the students may find it quite interesting and easy.

We are thankful to Prin. Dr. Y. R. Thorat for his encouragement and support. We are also thankful to the staff members of Yashoda Publications for their efforts to make this book as good as it is. We have tried our best to avoid all possible errors while preparing this book. However if you find any, please let us know, because that will help us to improve further. We will be grateful in accepting them and we assure that same will be taken care of in the next edition. Useful suggestions for improvement of the book would be most welcome.

Authors

**F.Y.B. Com Syllabus
Semester – I
Marketing and Salesmanship- I
(Fundamentals of Marketing)**

Course Code – 116 - C

No. of Credits :- 03

Unit – 1 : Introduction to Market and Marketing

- 1.1 Meaning and Definition of Market
- 1.2 Classification of Markets
- 1.3 Marketing Concept: Traditional and Modern
- 1.4 Importance of Marketing
- 1.5 Functions of Marketing:
Buying, Selling, Assembling, Storage, Transportation,
Standardization, Grading, Branding, Advertising,
Packaging, Risk Bearing, Insurance, Marketing
Finance, Market Research and Marketing
Information.
- 1.6 Selling vs. Marketing

Unit-2 : Market Segmentation and Marketing Mix

- 2.1 Market Segmentation: -**
 - 2.1.1 Introduction
 - 2.1.2 Meaning and Definition
 - 2.1.3 Importance
 - 2.1.4 Limitations
 - 2.1.5 Bases for Segmentation
- 2.2 Marketing Mix**
 - 2.2.1 Introduction
 - 2.2.2 Meaning & Definition
 - 2.2.3 Elements of Marketing Mix- Product, Price,
Place and Promotion
 - 2.2.4 Importance of Marketing Mix

Unit -3 : Product Mix and Price Mix

- 3.1 Product Mix
 - 3.1.2 Meaning and Definition
 - 3.1.3 Product Line and Product Mix
 - 3.1.4 Product Classification
 - 3.1.5 Product Life Cycle
 - 3.2.6 Factors Considered for Product Management
 - 3.3 Price Mix
 - 3.3.1 Meaning and Definition
 - 3.3.2 Pricing Objectives
 - 3.3.3 Factors Affecting Pricing Decision
 - 3.3.4 Pricing Methods
-

Unit-4 : Place Mix and Promotion Mix

- 4.1 Place Mix
 - 4.1.2 Meaning and Definition of Place Mix
 - 4.1.3. Importance
 - 4.1.4 Types of Distribution Channels – consumer goods and Industrial Goods
 - 4.1.5 Factors Influencing selection of Channels
- 4.2 Promotion Mix
 - 4.2.1 Meaning of Promotion Mix
 - 4.2.2 Elements of Promotion Mix- Personal Selling, Public Relation and Sales Promotion
 - 4.2.3 Factors Affecting Market Promotion Mix
 - 4.2.4 Promotion Techniques or Methods

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Chapter

1

**Introduction To Market
And Marketing****Chapter 1**

- 1.1 Concept Of Market
- 1.2 Classification Of Markets
- 1.3 Marketing Concept Traditional And Modern
- 1.4 Importance Of Marketing
- 1.5 Functions Of Marketing
- 1.6 Selling v/s Marketing

Introduction -

In ancient times, man was self dependent and his needs were limited. He used to produce goods as per his requirement.

The concept of Marketing evolved in the era of large scale production. When large scale production started, it was necessary to sell the goods produced. Hence there was necessity of transportation, warehousing, salesmanship, advertising and sales promotion.

In the present business world, consumer oriented marketing concept is widely accepted.

Meaning of Marketing :

The word Marketing has been derived from the word 'Market'. The word 'Market' has been derived from Latin word 'Marcatus'. Marcatus means dealing in goods.

Market is a place where buyers and sellers enter into transactions of buying and selling.

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Syllabus ...

Unit No.	Unit Title	Contents	Skills to be developed
1.	Production Management Functions	<p>1.1 Meaning, Definition, Functions of Production Management, Responsibilities of Production Manager.</p> <p>1.2 Production Planning - Objectives, Importance, Levels of Planning.</p> <p>1.3 Routing and Scheduling - Meaning, Route Sheets, Scheduling, Master and Sequential Scheduling, Scheduling Devices.</p> <p>1.4 Production Control - Definition and meaning, Necessity, Objectives, Factors and Techniques of Production Control</p>	<p>Conceptual Understanding.</p> <p>Accessing and analyzing information skills.</p> <p>Technical knowledge</p> <p>Analytical Skills</p>
2.	Plant Location and Plant Layout	<p>1.1 Introduction, Importance, Factors Responsible for Plant Location.</p> <p>1.2 Plant Layout - Meaning, Definition, Importance of Good Layout, Factors Relevant for Choice of Layout, Line, Process and Product Layout.</p> <p>1.3 Plant Layout - Advantages, Disadvantages and Techniques.</p>	<p>Conceptual Understanding.</p> <p>Technical Knowledge</p> <p>Analytical skills.</p>
3.	Inventory Management and Quality Management	<p>1.1 Inventory Management - Introduction, Methods, Economic Order Quantity, Use of Computers in Inventory Management, Material Requisition Planning (MRP), Just In Time (JIT), ABC Analysis</p> <p>1.2 Recent Trends in Inventory Management - Radio Frequency Identification (RFID), Automated Guided Vehicles (AGVs) and Automated Mobile Robots (AMRs), Artificial Intelligence (AI) and Machine Learning (ML), Distributed Inventory Management, Cloud-Based Solutions Predictive picking</p> <p>1.3 Quality Management – Features, Techniques of Quality Control</p> <p>1.4 Total Quality Management, Six Sigma, International Organisation for Standardisation (ISO)</p>	<p>Conceptual Understanding.</p> <p>Analytical Skills.</p> <p>Technical skills.</p> <p>Awareness on the latest in the trends.</p>
4.	Supply Chain Management and Logistics Management	<p>1.1 Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply Chain, Value Chain Process, Cycle View of Supply Chain Process, Key Issues in Supply Chain Management, Difference between Supply Chain Management and Logistics.</p> <p>1.2 Logistics: Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges, Transportation - Functions, Costs, and Mode; Network and Decision, Containerization, Cross Docking.</p>	<p>Conceptual Understanding.</p> <p>Analytical skills.</p> <p>Accessing and analysing information.</p> <p>Imaginative Thinking</p> <p>Awareness on the latest in the trends.</p>

Chapter 1 ...

Production Management Functions

Introduction

- 1.1 Production and Operations Management
 - 1.1.1 Meaning and Definitions of Production Management
 - 1.1.2 History of Production Management
 - 1.1.3 Meaning of Operations management
 - 1.1.4 Scope of Production and Operations Management
 - 1.1.5 Objectives of Production Management
 - 1.1.6 Functions of Production Management
 - 1.2 Production Manager
 - 1.2.1 Meaning of Production Manager
 - 1.2.2 Duties and Responsibilities of Production Manager
 - 1.3 Production Planning
 - 1.3.1 Meaning and Definitions of Production Planning
 - 1.3.2 Objectives of Production Planning
 - 1.3.3 Importance of Production Planning
 - 1.3.4 Levels of Production Planning
 - 1.3.5 Difference between Production Planning and Production Control
 - 1.4 Routing
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 - 1.4.2 Steps involved in Routing
 - 1.4.3 Objectives of Routing
 - 1.4.4 Route Sheets
 - 1.5 Scheduling
 - 1.5.1 Meaning of Scheduling
 - 1.5.2 Objectives of Scheduling
 - 1.5.3 Classification of Schedules: Master and Sequential Schedule
 - 1.5.4 Scheduling Devices
 - 1.6 Production Control
 - 1.6.1 Meaning and Definitions of Production Control
 - 1.6.2 Necessity of Production Control
 - 1.6.3 Objectives of Production Control
 - 1.6.4 Factors determining Production Control
 - 1.6.5 Techniques of Production Control
- Points to Remember
 - Questions for Discussion



Chapter 1 ...

Production Management Functions

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- Introduction
- 1.1 Production and Operations Management
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 - 1.1.4 Scope of Production and Operations Management
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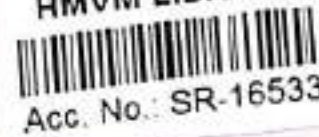
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Syllabus ...

Unit No.	Unit Title	Contents	Skills to be developed
1.	Introduction to Marketing	1.1 Marketing – Introduction, Meaning, Scope, Objectives, Features, Functions and Importance 1.2 Types of Markets – Regulated Market, Organised Market and Unorganised Market, Virtual/Internet Market, Industrial Market, Consumer Market, Financial Market, Auction Market and Black Market 1.3 Difference between Selling and Marketing 1.4 Evolution of Marketing Concepts – Exchange Concept, Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept, Relationship Marketing Concept, Holistic Concept and Pace Concept	Conceptual Understanding. Critical thinking skills. Accessing and analyzing information skills. Imaginative thinking.
2.	Marketing Mix and Market Segmentation	1.1 Marketing Mix – Meaning, Features, 7 P's of Marketing (Product, Price, Place, People, Promotion, Processes and Physical Evidence), Environmental Factors affecting Marketing Mix – Consumers, Competitors, Trade Factors, Political and Legal, Economic, Social, Technological, Global. 1.2 Market Segmentation – Meaning, Advantages and Limitations, Essentials of Effective Market Segmentation, Methods/Basis of Market Segmentation : Geographic, Demographic, Sociographic, Psychographic and Behavioural, Steps in Market Segmentation 1.3 Mass Marketing, Multi Segment Marketing and Niche Marketing – Meaning, Advantages and Limitations.	Conceptual Understanding. Analytical skills. Accessing and analyzing information. Imaginative thinking.
3.	Product Management Pricing Management	1.1 Product Levels – Core Product, Basic Product, Expected, Augmented Product and Potential Product 1.2 Product Life Cycle 1.3 Branding - Meaning, Types of Brands, Brand Equity and Brand Loyalty and Brand Extension – Meaning Advantages and Limitations 1.4 Pricing – Meaning, Objectives 1.5 Factors affecting Pricing – Internal Factors – Cost, Objectives of Firm, Product, Image of Firm, Product Life Cycle Product Line and Credit Policy External Factors – Competition, Demand, Consumers, Channel Intermediaries, Economic Conditions, Government Control. 1.6 Pricing Methods – Cost Plus Pricing, Mark up Pricing, Brake Even Pricing, Target Return Pricing, Marginal Cost Pricing, Early Cash Recovery Pricing, Perceived Value Pricing, Going Rate Pricing, Sealed Bid Pricing, Differentiated Pricing, 2 Part Pricing and Demand Backward Pricing.	Conceptual Understanding. Analytical Skills. Technical skills. Critical thinking.
4.	Promotion and Distribution and Recent Trends in Marketing	1.1 Promotion Mix – Meaning, Objectives, Elements of Promotion Mix – Advertising, Publicity, Sales Promotion, Personal Selling, Public Relations, Packaging, Direct Marketing, Trade Fairs and Exhibitions 1.2 Advertising – Meaning, Importance, Scope, Advantages of Advertising 1.3 Types of Advertising Media – Radio, News Paper, Print Media, Social Media Advertising, Online Advertising 1.4 Difference between Advertising, Publicity and Sales Promotion 1.5 Recent Trends in Marketing - Visualization, Voice Search, Live Video and Video Marketing, Integrated Online-Offline Customer Experience, The Internet of Everything, Content Marketing, Search Engine Optimization/Semantic Keyword Research, Browser Push Notifications, Social Media Marketing, Virtual/Internet Marketing, Green Marketing, Social Marketing.	Conceptual Understanding. Analytical skills. Accessing and analysing information. Imaginative Thinking Awareness on the latest in the trends.

Chapter 1...

Introduction to Marketing

1.1 Introduction to Marketing

- 1.1.1 Meaning and Definitions of Marketing
- 1.1.2 Nature/Features and Scope of Marketing
- 1.1.3 Objectives of Marketing
- 1.1.4 Functions of Marketing
- 1.1.5 Process of Buying and Selling
- 1.1.6 Modes of Transport
- 1.1.7 Functions of Branding
- 1.1.8 Materials used for Packaging
- 1.1.9 Importance of Insurance and Types of Risks
- 1.1.10 Importance of Marketing

1.2 Types of Markets

1.3 Difference between Selling and Marketing

1.4 Evolution of Marketing Concepts : Approaches to the Study of Marketing

- Points to Remember
 - Questions for Discussion
-

1.1 Introduction to Marketing

The concept of Marketing evolved in the era of large scale production. When large scale production started, it was necessary to sell the goods produced. Hence there was necessity of transportation, warehousing, salesmanship, advertising and sales promotion. All these functions together were called as Marketing.

In the present business world, consumer oriented marketing concept is widely accepted. Nowadays, Marketing cannot be considered as a separate function.

It is the whole business seen from the point of view of consumers.

Marketing is considered as a function which identifies human wants and tries to fulfill these wants by offering appropriate goods and services to customers.

1.1.1 Meaning and Definitions of Marketing

(A) Meaning:

The word Marketing has been derived from the word 'Market'. The word 'Market' has been derived from latin word 'Marcatus.' Marcatus means dealing in goods.

Market is a place where buyers and sellers enter into transactions of buying and selling.

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Syllabus ...

Unit No.	Unit Title	Contents	Skills to be developed
1.	Introduction to Marketing	<p>1.1 Marketing – Introduction, Meaning, Scope, Objectives, Features, Functions and Importance</p> <p>1.2 Types of Markets – Regulated Market, Organised Market and Unorganised Market, Virtual/Internet Market, Industrial Market, Consumer Market, Financial Market, Auction Market and Black Market</p> <p>1.3 Difference between Selling and Marketing</p> <p>1.4 Evolution of Marketing Concepts – Exchange Concept, Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept, Relationship Marketing Concept, Holistic Concept and Pace Concept</p>	<p>Conceptual Understanding.</p> <p>Critical thinking skills.</p> <p>Accessing and analyzing information skills.</p> <p>Imaginative thinking.</p>
2.	Marketing Mix and Market Segmentation	<p>1.1 Marketing Mix – Meaning, Features, 7 P's of Marketing (Product, Price, Place, People, Promotion, Processes and Physical Evidence), Environmental Factors affecting Marketing Mix – Consumers, Competitors, Trade Factors, Political and Legal, Economic, Social, Technological, Global.</p> <p>1.2 Market Segmentation – Meaning, Advantages and Limitations, Essentials of Effective Market Segmentation, Methods/Basis of Market Segmentation : Geographic, Demographic, Sociographic, Psychographic and Behavioural, Steps in Market Segmentation</p> <p>1.3 Mass Marketing, Multi Segment Marketing and Niche Marketing – Meaning, Advantages and Limitations.</p>	<p>Conceptual Understanding.</p> <p>Analytical skills.</p> <p>Accessing and analyzing information.</p> <p>Imaginative thinking.</p>
3.	Product Management Pricing Management	<p>1.1 Product Levels – Core Product, Basic Product, Expected, Augmented Product and Potential Product</p> <p>1.2 Product Life Cycle</p> <p>1.3 Branding - Meaning, Types of Brands, Brand Equity and Brand Loyalty and Brand Extension – Meaning Advantages and Limitations</p> <p>1.4 Pricing – Meaning, Objectives</p> <p>1.5 Factors affecting Pricing – Internal Factors – Cost, Objectives of Firm, Product, Image of Firm, Product Life Cycle Product Line and Credit Policy External Factors – Competition, Demand, Consumers, Channel intermediaries, Economic Conditions, Government Control.</p> <p>1.6 Pricing Methods – Cost Plus Pricing, Mark up Pricing, Brake Even Pricing, Target Return Pricing, Marginal Cost Pricing, Early Cash Recovery Pricing, Perceived Value Pricing, Going Rate Pricing, Sealed Bid Pricing, Differentiated Pricing, 2 Part Pricing and Demand Backward Pricing.</p>	<p>Conceptual Understanding.</p> <p>Analytical Skills.</p> <p>Technical skills.</p> <p>Critical thinking.</p>
4.	Promotion and Distribution and Recent Trends in Marketing	<p>1.1 Promotion Mix – Meaning, Objectives, Elements of Promotion Mix – Advertising, Publicity, Sales Promotion, Personal Selling, Public Relations, Packaging, Direct Marketing, Trade Fairs and Exhibitions</p> <p>1.2 Advertising – Meaning, Importance, Scope, Advantages of Advertising</p> <p>1.3 Types of Advertising Media – Radio, News Paper, Print Media, Social Media Advertising, Online Advertising</p> <p>1.4 Difference between Advertising, Publicity and Sales Promotion</p> <p>1.5 Recent Trends in Marketing - Visualization, Voice Search, Live Video and Video Marketing, Integrated Online-Offline Customer Experience, The Internet of Everything, Content Marketing, Search Engine Optimization/Semantic Keyword Research, Browser Push Notifications, Social Media Marketing, Virtual/Internet Marketing, Green Marketing, Social Marketing.</p>	<p>Conceptual Understanding.</p> <p>Analytical skills.</p> <p>Accessing and analysing information.</p> <p>Imaginative Thinking</p> <p>Awareness on the latest in the trends.</p>

Chapter 1...

Introduction to Marketing

1.1 Introduction to Marketing

- 1.1.1 Meaning and Definitions of Marketing
- 1.1.2 Nature/Features and Scope of Marketing
- 1.1.3 Objectives of Marketing
- 1.1.4 Functions of Marketing
- 1.1.5 Process of Buying and Selling
- 1.1.6 Modes of Transport
- 1.1.7 Functions of Branding
- 1.1.8 Materials used for Packaging
- 1.1.9 Importance of Insurance and Types of Risks
- 1.1.10 Importance of Marketing

1.2 Types of Markets

1.3 Difference between Selling and Marketing

1.4 Evolution of Marketing Concepts : Approaches to the Study of Marketing

- Points to Remember
 - Questions for Discussion
-

1.1 Introduction to Marketing

The concept of Marketing evolved in the era of large scale production. When large scale production started, it was necessary to sell the goods produced. Hence there was necessity of transportation, warehousing, salesmanship, advertising and sales promotion. All these functions together were called as Marketing.

In the present business world, consumer oriented marketing concept is widely accepted. Nowadays, Marketing cannot be considered as a separate function.

It is the whole business seen from the point of view of consumers.

Marketing is considered as a function which identifies human wants and tries to fulfill these wants by offering appropriate goods and services to customers.

1.1.1 Meaning and Definitions of Marketing

(A) Meaning:

The word Marketing has been derived from the word 'Market'. The word 'Market' has been derived from latin word 'Marcatus.' Marcatus means dealing in goods.

Market is a place where buyers and sellers enter into transactions of buying and selling.

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(FINANCE)

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Syllabus ...

T.Y.B.Com. Business Administration III (Finance)

Unit No.	Unit Title	Contents	Skills to be developed
1.	Introduction to Corporate Finance and Indian Financial System	1.1 Meaning, Features, Need, Importance of Corporate Finance, Finance Functions (Executive and Routine Functions) 1.2 Meaning, Objectives, Scope of Financial Management 1.3 Indian Financial Market – Meaning and Structure (Money Market and Capital Market) 1.4 Stock Exchange – Meaning, Features, Functions. 1.5 Bombay Stock Exchange, National Stock Exchange of India, Dematerialisation of Securities 1.6 Securities Exchange Board of India – Objectives, Powers and Functions 1.7 Credit Rating Agencies – Function/ Role and Advantages. Overview of Credit Rating Information Services of India Limited (CRISIL) Investment Information and Credit Rating Agency of India (ICRA) Limited Credit Analysis and Research (CARE) Limited.	Conceptual Understanding Accessing and analyzing information skills Technical Knowledge
2.	Financial Planning	1.1 Financial Planning – Meaning, Nature and Characteristics, Scope, Importance, Advantages and Limitations 1.2 Steps in Financial Planning 1.3 Factors Influencing Financial Plan Formulation 1.4 Methods of Estimating Financial Requirement	Conceptual Understanding. Analytical skills Technical Knowledge
3.	Capitalization and Capital Structure	1.1 Capitalization and Capital Structure 1.2 Capitalization – Concept, Factors governing capitalization, Over and Under Capitalization - Causes and effects, Fair Capitalization. 1.3 Capital Structure - Meaning, Concept and Principles of Capital Structure, Factors influencing the pattern of Capital Structure. 1.4 Trading on Equity - Concepts and Effects.	Conceptual Understanding Analytical Skills Technical skills
4.	Sources of Corporate Finance	1.1 Types of Capital – Fixed and Working, Owned and Borrowed, Short Term, Medium Term and Long Term 1.2 Sources of Capital – Bank Overdraft, Trade Credit Accrual Accounts, Financial Lease, Operating Lease, Hire Purchase, Bank Loan, Merchant Loan, Debentures, Equity Shares, Preference Shares Stock Dilution and Flotation 1.3 Concept Cost of Capital and Concept of Risk and Return	Conceptual Understanding Analytical skills Accessing and Analysing Information

Chapter 1 ...

Introduction to Corporate Finance and Indian Financial System

- 1.1 Corporate Finance
 - 1.2 Financial Management
 - 1.3 Indian Financial Market
 - 1.4 Stock Exchange
 - 1.5 Bombay Stock Exchange
 - 1.6 Securities Exchange Board of India (SEBI)
 - 1.7 Credit Rating Agencies
 - Points to Remember
 - Questions for Discussion
-

1.1 Corporate Finance

Meaning:

The term Corporate Finance has been defined by different authors differently, although the sum and substance of all the definitions is one and the same. Here are a few definitions of corporate finance.

- *"Financial Management is an area of financial decision-making harmonizing individual motives and enterprise goals."* **Weston and Brigham Weston and Brigham**
- *"Financial Management is that managerial activity which is concerned with the planning and controlling of the firm's financial resources."* **I. M. Pandey**

Corporate finance deals with the capital structure of a corporation, including its funding and the actions that management takes to increase the value of the company. Corporate finance also includes the tools and analysis utilized to prioritize and distribute financial resources. Corporate finance is the research of the business's funding-related decisions, which will best suit to a business's decisions. Finance managers have to figure out its nature of corporate finance, characteristics of corporate finance and features of corporate finance to decide which is best suitable for their corporate organization.

Corporate finance is the division of finance that deals with how corporations deal with funding sources, capital structuring, and investment decisions. Corporate finance is primarily concerned with maximizing shareholder value through long and short-term financial planning and the implementation of various strategies. Corporate finance activities range from capital investment decisions to investment banking.

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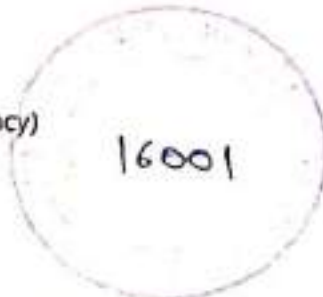
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Unit No.	Unit Title	Contents	Skills to be developed
1.	Introduction to Human Resource Function of Management	<p>1.1 Meaning, Objectives and Functions of Human Resource, Difference between Human Resource Management and Human Resource Development</p> <p>1.2 Organization, Scope and functions of Human Resource Department in Modern Business.</p> <p>1.3 Human Resource Planning – Nature and Scope, Job analysis - Job description - Job specification.</p> <p>1.4 Human Resource Planning – Role of Human Resource Planning, Steps in Human Resource Planning, Factors influencing Human Resource Planning, Essentials of a Good Human Resource Planning, Job Analysis – Process, Tools and Techniques, Job Description and Job Specification – Meaning and Distinguish between Job Description and Job Specification.</p> <p>1.5 Emerging Concept of H.R.D. Quality Circles, Kaizen, Talent Management and Leadership Development, HRD as a Business Partner, Visionary and Transforming Leadership, E-Learning: Integration of IT and HR, HRIS (Human Resource Information Systems), Incorporation of career development, Internal consultancy and Linkage to knowledge management</p>	<p>Conceptual Understanding, Critical thinking skills.</p> <p>Accessing and analyzing information skills.</p> <p>Imaginative thinking.</p> <p>Awareness on the latest in the trends.</p>
2.	Recruitment and Selection	<p>1.1 Recruitment – Meaning, Purpose / Importance, Sources of Recruitment, and Factors Governing Recruitment Process</p> <p>1.2 Selection – Meaning, Importance of selection procedure, Tools of Selection and selection Process</p> <p>1.3 Distinguish between Recruitment and Selection</p> <p>1.4 Types of Employment tests, Types of Interviews</p>	<p>Conceptual Understanding.</p> <p>Analytical skills.</p> <p>Accessing and analyzing information.</p> <p>Imaginative thinking.</p>
3.	Training and Development	<p>1.1 Meaning, Need, Objectives of Training and Development, Benefits/ Importance of Training to the organisation and employees.</p> <p>1.2 Types of Training, Methods of Training and Development, Process/ Procedure for effective Training.</p> <p>1.3 Career Development, Steps in Career Development, Stages of Career Development, Advantages and Limitations of Career Development, Career Development Cycle, Career Counselling and Self Development</p>	<p>Conceptual Understanding.</p> <p>Analytical Skills.</p> <p>Technical skills.</p> <p>Critical thinking.</p>
4.	Performance Appraisal Management	<p>1.1 Introduction, Meaning, Need and Importance of Performance Appraisal</p> <p>1.2 Process of Performance Appraisal</p> <p>1.3 Merits and Limitations of Performance Appraisal</p> <p>1.4 Methods and Techniques of Performance Appraisal</p> <p>1.5 Ethical Performance Appraisal</p>	<p>Conceptual Understanding.</p> <p>Analytical skills.</p> <p>Accessing and analysing information.</p> <p>Value Education.</p>

Introduction to Human Resource Function of Management

- 1.1 Human Resource Management (HRM)
 - 1.1.1 Introduction
 - 1.1.2 Definitions
 - 1.1.3 Concept of Human Resource Management
 - 1.1.4 History of Human Resource Management
 - 1.1.5 Objectives of Human Resource Management
 - 1.1.6 Importance of Human Resource Management
 - 1.1.7 Scope of Human Resource Management in Modern Business
 - 1.1.8 Functions of Human Resource Management in Modern Business
 - 1.1.9 Difference between Human Resource Management and Human Resource Development (HRD)
- 1.2 Human Resource Planning
 - 1.2.1 Introduction
 - 1.2.2 Definitions of Human Resource Planning
 - 1.2.3 Objectives of Human Resource Planning
 - 1.2.4 Scope of Human Resource Planning
 - 1.2.5 Process of Human Resource Planning
 - 1.2.6 Factors influencing Estimation of Human Resources
 - 1.2.7 Advantages of Human Resource (Manpower) Planning
 - 1.2.8 Limitations of Human Resource Planning
 - 1.2.9 Challenges before Human Resource Planning
- 1.3 Job Analysis
 - 1.3.1 Meaning
 - 1.3.2 Steps of Job Analysis
 - 1.3.3 Outcomes of Job Analysis
- 1.4 Job Description
 - 1.4.1 Meaning
 - 1.4.2 Uses of Job Description
 - 1.4.3 Contents of Job Description
 - 1.4.4 Importance of Job Description
- 1.5 Job Specification
 - 1.5.1 Meaning
 - 1.5.2 Contents of Job Specification
 - 1.5.3 Importance of Job Specification
- 1.6 Emerging Concepts of HRD

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SECOND YEAR B. COM.

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June 2020

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Syllabus ...

BUSINESS MANAGEMENT - I (Semester - III)

Unit No.	Unit Title	Contents	Purpose / Skills to be developed
1.	Management	<ul style="list-style-type: none">• Meaning, Definition of Management• Need for Management Study• Process and Levels of Management• Functions of Management• Contribution of F.W. Taylor, Henry, Fayol, Peter Drucker, Mintzberg and Michel Porter in development of management thoughts.	<ol style="list-style-type: none">1. Understanding how management works2. Developing thought process as a manager3. Understanding functions of Management4. Understand the role of Management Thinkers in development of modern management process
2.	Understanding Management : Planning and Decision Making	<ul style="list-style-type: none">• Meaning, Definition and Nature of Planning• Forms and Types of Planning• Steps in Planning• Limitations of Planning• Meaning and Techniques of• Forecasting• Meaning, Types and Steps in Decision Making	<ol style="list-style-type: none">1. How to plan various management activities, programmes and events.2. Developing of decision making skills to evaluate various alternatives and situations.3. Understanding the concept of forecasting

3.	Management at Work : The Process of Organizing and Staffing	<ul style="list-style-type: none"> • Meaning, Process and Principles of Organizing • Concept of Authority and Responsibility • Delegation of Authority • Difficulties in Delegation of Authority • Need and Importance of Staffing • Recruitment : Sources and Methods. 	<ol style="list-style-type: none"> 1. Understanding the importance and process of organisation. 2. Understanding authority and process of delegation of authority. 3. Understanding process of recruitment.
4.	Result Orientation : Direction and Team Work	<ul style="list-style-type: none"> • Meaning, Elements, Principles, Techniques and Importance of Direction. • Concept of Team Work, Group Dynamics and Principles regarding Interpersonal Communication and Group Behaviour. 	<ol style="list-style-type: none"> 1. How to direct a group / team? 2. Team building skills 3. Wining confidence of group members 4. How to initiate healthy discussions to achieve consensus?

Chapter 1...



Management

Contents ...

- 1.1 Introduction
 - 1.1.1 Meaning and Definition of the term 'Management'
 - 1.1.2 Nature of Management
 - 1.1.3 Scope of Management
 - 1.1.4 Need for Management Study
 - 1.1.5 Process of Management
 - 1.1.6 Functions of Management
 - 1.1.7 Levels of Management
- 1.2 Development of Management Thoughts
 - 1.2.1 Stages in the Development of Management Thoughts
- 1.3 Contribution of F. W. Taylor in Development of Management Thoughts
 - 1.3.1 Principles and Features of Scientific Management
 - 1.3.2 Contribution of Taylor/Techniques of Scientific Management
 - 1.3.3 Benefits of Taylor's Scientific Management
 - 1.3.4 Criticism on Taylor's Scientific Management
- 1.4 Contribution of Henry Fayol in Development of Management Thoughts
 - 1.4.1 Fayol's Principles of Management
 - 1.4.2 Criticism on Fayol's Work
 - 1.4.3 Comparison in the Work of Taylor and Fayol: Similarities and Dissimilarities
- 1.5 Contribution of Peter Drucker in Development of Management Thoughts
 - 1.5.1 Major Contributions of Peter Drucker
- 1.6 Contribution of Mintzberg in Development of Management Thoughts
 - 1.6.1 Assumptions
 - 1.6.2 Contribution of Mintzberg
 - 1.6.3 Criticism on Mintzberg's Work



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Syllabus ...

BUSINESS ADMINISTRATION (Semester - III)

Unit No.	Unit Title	Contents	Purpose / Skills to be developed
1.	Introduction to Business Administration	Business - Definition, Characteristics, Scope Objectives of Business - Economic and Social Perspectives. Commerce - Meaning, Concept, Trade and Aids to Trade - Meaning and Definition of the Terms - Administration, Management and Organisation, Functions of Administration	To understand the concept of Business. To understand the various perspectives to business. To know the various functions of Business Administration.
2.	Types of Business Organisations	Sole Proprietorship, Partnership Firm, Limited Liability Partnership, Joint Stock Company, Non-Profit Joint Stock Company under Section 25 of the Companies Act, NGO, One Person Company, MNC, MSME Unorganised (informal) v/s Organized Sector (Registered/ Incorporated) Entrepreneurship: Meaning, Definition and Importance, Objectives, Skills and qualities required of an entrepreneur, Case Study of a successful Local Entrepreneur.	To study the various forms of business organizations. To understand the meaning and importance of organized and unorganized sector. To introduce the concept of Entrepreneurship as a form of business.

Unit No.	Unit Title	Contents	Purpose / Skills to be developed
3.	Business Environment	<p>Meaning of Business Environment</p> <p>Constituents of Business Environment - Economic, Social, Legal, Cultural, Educational, Political, Technological, National and international.</p> <p>Impact of New Policies on Business Administration.</p>	<p>To understand the concept of Business Environment.</p> <p>To study the various aspects of business environment.</p> <p>To understand its impact on business.</p>
4.	Business Promotion and Development	<p>Business Unit - Promotion, Concept, Stages in Business Promotion, Business Development : Concept, Process.</p> <p>Business Components to be focused for development like markets, customers and relationships.</p>	<p>To study the various stages in business promotion.</p> <p>To understand how to develop a business.</p> <p>To study the important factors to be emphasized for Business development.</p>

Chapter 1...

Introduction to Business Administration

Contents ...

- 1.1 Introduction
 - 1.2 Business Definition
 - 1.3 Characteristics
 - 1.4 Objectives of Business
 - 1.5 Categorization of Businesses
 - 1.6 Scope of Business
 - 1.7 Commerce
 - 1.8 Trade
 - 1.9 Business Administration
 - 1.10 Functions of Administration
 - 1.11 Management
 - 1.12 Characteristics of Management
 - 1.13 Functions of Management
 - 1.14 Management Concepts
 - 1.15 Management Styles
 - 1.16 Layers of Management
 - 1.17 Organization
 - 1.18 Characteristics of Organisation
 - 1.19 Principles of Organization
 - 1.20 Organizational Activities
 - Points to Remember
 - Questions for Discussion
 - Questions from Previous Examinations
-

The objectives of this chapter are obtaining clarity about the concept, characteristics, scope and objective of the business activity. The chapter also covers the concept of commerce, trade and aids to trade. To obtain deeper knowledge about the terms commonly used as Administration, Management and Organization.

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Syllabus ...

BUSINESS MANAGEMENT - II (Semester - IV)

Unit No.	Unit Title	Contents	Purpose/Skills to be developed
1.	Improving People's Performance : Motivating the Staff	<ul style="list-style-type: none">• Meaning, Importance and Theories of Motivation• Maslow's Need Hierarchy Theory• Herzberg's Two Factor Theory• Douglas MC Gregor's Theory of X and Y• Ouchi's Theory Z• McClelland's Theory	<ol style="list-style-type: none">1. Skills regarding how to motivate staff and other members of the team.2. Skills regarding retaining motivational level3. Understanding needs and expectations of group members and meeting them effectively.
2.	Organizing from Front-Leadership Skills	<ul style="list-style-type: none">• Meaning, Importance, Qualities and Functions of a leader• Leadership Styles for Effective Management• Contribution of Mahatma Gandhi, Dr. Babasaheb Ambedkar and Pt. Jawaharlal Nehru in Leadership	<ol style="list-style-type: none">1. How to lead group2. Understanding followers and their views on various organizational matters.3. Conflict Management
3.	Achieving Success at Work : Coordination and Control	<ul style="list-style-type: none">• Meaning and Need of Coordination and Control• Techniques and Difficulties in establishing Coordination and Control• Steps in the Process of Control and it's Techniques	<ol style="list-style-type: none">1. How to coordinate group efforts2. Minimizing resource waste3. Skills to establish coordination between departments.
4.	Emerging Trends in Business Management	<ul style="list-style-type: none">• Corporate Social Responsibility,• Corporate Governance And Corporate Citizenship,• Disaster Management And• Management of Change	<ol style="list-style-type: none">1. How to introduce change2. Significance of Disaster Management3. Importance and implementation of CSR4. Importance of Corporate Citizenship

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Chapter 1...

Improving Peoples' Performance: Motivating the Staff

Contents ...

- 1.1 Meaning, Importance, and Theories of Motivation
 - 1.1.1 Introduction
 - 1.1.2 Meaning and Definitions
 - 1.1.3 Types of Motivation
 - 1.1.4 Importance of Motivation
 - 1.1.5 Requisites and Commandments of Sound Motivation System
 - 1.1.6 The Ten Commandments of Effective Motivation
 - 1.1.7 Techniques/Methods of Motivation
 - 1.1.8 Theories of Motivation
 - 1.2 Maslow's Need Hierarchy Theory
 - 1.3 Herzberg's Two Factor Theory
 - 1.4 Douglas MC Gregor's Theory of X and Y
 - 1.5 Ouchi's Theory Z
 - 1.6 McClelland's Theory
 - Points to Remember
 - Questions for Discussion
 - Questions from Past Examinations
-

1.1 MEANING, IMPORTANCE AND THEORIES OF MOTIVATION

1.1.1 Introduction

Employee motivation is an important factor that encourages persons to give their best performance and help in reaching enterprise goals. It is