Re-Accredited 'B++' 2.86 CGPA by NAAC
VEER NARMAD SOUTH GUJARAT UNIVERSITY
University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.
વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી
યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.
Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Digital Helpline No - 0261 2388888
E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

–: પરિપત્ર :–

યુનિવર્સિટી સંલગ્ન વાણિજય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૫–૨૬ થી અમલમાં આવનાર T.Y.B.Com.Sem.-5 અને 6 Major, Minor, SEC નો પેટાસમિતિ દ્વારા તૈયાર કરવામાં આવેલ કોમર્સ ઈન્કલુડીંગ બિઝનેશ એડમિનિસ્ટ્રેશન વિષયનો નીચે મુજબનો અભ્યાસક્રમ કોમર્સ ઈન્કલુડીંગ બિઝનેશ એડમિનિસ્ટ્રેશન વિષયની અભ્યાસ સમિતિની તા.૧૫/૦૩/૨૦૨૫ ની સભાના ઠરાવ ક્રમાંકઃ૨ થી મંજૂર કરી વાણિજય વિદ્યાશાખાને કરેલ ભલામણ સ્વીકારી વાણિજય વિદ્યાશાખાની તા.૦૧/૪/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંકઃ ૩ થી કરેલ ભલામણને એકેડેમિક કાઉન્સિલની તા.૦૫/૦૫/૨૦૨૫ની સભાનાં ઠરાવ ક્રમાંકઃ૧૮ થી સ્વીકારી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

T.Y.B.Com.Sem.-5 & 6

(1) Business Administration
(2) Banking Paper-5,6,7 & 8
(3) Management Paper-5,6,7 & 8
(4) Marketing Paper-5,6,7 & 8
(5) Basic of Startup (SEC)
(6) Startup and Innovation (SEC)
(7) Mobile Banking (SEC)
(8) Business Regulatory Framework

બિડાણઃ ઉપર મુજબ

ક્રમાંકઃઓથો./પરિપત્ર/સિલેબસ/૧૧૨૮૦/૨૦૨૫
તા.૧૯–૦૫–૨૦૨૫

કુલસચિવ

પ્રતિ,
૧) યુનિવર્સિટી સંલગ્ન વાણિજય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.
૨) ડીનશ્રી, વાણિજય વિદ્યાશાખા.
૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

Template For Syllabus

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

[Programme Name: -Bachelor of Commerce (B.Com. Sem.-5)]

As Per NEP 2020

Teaching & Evaluation Scheme: - As per NEP 2020 મુજબ રાખવાના રહેશે.

Structure

Course Category	Course Code	Course Title	Mark sheet Title in English	Level of course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
Major	CC 610 A & 610 B	Business Administration	Business Administration		4		2		4		50		50		100	
Major/ Minor		Banking Paper- 5	Banking Paper- 5		4		2		4		50		50		100	
Major	CE 521 B (2)	Banking Paper- 6	Banking Paper- 6		4		2		4		50		50		100	
Major/Minor		Marketing Paper – 5	Marketing Paper - 5		4		2		4		50		50		100	
Major		Marketing Paper – 6	Marketing Paper - 6		4		2		4		50		50		100	
Major/Minor	CE 524 E (1)	Management Paper - 5	Management Paper - 5		4		2		4		50		50		100	
Major	CE 524 E (2)	Management Paper - 6	Management Paper - 6		4		2		4		50		50		100	
Minor		Business Regulatory Framework	Business Regulatory Framework		4		2		4		50		50		100	
SEC		Mobile Banking	Mobile Banking		2		1		2		25		25		50	
SEC		Startup and Innovation	Startup and Innovation		2		1		2		25		25		50	
SEC		Basic of Startup	Basic of Startup		2		1		2		25		25		50	

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

THIRD YEAR B.COM - SEM - V

Business Administration

Major (Core Compulsory)

(Syllabus effective from Academic year 2025-26)

Subject Title	**Business Administration**	
Course Outcome	1) This course will develop an insight into ancient Indian tradition of Vedic management. Students will be applying the concept of Vedic management in real life and analyse the role of management with the help of Vedas. 2) The students will able to explore an important area of management i.e. financial management, its Planning aspects, Capitalization, Capital structure and working capital. Students will understand how corporate make important investment and financing decision how they establish working capital and financial planning. 3) This course will encourage students to create a philanthropic ideology that is benevolence to the society and help students to study the CSR activities and projects of Indian Companies. The students will understand the different magnitudes of the concept of CSR and they become a responsible citizen and accomplish the same wherever and whatever facet of life is chosen. 4) Office Management will help them in future job regarding regular and computerized filing as well as record management.	
UNIT NO	**CONTENT**	**WEITAGE**
Unit - 1	**Vedantik Management** Meaning of Vedant, Use of Vedic Heritage in Management, Use of Vedic Management Methods in India and Abroad, Importance of Vedic Management methods, Management & Gita, Kautilya's Management lessons.	25 %
Unit - 2	**Financial Management**	40 %
	(1) Overview of Financial Management: Meaning, Definition, Evolution of Financial	

	Management. a. Traditional Phage (Before 1950) b. Transitional phase (1950 to 1990) c. Modern Phase (1990-Present) Scope of Financial Management, objectives of Financial Management, Financial Functions [Executive and Incidental (Clerical)], Inter Face of Financial Management with other disciplines, Financial Manager's Role.	
	(2) Financial Planning: Meaning, Definition, importance of Financial Planning, Affecting Factors, Types (only Concept of Short and long term Financial planning) Process Guiding principles.	
	(3) **Capitalisation & Capital Structure-** Capitalisation - Concept, principles of Capitalisation. Meaning, causes, effects, Remedies of over capitalisation and Under Capitalisation. Capital Structure- Meaning Affecting factors, Characteristics,Determinants of capital Structure, Concept of trading on Equity and leverage.	
	(4) **Working Capital –** Meaning, Affecting factors, Types, sources, Components.	
Unit - 3	**Corporate Social Responsibility**	
	Meaning, Social Responsibilities towards various Parties, Arguments for and against Social Responsibilities, Statutory provisions for CSR as per Company's act 2013 (section 135- Net Worth, turnover, Net Profit), CSR activities under Schedule vii, **CSR activities of Indian Companies :** 1. Tata group, 2. Adani, 3. Reliance. **Impactful CSR projects :** 1. SBI Youth for India by SBI Foundation. 2. Project Nanhi Kali by Mahindra 3. Nand Ghar by Vedanta	15 %

Unit - 4	**Modern Office management**	10 %
	(1) Office and office Management. - Meaning Definition of Office, Meaning Definition, objectives and Importance of office management	
	(2) Management of Record and Filling – Meaning and Definition of Record and Filing, Computer Data Records Computerized E-Filing and its importance, Qualities of good filing System.	
Unit - 5	**Case Study**	10 %

REFERENCES:

1. **સંચાલન – નવા ખ્યાલો અને દિશાઓ – ડૉ. રમણીક જે. યાદવ. યુનિવર્સીટી ગ્રંથ નિર્માણ બોર્ડ, અમદાવાદ.**
2. Working Capital Management- V. E. Ramamoorthy
3. Financial Organisation and management of Business- Gerstenberg
4. Principle of Management Accounting- Man Mohan & Goyal
4. Corporation Finance- S. C. Kuchhal
5. Financial management- S. C. Kuchhal
6. Textbook of Office management- J. C.
7. B. S. Shah Prakashan- Ahmedabad
8. Office management- S. P. Jain and T. N. Chhabra
9. Office and Administrative Management- C. L. Little field & Franu Racher
10. Office organisation & management- M. C. Shukla
11. Office organisation & management- S.P. Arora- first edition
12. Financial management- Principles and Practice- G. Sudarsana Reddy (Himalaya Publishing House)
13. Corporate Social Responsibility CSR activity and projects under the Companies Act- 2013 by Rajesh Lohia Edition- 2024
14. Major CSR funding companies in India- Dr. Anthony Gregory
15. CSR in India- Kahama V. Kaushik
16. Modern Office management- Principles and Techniques- J. N. Jain & P. P. Singh
17. Brigham, E. F. D Houston, J. F (2019) Fundamentals of Financial Management (15th edition) Cengage learning

Ross S.A., Westerfield R. W., Jordan B. D. (2016), Corporate Finance (11th edition) McGrow- Hill Education

Subject Code (Major) [2508000605020002]
Subject Code (Minor) [2508000605050004]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

T.Y.B.COM SEM - 5

SUBJECT: BANKING PAPER - 5

(Indian Banking & Currency System- 5)

Major/ Minor

(Syllabus effective from Academic year 2025-26)

Subject Title	BANKING-5
Program Outcome	**After completing the bachelor degree students would get a proper understanding of the basics of the modern banking system.** **PO 1: The student will understand the history, evolution, and structure of the Indian banking system.** **PO 2: This will differentiate between public and private sector banks, including their roles and impacts.** **PO 3: It will be imparting the knowledge of various banking development schemes and understand their significance.** **PO 4: This will comprehend the role, functions, and regulations of SEBI in financial markets.** **PO 4: The student will develop an understanding of mutual funds, their types, benefits, roles and regulatory framework.**
Program Specific Outcome	POS 1: Students will know how banks started in India, their types, what they do and why they are important for the economy. POS 2: Students will understand the difference between public and private banks, how they work and their pros and cons. POS 3: Students will learn about important banking schemes like merchant banking & Deposit Insurance Credit Guarantee Scheme POS 4: Find out what SEBI does, why it was created, and how it protects investors in the stock market. POS 5: Get familiar with mutual funds, their types, benefits, risks, roles and the rules set by SEBI and RBI**.** POS6: Students will be able to do their higher education and do research in the field of Banking and Finance management.
Course Outcome	(1) To understand the evolution, structure, functions and the role of Modern Banking. (2) This course will analyse the difference between public and private sector banks, including their advantages and disadvantages. (3) Analyse key banking development schemes like Merchant Banking & Deposit Insurance scheme, etc. (4) This course will explain the Security Exchange Board of India (SEBI), and its overview. (5) This course will increase the knowledge of Mutual Funds among the students and learn the practical usage of it.

UNIT NO	CONTENTS	WEIGHTAGE
1.	Indian Banking System: Overview - History of Indian banking Evolution Of Banking In India - Morden Banking Systems - Meaning of Banks-Structure of Banking System in India - Functions of Indian Banks -Types of Banks in India – List of types of Banks in India - Role of banking in economic development.	20%
2	Public Sector & Private Sector Banks: (A) Public Sector Banks: Overview - Meaning & History of Public Sector Banks- List Functions - Advantages – Disadvantages of Public Sector Banks. (B) Private Sector Banks: Overview – Meaning –History Private Sector Banks – List – Functions - Advantages -Disadvantages of Private Sector Banks in India. RBI guidelines on ownership and corporate culture banks - Multinational Bank. (C) Different between Public & Private Sector banks	20%
3	Schemes of Banking Development: (A)Merchant Banking: Overview – Meaning & History of Merchant Banking - Objectives of Merchant Banking - Types of Merchant Banking - Role of Merchant Banking - Responsibility of Merchant Banking. (B)Deposit Insurance& Credit Guarantee Scheme: Overview -Meaning & History of Deposit Insurance Scheme - Objectives of Deposit Insurance& Credit Guarantee Scheme Benefits of Deposit Insurance & Credit Guarantee Scheme to customers and banks	10%
4	Security Exchange Board of India (SEBI): Overview- History of SEBI - What is SEBI? - Why was SEBI established? Organizational Structure of SEBI - Objectives of SEBI – Powers of SEBI -Functions of SEBI- Role of SEBI in India – Rules - guidelines and Scheme issued by SEBI – Guidelines for Investors	25%
5	Mutual funds: Overview - History of Mutual funds –Meaning-Importance of Mutual Funds - Main types of Mutual funds -Advantages - disadvantages of Mutual Funds - Role of intermediaries in the Indian mutual fund industry- Money Market Mutual Funds – Gold Exchange Traded Fund (GETF) - Systematic Investment Planning (SIP) - Systematic Withdrawal Planning (SWP) - SEBI rules for mutual funds – Powers of the RBI to regulate Mutual Funds	25%

References: Books, Bulletin and website org :

1. Inside Story Of Indian Banking - Sandip Sen ,Rupa Publications

2 .Modern Banking - K Ramachandra, S Nagabhushana, Allabakash , Himalaya Publishing House

3. Modern Indian Banking - Bv Sudha, V Ravi, Narasimha Raju Himalaya Publishing House

4. Financial Institutions & Markets- by K Ramachandra ,Nagabhushana, S Alla Bakash Himalaya Publishing

5. Money Banking International Trade & Public Finance - b Jhingan , Vrinda Publications (P) Ltd

6. Modern Banking - Suplab K Podder, Latha Bv, Chetana Mr , Vision Book House

7. Supreme Court on Banking and Finance Laws -

Anoopam Modak ,Asia Law House
8. Indian Banking - Parameswaran R, Natarajan S ,S Chand & Company Pvt Ltd
9. Technology In Banking Sector-Ak Sohani ,Icfai University Press
10. Merchant Banking & Financial Services- S Gurusamy ,Vijay Nicole Imprints Pvt Ltd.
11. Merchant Banking -S Gurusamy ,Vijay Nicole Imprints Pvt Ltd.

12. Management of Banking & Financial Services –Padmalatha Suresh, Justin Paul ,Pearson Education Limited.
13. Money Banking & the Financial System- R Glenn Hubbard, Pearson Education Limited
14. Private Banking An Introduction- B Sujatha, Nancy John , Icfai University press
15.Outsourcing in Banking Sector in India- Anjana K., B.Vijayachandran Pillai ,Shandilya Publications
16.Efficient Banking In Indian Banking Industry - Manas Kumar Baidya, ,Abhijeet Publications
17.Bank of India : 100 Years Of Prudential Banking- Abhik Ray ,Rupa Publications

18. The Indian Rupee-R.K.Kapuria

19. Currency-Banking Finance-K.P.Sundram

20. Village Banking-Vasant Desai-Prof. Smt. P.N.Joshipura

Name of Bulletin:

1. Annual Reports of Currency and Finance
2. Trends and Progress of Banking in India

3 RBI bulletins weekly & Monthly

Name of Web site:

1. Website of different State Level Bankers' Committee (SLBCs)
2. http://iibf.org.in
3. http://www.rbi.org.in

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
T.Y.B.COM SEM – 5
SUBJECT: BANKING PAPER - 6
Course Type: Major
Credit: 4
(Syllabus effective from Academic year 2025-26)

Subject Title	BANKING PAPER -6
Program Out come	PO1: Define the basics of the Modern Banking and Financial Service system. PO2: Students understand Central banking concepts, Demonstrate features and dynamics of currency exchange rates in the forex market. PO3: Demonstrate the IRIS Scanner Technology in banking sector. PO 4: Students understand neo banking & green banking in India. .
Program Specific Outcome	**POS 1:** understand the history, Central banking policy in India U.K. and U.S.A. **POS 2:** learn Forex Market & guidelines of foreign exchange rates. POS 3: Analyze how the IRIS recognition system work and Methods. . **POS 4:** students understand Modern Banking, Financial Service& difference between Neo and traditional banks. **POS 5:** able to do their higher education and do research in the field of Banking and Finance service Sector.
Course Outcome	1) enable the students to understand the Central banking policy in developed and underdeveloped country. 2) analyze effects of changes in foreign exchange rates. 3) the deep understanding of the Applications of Iris Recognition and revolutionizing Banking with IRIS Scanner Technology 4) students to get acquainted to information knowledge of Green Banking and Modern Banking.

UNIT NO	CONTENTS	WEIGHTAGE
1	**Central Banking in India:** History of Central Banking in India, Central banking policy in developed country and underdeveloped country, Central banking in U.K. and U.S.A., Outline of development-recent trends.	25%
2	**Foreign Exchange Rates:** History - Meaning, Types of foreign exchange rate systems, Effects of changes in foreign exchange rates, Features and Dynamics of Currency Exchange Rates in the Forex Market, RBI's Guidelines of foreign exchange rates.	25%
3	**IRIS scanning technology in Banking:** History of IRIS Recognition-Meaning - How does the IRIS recognition system work- - Methods of IRIS recognition system - Applications of Iris Recognition– Advantages-Disadvantages-Disadvantages-Revolutionizing Banking with IRIS Scanner Technology	25%
4	**Modern Banking and Financial Service in India:** Neo banks in India: Meaning, examples, Difference between Neo and traditional banks. Green Banking: Meaning, Objectives, Characteristics, Advantages, Disadvantages and its Products.	25%

Reference Books and website Recommended:

1. Trends in Modern Banking – Prof. SS Prasada Rao, R. Radhika
2. Reserve Bank of India- working and Functions (R.B.I.Publication)
3. Reserve Bank of India and Monetary Management G.P.Gupta
4. A New Horizon in Central Banking - Sid Mitra
5. Fundamental of Banking Theory and Practice -A.K.Basu
6. A Review of Current Banking Theory and Practice -S.K.Basu
7. History and Problems of India currency -D.K. Malhotra
8. Currency Banking Finance --K.P.Sundram
9. Banking in the British Commonwealth - (Indian portion) - R.S.Sayers
10.Principles & practices of Banking Macmillan Publishers India Pvt. Ltd. Indian Institute of Banking & Finance
11.www.bfsi.in
12.www.npci.com.
13. Handbook of Iris Recognition (Advances in Computer Vision and Pattern Recognition) Paperback – Import, 25 June 2015 by Mark J. Burge (Editor), Kevin Bowyer (Editor)
14. Foreign Exchange Rates and International Finance by John N. Kallianiotis - Nova Science Publishers

Subject Code (Major) [2508000605020005]

Subject Code (Minor) [2508000605050007]

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(Sem-5)

Marketing Paper 5 (Major/Minor) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -5
Program-Outcome	Upon completing the **B.Com. (Marketing)** program, students will be able to:
	1. **Understand Business & Commerce Concepts** – Demonstrate a comprehensive understanding of business, commerce, and marketing principles. 2. **Develop Analytical & Research Skills** – Analyze market trends, consumer behavior, and business data to make informed decisions. 3. **Enhance Critical Thinking & Problem-Solving** – Apply strategic thinking to solve real-world marketing challenges. 4. **Improve Communication & Presentation Skills** – Effectively communicate marketing insights through reports, presentations, and discussions. 5. **Apply Ethical & Sustainable Practices** – Understand the ethical, legal, and social responsibilities of marketing professionals. 6. **Utilize Digital & Technological Skills** – Implement data-driven marketing strategies using digital tools and research methodologies. 7. **Develop Entrepreneurial & Managerial Skills** – Demonstrate leadership, teamwork, and innovation in business decision-making.
Program Specific Outcomes	Upon completing the **Marketing Specialization** in B.Com., students will be able to:
	nduct Marketing Research & Analysis – Design, implement, and interpret rketing research to support business strategies. **ply Research Design & Data Collection Methods** – Understand and apply ious research designs and data collection techniques for market analysis. **e Data Interpretation & Statistical Tools** – Analyze and interpret data using criptive and inferential statistics for business decision-making. **velop & Evaluate Marketing Plans** – Formulate, implement, and assess rketing plans with a strategic and operational approach. **derstand Consumer Behavior & Market Trends** – Analyze consumer ferences and market dynamics to develop customer-centric marketing ategies.
Course Outcomes	After completing this course, students will be able to:
Marketing-5 **Credit-4**	**Unit 1: Marketing Research** 1. Explain the meaning, role, and objectives of marketing research in decision-making. 2. Describe the process of conducting marketing research and its scope in various industries. 3. Identify the characteristics of good marketing research and its impact on business strategy. **Unit 2: Research Design** 4. Define research design and explain its elements and characteristics. 5. Differentiate between various types of research design (exploratory, descriptive, causal). 6. Understand qualitative and quantitative data collection procedures.

	Unit 3: Data Collection & Interpretation 7. Describe different data collection techniques, including surveys, interviews, and focus groups. 8. Identify and differentiate between probability and non-probability sampling methods. 9. Explain the importance of ethical considerations in data collection. 10. Apply basic data processing techniques such as data cleaning, coding, and handling missing data. 11. Interpret marketing data using descriptive and inferential analysis methods. **Unit 4: Marketing Planning** 12. Explain the steps and components of a marketing plan. 13. Analyze the effectiveness of marketing plans through evaluation and control measures. 14. Understand the concept and importance of a marketing audit in business strategy.
Unit No.	**Content**
1.	**Marketing Research 10%** • Meaning, role, and objectives of marketing research • Process of marketing research • Scope and importance in decision-making • Characteristics of good marketing research
2.	**Research Design 10%** • Definition of Research design • Elements of research design • Characteristics of research design • Steps involved in research design • Types: Exploratory, descriptive, and causal research • Data collection procedures (qualitative and quantitative research)
3.	**Data collection and interpretation (Only Concepts) 20%** o Surveys and Questionnaires o Interviews (Structured & Unstructured) o Focus Groups o Observations (Participant & Non-Participant) o Experimentation • **Secondary Data Collection** o Government Reports & Publications o Company Reports & Financial Statements o Research Papers & Journals o Online Databases & Websites • **Sampling Methods** o Probability Sampling (Random, Stratified, Systematic, Cluster) o Non-Probability Sampling (Convenience, Judgmental, Snowball, Quota) • **Data Collection Instruments** o Open-ended vs. Closed-ended Questions o Likert Scales & Rating Scales o Structured vs. Unstructured Questionnaires • **Ethical Issues in Data Collection** o Privacy and Confidentiality o Informed Consent o Bias and Misrepresentation **Data Interpretation:** • **Data Processing** o Data Cleaning & Preparation

	○ Data Entry & Coding ○ Handling Missing Data • **Descriptive Analysis** ○ Measures of Central Tendency (Mean, Median, Mode) ○ Measures of Dispersion (Variance, Standard Deviation, Range) ○ Frequency Distribution • **Inferential Analysis** ○ Hypothesis Testing ○ Correlation & Regression Analysis ○ T-tests & Chi-Square Tests
4.	**Marketing Planning** **10%** • Steps in marketing planning • Components of a marketing plan • Evaluation and control of marketing plans (strategic and operational control) • Marketing audit and its features

Reference books:

1. Fundamentals of digital marketing By Puneet singh Bhatia published by Pearson.
2. Funda mentals of Online marketing by Shaid Amin,Dr. Sudip Basu, Dr.Srinivas Naryana,Mrs Irene marie dove. Published by REST publishers.
3. Digital marketing an Insight to Fundamentals, strategies and implementation by Dr. Gurnab K.Sharma and Dr. Princi Gupta
4. Marketing Research and analytics by Sanjeev KumarThalari, Dr. Raghvendra AN, Dr. Mohan N.
5. Marketing Research an applied orientation by Naresh K. Malhotra, Satyabhusan Das
6. 1.Marketing -N. Rajan Nair
7. 2.Principles marketing management -R.S.Daver
8. 3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
9. 4.Marketing Management -Philip Kotler
10. 5.Modern Marketing – Still, Govani, Condift
11. 6.Case studies in Marketing Management – Sherlekar and Sherlekar
12. 7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(Sem-5)

Marketing Paper 6 (Major) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -6
Program-Outcome	Upon completing the **B.Com. (Marketing)** program, students will be able to:
	1. **Develop Marketing Expertise** – Understand core marketing concepts, including consumer behavior, branding, market segmentation, and digital strategies. 2. **Apply Analytical Thinking** – Use marketing research tools and frameworks to analyze market trends and consumer preferences. 3. **Enhance Communication Skills** – Develop persuasive communication and presentation skills for effective marketing strategies. 4. **Ethical and Sustainable Marketing** – Apply ethical principles in marketing and integrate sustainable practices in business strategies. 5. **Adapt to Emerging Trends** – Leverage digital and AI-driven marketing tools to navigate evolving market dynamics.
Program Specific Outcomes	Upon completing the **Marketing Specialization** in B.Com., students will be able to:
	1. **Understand Traditional & Modern Marketing** – Analyze key differences, advantages, and limitations of traditional and modern marketing approaches. 2. **Master Market Segmentation** – Apply segmentation variables, market targeting, and evaluation techniques to create effective marketing strategies. 3. **Develop Brand Positioning Strategies** – Utilize branding principles and brand equity models to enhance brand identity and consumer perception. 4. **Explore E-Marketing Techniques** – Gain insights into online marketing, digital strategies, and e-commerce trends to improve business outreach. 5. **Adopt Global Marketing Trends** – Understand the impact of AI, social media, green marketing, and digital innovations in modern marketing.
Course Outcomes	1. Differentiate between traditional and modern marketing, evaluating their effectiveness in various business scenarios. 2. Apply business market segmentation techniques to identify and target appropriate consumer groups. 3. Develop and implement brand positioning strategies using brand equity models such as the **Brand Asset Valuator** and **Brand Resonance Model**. 4. Analyze the role and impact of **E-Marketing**, including internet evolution, web portals, and online shopping behaviors. 5. Implement digital marketing tools like **SEO, social media, and email marketing** to enhance brand visibility. 6. Evaluate the significance of **green and sustainable marketing** and understand the role of **AI in modern marketing practices**.
Marketing-6 Credit-4	
Unit No.	**Content**
1.	**Traditional V/S modern marketing.** • Traditional marketing and modern marketing definition. • Key Differences between the two • Advantages & Disadvantages of traditional marketing • Advantages & Disadvantages of Modern marketing • Integration of Both Approaches

2.	**Business market segmentation.** • Major business market segmentation variables. • Market targeting • Effective segmentation criteria. • Evaluating and selecting the market segments. • Full market coverage • Multiple segment specilizations • Single segment concentration • Individual marketing. • Legal and ethical issues with market targets.
3.	**Brand positioning and brand equity.** • Meaning of brand positioning. • Alternative approaches to positioning • Positioning and branding for small businesses. • Meaning of brand • Role of brands for consumers and firms • Scope of branding • Definition of brand equity • Brand equity models • Brandasset ^{Valuator} model • Brand resonance model • Building brand equity • Measuring brand equity.
4.	. **E-Marketing and its Types** **20%** • Introduction to E-Marketing • Role of internet • Evolution of internet • Advantages of E-Marketing, Limitations of E-Marketing • Web portals, types of portals • Attributes of online shopping • Motivation of online shopping
5.	**Emerging Trends in Global Marketing** 25% • Meaning and scope of e-commerce • Online marketing strategies • Digital marketing tools: SEO, social media marketing, email marketing • Green marketing and sustainable marketing • Artificial intelligence in marketing

Reference Books:

1. Fundamentals of digital marketing By Puneet singh Bhatia published by Pearson.
2. Funda mentals of Online marketing by Shaid Amin,Dr. Sudip Basu, Dr.Srinivas Naryana,Mrs Irene marie dove. Published by REST publishers.
3. Digital marketing an Insight to Fundamentals, strategies and implementation by Dr. Gurnab K.Sharma and Dr. Princi Gupta
4. Marketing Research and analytics by Sanjeev KumarThalari, Dr. Raghvendra AN, Dr. Mohan N.
5. Marketing Research an applied orientation by Naresh K. Malhotra, Satyabhusan Das
6. Marketing -N. Rajan Nair
7. Principles marketing management -R.S.Daver
8. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
9. Marketing Management -Philip Kotler
10. Modern Marketing – Still, Govani, Condift
11. Case studies in Marketing Management – Sherlekar and Sherlekar

Subject Code (Major)[2508000605020006]
Subject Code (Minor)[2508000605050008]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

PROGRAM NAME: T.Y.B. Com (Sem 5)

SUBJECT: MAJOR/Minor: MANAGEMENT- Paper -5

(Syllabus effective from Academic year 2025-26 onwards)

	SUBJECT: MAJOR: MANAGEMENT- Paper 5
Program Outcome:	PO1: Develop a comprehensive understanding of the various management practices, including organizational culture, performance management, diversity, and the integration of AI, to effectively solve business challenges. PO2: Foster the ability to manage change effectively within organizations, particularly during transformations related to cultural shifts, performance system overhauls, or the adoption of emerging technologies. PO3: Able to apply entrepreneurial thinking and innovation skills also enabling students to create new business ideas or improve existing systems by incorporating cultural insights, performance improvements and diversity PO4 Understand global business trends and cross-cultural dynamics and be adaptable and ready to work in an increasingly interconnected and dynamic global business environment. PO5: Foster a mind-set of continuous learning, staying updated with the latest trends in management, and adapting to emerging challenges in the business world. PO6: PO7: Students will understand how to integrate performance competencies, feedback mechanisms, and improvement strategies to drive organizational success. PO8: Leverage modern business technologies and digital tools (e.g., enterprise resource planning (ERP), data analytics, artificial intelligence) to improve management processes and decision-making.

Program Specific Outcome:	PSO1: Understand the significance and types of organizational culture. PSO2: Analyze methods for implementing cultural change. PSO3: Learn the objectives and features of performance management and understand performance competency and counseling. PSO4: Recognize the benefits and challenges of workplace diversity. PSO5: Apply diversity management theories effectively. PSO6: Understand AI and its applications in management. PSO7: Evaluate AI integration in enterprise systems.

Course Outcome	CO1: Analyze the relationship between organizational culture and employee engagement, and understand how to leverage culture to drive employee motivation and loyalty. CO2: Evaluate the impact of Organizational Change and propose solutions to maintain alignment with business goals. CO3: Design a performance management system that aligns with organizational objectives and for continuous improvement. CO4: Understand the purpose, objectives, and features of performance management systems in organizations. CO5: Identify the benefits and challenges of workplace diversity, and recognize the value of diverse perspectives in enhancing creativity and decision-making. CO6: Understand and apply diversity management theories and practices to create an inclusive workplace. CO7: Understand the fundamentals of Artificial Intelligence (AI) and its various applications in management, including automation, decision-making, and data analysis. CO8: Assess the ethical, legal, and managerial implications of AI integration in business operations

UNIT	CONTENT	WEIGHTAGE
1	Organizational Culture - History of Organizational Culture in India - Definition of organization - Types of culture - Organizational change - Changing an organizational culture - Roles and customs - Expected roles - Customer development - Tactics of implementation - Developing traditions of change - Managing change effectively	25%
2	Performance Management Systems and Performance Improvement - Definition of PMS. performance competency, potential - Capability and performance counselling - Objectives of PMS - Need for PMS in organizations - Essential features of effective PMS - Conditions for effective performance counselling - Performance counselling phases - Process of performance counselling	25%
3	Managing Diversity - Introduction to workplace diversity - Reasons for growing workforce diversity - Benefits and drawbacks of workforce diversity - Diversity and its impact on companies - Challenges of diversity - Recommendations for managing diversity, Key diversity theories	25%
4	Role of AI in Management: - Overview of Artificial Intelligence: Meaning and Definition - Types of AI - AI vs. traditional software systems - The growing importance of AI in management - Integrating AI with enterprise software (e.g., ERP systems), - Cloud-based AI applications in management - Ethical use of AI and its limitation	25%

References:

1. Human Resource & Personnel Management by K. Aswathappa, Tata McGraw-Hill Publishing (2nd edition).
2. Significance of HR Audit by V. Sambamurthy, Robert Zmud, Tom Trainer, and Carl Wilson, Prentice Hall/BTM Institute.
3. Sustained Innovation - Converging Business & Technology to Achieve Enduring Performance by Faisal Hoque & Terry Kirk Patrick (BTM Press.
4. Human Resource Management by C.B. Gupta, published by Sultan Chand and Sons.
5. Artificial Intelligence in Business by Rajendra Akerkar
6. Cloud AI: A Strategic Guide to Building Business Solutions",Author: Sam R. Madden,Publisher: Wiley
7. Artificial Intelligence: Transforming Business in India",Author: Bikramjit R. Bhatia, Publisher: Sage Publications
8. The Culture of Organisations: The Search for Meaning and Value,Author: Dr. P. K. K. Nair, Publisher: Sage Publications
9. **The Indian Workplace: Diversity and Inclusion",Author**: **Anjali Bansal,Publisher**: **Sage Publications**
10. **Diversity and Inclusion at Work: The Business Case for Diversity"Author**: **Gita PiramalPublisher**: **Macmillan India**

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PROGRAM NAME: T.Y.B. Com (Sem 5)
SUBJECT: MAJOR: MANAGEMENT- Paper 6
(Syllabus effective from Academic year 2025-26 onwards)

	SUBJECT: MAJOR: MANAGEMENT- Paper 6
Program Outcome	**PO 1:** - Understand the significance of career planning in personal and organizational growth. **PO 2:** - Learn the role of mentoring, coaching, and succession planning in career progression. **PO 3:** - Analyse the impact of employee empowerment on motivation and productivity **PO 4:** - Understand the role of leadership in enhancing employee engagement. **PO 5:** - Gain insights into executive training methodologies and leadership development. **PO 6:** - Understand the role of executive education in organizational growth and innovation. **PO 7:** - Understand the relationship between work-life balance and employee well-being. **PO 8:** - Develop an understanding of legal and ethical considerations in social security policies.
Program Specific Outcome	**PSO 1:** - Students gain ability to design and implement career development frameworks in organizations. **PSO 2:** Students can create career growth roadmaps using tools like performance appraisals and mentoring programs. **PSO 3:** - Develop strategies for fostering employee engagement and participation in decision-making. **PSO 4:** - Formulate business strategies to enhance market competitiveness and organizational growth. **PSO 5:** - Understand the role of leadership training in succession planning and corporate growth. **PSO 6:** Equip students with the ability to use modern training methodologies like coaching, simulations, and e-learning for executive development. **PSO 7:** - Analyse and implement strategies to improve employees' quality of work life. **PSO 8:** - Design HR policies that integrate work-life balance with business objectives.
Course Outcome	CO1: Students acquire practical skills and knowledge in career planning, empowerment, training, and employee well-being, preparing them for leadership roles in HR and management. CO2: Students to gain deep insights into management practices and prepare for real-world challenges in various sectors of business and management. **CO3:** Explain the significance of career planning and its impact on individual and organizational success**,** identify career development tools and techniques used in corporate settings. Design career progression models that align with business goals and employee aspirations. Assess the effectiveness of career planning initiatives in improving employee satisfaction. **CO4:** Define employee empowerment and its role in enhancing organizational efficiency. Evaluate various empowerment strategies used by successful organizations. Implement decision-making frameworks that promote employee autonomy. Analyse the impact of empowerment on motivation, engagement, and retention. **CO5:** Understand the objectives and components of executive development programs. Design training programs for leadership and executive growth. Evaluate the effectiveness of different executive training methodologies. Apply industry best practices in executive coaching, mentoring, and skill development. **CO6:** Define the concept of Quality of Work Life (QWL) and its importance in HRM. Identify factors that influence work-life balance and employee well-being. Analyse various social security measures and their role in workforce stability. Develop HR policies that integrate employee welfare with organizational goals.

UNIT	CONTENT	WEIGHTAGE
1	**Career Planning and Development** - History of career Planning in India - Meaning of career planning - Career planning and man power planning - Career planning and succession planning - Objectives of career planning - Process of career planning - Advantages and limitations of career planning	25%
2	**Employee Empowerment** - Concept of Empowerment - Approaches to Empowerment - Importance of Empowerment - Barriers to Empowerment	20%
3	Executive Development Programmes and Training - Concept & Importance of Executive Development - Training vs. Development – Key Differences - Methods of Executive Development: - On-the-Job Training: Coaching, Mentoring, Job Rotation, Job Enrichment - Off-the-Job Training: Lectures, Seminars, Business Simulations, E-Learning - Recent Trends in Executive Development: - Leadership Development Programs - Emotional Intelligence and Soft Skills Training - Personalized Learning & AI-Based Training Modules - Executive Coaching and Self-Development Programs - Cross-Cultural Training for Global Competence - Measuring Training Effectiveness: Kirkpatrick's Model - Role of HR and Technology in Executive Development	30%
4	**Quality of Work Life, Work life Balance and Social Security** - Concept of QWL, WBL and social security - Measuring of QWL - Principles of QWL - Techniques for improving QWL and WBL - Importance of work life balance - Scope of social security - Women harassment at work place - Women harassment Act 2000 - The maternity benefit Act 2000	25%

REFERENCES:

1, Human Resource & Personnel Management by K.Aswathappa, "Tata McGraw-Hill Publishing, 2nd editions.
2. Personnel Management – C B Memoria
3 Significance of HR. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing, Prentice Hall/BTM Institute Dec-2005
4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance by Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007
5. Human resource management By C.B. Gupta published by Sultan Chand

6.Strategic Human Resource Management" by P. Subba Rao, Publisher: Himalaya Publishing House

7.Employee Empowerment: A Global Perspective" by S. K. Bhatia, Publisher: Global Vision Publishing House

8. Personnel and Human Resource Management" by P. Subba Rao, Publisher: Himalaya Publishing House

9.Human Resource Development by R. K. Sahu, Publisher: Excel Books

10.Training and Development: Concepts and Practices in Organizations" by R. K. Gupta, Publisher: Macmillan India

11. Quality of Work Life: A New Perspective by S. K. Bhatia, Publisher: Global Vision Publishing House

12. Social Security in India by D. P. Agarwal, Publisher: Deep & Deep Publications

Veer Narmad South Gujarat University, Surat

Proposed Syllabus for Business Regulatory Framework- Minor [Semester 5]

W.E.F. Academic year (2025-2026)

Course:	**B.Com. (Semester 5)**
Subject:	**BUSINESS REGULATORY FRAMEWORK**

Detailed syllabus

Unit	CONTENTS OF THE COURSE	Weightage
I	Indian Contract Act 1872 ⇨ Meaning and Nature of Contract ⇨ Classification of Contracts ⇨ Essentials of a Valid contract ⇨ Difference between contract and an agreement ⇨ Offer and Acceptance ⇨ Capacity of parties to Contract ⇨ Consideration ⇨ Free Consent (Coercion, Fraud, Misrepresentation, Undue Influence, Mistake) ⇨ Legality of Object and Consideration.	30%
II	Indian Contract Act 1872 ⇨ Performance of Contract ⇨ Discharge of Contract ⇨ Breach of Contract and Remedies for breach of contract	15%
III	Special Contracts ⇨ Contract of Indemnity and Guarantee ⇨ Contract of Bailment and Pledge ⇨ Contract of Agency	15%
IV	Sale of Goods Act, 1930 ⇨ Meaning of contract of Sale and difference between sale and an agreement to sell, Goods and its Classification, Price and modes of charging price ⇨ Conditions and Warranties ⇨ Transfer of property in goods ⇨ Performance of contract ⇨ Unpaid seller and rights of an unpaid seller	30%
V	Intellectual Property Rights ⇨ Patent ⇨ Copyright ⇨ Trademark	10%
		100%

* SECTIONS NOT TO BE TAUGHT / MENTIONED

Suggested Reference Books:

1. P.P. S. Gogna - Mercantile Law - By Sultan Chand Publications, New Delhi
2. M. C. Kuchhal - 'Mercantile Law ' - By Vikas Publishing House, New Delhi
3. Avtar Singh - 'Indian Contract Act ' - By Eastern Book Co. Lucknow
4. P. C. Tulsian - 'Business Law ' - By Tata McGraw Hill Publishing Co

Programme Outcomes: On completion of this program, a student would have in depth understanding of the following:

1. Understand and identify key concepts in Business Regulatory Framework with different aspects of business law.
2. The students would learn about rules and regulations related to business and how law effects business.
3. The students acquire knowledge and understanding of various regulatory frame work of business law like the Indian contract act, Special Contracts, Sale of Goods Act, Intellectual property right etc.
4. The knowledge of business law can prepare students for a successful and rewarding carrier, whether they intend to join their family business or take up a managerial post in a large organization.

Program Specific outcomes:

1. B.Com. is an opportunity for learners to specialize in Commerce along with law.
2. Apart from imbibing knowledge of law, the course allows learners to acquire skills by understanding Business law and the remedies available to aggrieved party.
3. As students also get exposure to subjects like Contract Act, Special Contract, Intellectual Property Right etc. in the course gives an edge to the learners for business outreach.
4. The program allows learners to understand law in much more detail, thus helping them become better management professionals with comprehensive understanding of law.

Course Outcome (Business Regulatory Framework)

Year	Sem.	Course/Module	Course Outcomes
III	V	Indian Contract Act 1872	1. Acquaint with the conceptual and operational parameters of various general principles relating to contract law. 2. Equip with the basics of contract law so as to enable them to apply it effectively on the various disputes related to contracts. 3. Examine the essential elements of a contract and how a contract can come to an end. 4. Performance of contract, discharge of contract and remedies available for breach of contract. 5. Learn special contract relating to Indemnity and Guarantee, Contract of Bailment and pledge and contract of Agency.
		Sale of Goods Act.	1. Acquaint with the conceptual and operational parameters of various general principles relating to Sale of Goods Act. 2. Examine the essential elements of a contract of Sale of Goods Act including contracts involving sea transit. 3. Acquaint students with understanding of Performance of contract, contracts involving sea transit, remedies available to unpaid seller etc.

		Intellectual Property Right	1. Acquaint with different Intellectual Property Rights including Trademark, Patent and Copyright. 2. Understand the applicability of these Acts. 3. Acquaint the students with remedies available on breach of these Acts.

Subject Code [2508000605060001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY

PROGRAM NAME: T.Y.B.COM, SEM: 5

COURSE TYPE: SEC

TOTAL CREDIT: 2

ACADEMIC YEAR: 2025-26 ONWARDS

MOBILE BANKING

Subject Title	Mobile Banking
Program Outcome	**PO 1:** The students will gain the knowledge, skills and attitude of managing banking and finance at the end of the degree course. **PO 2:** To developing financial literacy, understanding banking laws, and learning about the banking industry. **PO 3:** Understanding the regulatory framework of banking sectors. **PO 4:** Recognizing new reforms in the banking sector, Being aware of laws and governance in the banking sector **PO 5:** The learners get insight about various legal and ethical aspects related to Banking **PO 6:** Learners will be able to apply knowledge and choose the best channel from traditional and digital banking methods for the management and settlement of financial transactions. **PO 7:** Learners will be able to point out various initiatives taken by the government for the development of SMME.
Program Specific outcome	**PSO 1:** A mobile banking course can help you learn how to use mobile banking apps to access banking services and manage your finances. **PSO 2:** Learners will be able to analyze and apply specific knowledge and skills while performing various banking operations. **PSO 3:** Learners will be able to identify various types of Mobile banking products and services. **PSO 4:** Learners will be able to relate to global challenges and be exposed to newer avenues in the banking, insurance and financial sector. **PSO 5:** Learners will be able to understand how to use biometric security features like face ID, fingerprint lock, and voice recognition to protect your accounts. **PSO 6:** Learners will be able to summarize the need and significance of retail banking, corporate banking, and rural banking.
Course Outcome	This course provides students with a detailed understanding of the technologies and risks fundamental to mobile banking. Students will Acquire the basic knowledge of Mobile Banking transactions, Innovation in banking and Findings on security. Students should be able to identify the risks associated with various Mobile Banking services. **Unit 1** 1. Clear definitions and significance of mobile banking in India. 2. Awareness of the evolution and key milestones in mobile banking. 3. Understanding the convenience and accessibility mobile banking offers to individuals and businesses **Unit 2** 1. Awareness of core mobile banking services and their functionalities. 2. Recognition of how mobile banking benefits individuals, SMEs, and rural populations. 3. Understanding advanced features and innovative solutions in mobile banking. 4. Insight into the broader economic and social effects of mobile banking. **Unit 3** 1. Awareness of barriers to mobile banking adoption, such as digital literacy and security concerns. 2. Understanding the potential of mobile banking to reshape the financial landscape in India.

	COURSE CONTENT	
UNIT NO	**CONTENT**	**WEITAGE**
1	**Introduction of Mobile Banking** Meaning and Definitions, Historical Banking Context and Evolution in India Importance of Mobile Banking Difference between Mobile Banking and Internet banking Advantages and Disadvantages of Mobile Banking How to use Mobile Banking & Its Procedure	35 %
2	**Mobile Banking Services and Their Impact** Core Mobile Banking Services, how these services benefit various segments of society (Individuals, SMEs, Rural Populations), Impact of Mobile Banking in India: Economic Impact, Social Impact)	30 %
3	**Challenges and Opportunities** Challenges and Barriers, Strategies for overcoming these barriers, Factors affecting adoption of Mobile banking, Opportunities and Innovations: The potential for mobile banking to completely transform the financial landscape in India, Role of Mobile Banking in banking sector in the present era	35 %

Reference Books

(1) Banking Awareness by N. K. Gupta, IBC Academy publication

(2) Digital Banking: A Guide to the Future of Banking by A. K. Sharma, Publisher: Ajay Sharma

(3) Mobile Banking – Evolution or Revolution? by Bernardo Nicoletti, Palgrave Macmillan; 2014th Edition

(4) Banking and Mobile Banking in India by Ghanchi Mahammadhushen, Nation Press,

(5) Core Banking System by Gerardus Blokdyk, 5Starcooks

(6) The power of Mobile Banking by Sankar Krishnan, Willey; 1st edition,2014

(7) Challenges in adoption of Mobile Banking by Lambert Academic Publishing

(8) New trends in Banking: Future of Banking sector By Ajay Sharma, Publisher: Ajay Sharma 1st edition

Subject Code [2508000605060002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PROGRAM NAME: T.Y.B. Com (Sem 5)
SUBJECT: SEC-STARTUP AND INNOVATION
CREDIT- 2
(Syllabus effective from Academic year 2025-26 onwards)

	SUBJECT: SEC-STARTUP AND INNOVATION
Program Outcome:	PO1: Gain a comprehensive understanding of Start-up and innovation, including business fundamentals, idea generation, innovation, and scaling business operations. PO2: Cultivate a mind-set of creativity and innovation to address business challenges and recognize opportunities for new ventures. PO3: Assess the dynamic factors influencing start-up success, including market conditions, competition, customer behavior, and economic trends. PO4: Understand the legal, ethical, and regulatory issues involved in founding and running a start-up. PO5: Students will be able to develop resilience and adaptability in response to changing market trends and Innovation Strategies for Start-up. PO6: Identify potential risks associated with Innovations in Start-ups.

Program Specific Outcome:	PSO1: Students will be able to apply various strategies for managing and fostering innovation in a start-up environment, including technology-driven solutions and process innovations. PSO2: Understand the Role of Innovation in Start-up and types of Innovation in Start-ups. PSO3: Leveraging external sources for innovative solutions, Crowdsourcing, Hackathons, and innovation contests. PSO4: Leverage the latest technologies and digital tools for start-up growth and understand the role of technology in product and process innovation. PSO5: Understand different ways to protect Innovation in Start-ups legally.

COURSE OUTCOME:	CO1: The students will understand the critical role of innovation in the creation and growth of Start-ups. CO2: Students will be able to define the concept of a Innovation in Start-up and identify the characteristics of Innovation in start-ups. CO3: Students will gain the ability to identify roles and types of in innovative business models and apply various innovation strategies to develop competitive products and services in the start-up ecosystem. CO4: Understand the legal and regulatory considerations for starting and running a business, including intellectual property rights. CO5: learn various Innovative strategies for growing startups, including customer acquisition, funding strategies and technological advancements in Innovation in Start-ups.

UNIT	CONTENT	WEIGHTAGE
Unit-1.	**1.Introduction to Innovation and Startup:** History of Innovation and Startups in India, Definition and importance of innovation, Key Characteristics of Innovative Start-up, -The Role of Innovation in Startup: i) Innovation as a competitive advantage, ii) Innovation-driven growth **2. Types of innovation: Incremental vs. disruptive.** **3. Types of Innovation in Startups:** Product Innovation, Process Innovation, Business Model Innovation, Marketing Innovation	50%

Unit- 2.	**1.Innovation Strategies for Startup** -Design Thinking Approach -Empathy, ideation, prototyping, and testing, -Lean Startup Methodology: Build, Measure, learn: How to innovate with minimum resources -Open Innovation: Leveraging external sources for innovative solutions, Crowdsourcing, Hackathons, and innovation contests **2. Technological Innovation in Startups** The Role of Technology in Innovation in product and process innovation (e.g., AI, blockchain, IoT) **3.Intellectual Property (IP) and Innovation**: Protecting innovation through patents, trademarks, copyrights, IP strategy for startups in India	50%

Reference Books

1. "Innovation: The Key to Success in the Modern Business World" by Naveen Jha, Publisher Vikas Publishing House.
2. "Jugaad Innovation" by Navi Radjou, Jaideep Prabhu, and Simone Ahuja, Publisher Wiley
3. "The Lean Startup" by Ash Maurya
4. "Connect the Dots" by Rashmi Bansal
5. "Innovation and Entrepreneurship: Practice and Principles" by Peter Drucker Publisher: Harper Business
6. Super Founders: What Data Reveals About How Venture-Backed Startups Are Made", by Ali Tamaseb (Indian Edition), Publisher: HarperCollins India
7. The Innovation Paradox: The Rise and Fall of Startups in India"Author: Dr. Sunil Chhabra, Publisher: Harper Collins India

Subject Code [2508000605060006]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PROGRAM NAME: T.Y.B. Com (Sem 5)
SUBJECT: SEC-BASIC OF STARTUP
CREDIT- 2
(Syllabus effective from Academic year 2025-26 onwards)

	SUBJECT: SEC-BASIC OF STARTUP
Program Outcome:	PO1: Students will gain understanding of Basics regarding Start-up with structured path to understand the core aspects of starting and running a business. PO2: Learn to develop and evaluate effective business models for Start-ups, including lean Start-up methodology. PO3: Gain the ability to plan and implement a Start-up from the ground up, focusing on aspects such as ideation, product-development, and initial operations. PO4: Recognize emerging trends and opportunities in the Start-up world to stay competitive in the market. PO5: Demonstrate the ability to adapt to rapidly changing business environments and continuously evolve the Start-up to meet market demands.

Program Specific Outcome:	PSO1: Students will gain comprehensive understanding of the syllabus regarding Basic of Start –up, which is designed to give a thorough conceptual & technic understanding regarding the whereabouts of Start-ups. PSO2: Categorizing Start-up types, understanding, and applying appropriate strategies for growth of business. PSO3: Understanding the right mix of equity, debt, and external funding sources for each Start-up type and knowing how to approach investors. PSO4: Gain the ability to plan and implement a Start-up and focusing on aspects such as ideation, product-development and initial operations.

SEMESTER		
NO.	COURSE (SUBJECT CODE)	_
	SUBJECT TITLE	SEC: BASIC OF STARTUP
	SUBJECT OUTCOME	CO1: The students will develop a deep understanding of the start-up ecosystem, CO2: Students will be able to classify and understand different types of Start-ups, such as Social Start-ups, Scalable Start-ups, Small Business Start-ups, based on their unique business models, goals, and industry focus. CO3: Formulate and pitch a comprehensive business plan for a Start-up idea, financial planning, and operational processes. CO4: Learn how to identify funding sources for Start-ups, including angel investors, venture capital and bootstrapping. CO5: Understand the process of Product development in Start-ups.

UNIT NO.	CONTENT	WEIGHTAGE
UNIT -1	**1.History and Introduction to Start-ups in India:** Meaning, Definition and characteristics of Start-ups, **2.Types of Start-ups**: Scalable Start-ups, Small businesses, Social Start-ups, Corporate Start-ups **3.Financing a Start-up:** -Bootstrapping and External Funding - Angel Investment and Venture Capital: Key players in the Indian angel investment ecosystem -Government Schemes and Funding Start-Up India Scheme, MUDRA Scheme etc. - Pitching to Investors: How to prepare a pitch deck	50%
UNIT -2	**1. Idea Generation and Validation:** - -Identifying opportunities, Market gaps and customer pain points, Innovation vs. Imitation in Start-ups, -Market Research and Validation: Primary vs. Secondary Research, Techniques for validating Start-up ideas. **2. Product Development in Start-ups**: -Building a Minimum Viable Product (MVP): Definition and importance of an MVP, -Technology in Start-ups: Choosing technology and Outsourcing vs. In-house development, -User-Centric Design and Development: Design Thinking methodology, User experience and User interface considerations.	50%

Reference Books

1. "Running Lean " by Ash Maurya, **Publisher:** Penguin Portfolio (Indian Edition)
2. **"The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company"** by Steve Blank, Bob Dorf, **Publisher:** K&S Ranch (2012)
3. "Stay Hungry Stay Foolish" by Rashmi Bansal, **Publisher:** Westland (2008)
4. "The Startup of You" by Reid Hoffman and Ben Casnocha (Indian edition), **Publisher:** Hachette India (2012)
5. **Startups and the Law: What You Need to Know to Launch Your Own Business"**, **By** Rajeev Malhotra, **Publisher:** Wiley (2020)
6. The Indian Startup Manual" by Toby D. Goldstein, **Publisher:** CreateSpace Independent Publishing Platform (2014)
7. "Dream With Your Eyes Open" by Ravi Bhatia, **Publisher:** Westland (2008)
8. **"The Startup Ecosystem in India: A Look at India's Growing Startup Culture"**, **by** Dr. P. P. S. Prasad, **Publisher:** Bloomsbury India (2019)
9. **Startup India: The New Innovation Policy"** by Dr. Ramesh R. Mishra, Sage Publications (2018)
10. **"The Startup Equation: A Visual Guide to Building a Great Company"** by **Sanjay Mehta**, **Publisher:** Rupa Publications (2019)

Template For Syllabus

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

[Programme Name: -Bachelor of Commerce (B.Com. SEM.- 6)]

As Per NEP 2020

Teaching & Evaluation Scheme: - As per NEP 2020 મુજબ રાખવાના રહેશે.

STRUCTURE																	
Course Category	**Course Code**	**Course Title**	**Mark sheet Title in English**	**Level of course**	**Teaching Hours/Week**		**Exam Duration**		**Credit**		**Internal Marks**		**External Marks**		**Total**	
					TH	**PR**	**TH**	**PR**	**TH**	**PR**	**TH**	**PR**	**TH**	**PR**	**TH**	**PR**
Major	CC 610 A & 610 B	Business Administration	Business Administration		4		2		4		50		50		100	
Major/ Minor		Banking Paper- 7	Banking Paper- 7		4		2		4		50		50		100	
Major	CE 521 B (2)	Banking Paper- 8	Banking Paper- 8		4		2		4		50		50		100	
Major/Minor		Marketing Paper – 7	Marketing Paper - 7		4		2		4		50		50		100	
Major		Marketing Paper – 8	Marketing Paper - 8		4		2		4		50		50		100	
Major/Minor	CE 524 E (1)	Management Paper - 7	Management Paper - 7		4		2		4		50		50		100	
Major	CE 524 E (2)	Management Paper - 8	Management Paper - 8		4		2		4		50		50		100	
Minor		Business Regulatory Framework	Business Regulatory Framework		4		2		4		50		50		100	
SEC/ Internship									4							

Course wise Details: -

Subject Code [2508000606010001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
THIRD YEAR B.COM. (SEM- VI)
Business Administration
Major (Core Compulsory)
(Syllabus effective from Academic year 2025-26)

Subject Title	Business Administration	
Course Outcome	**1.** The students will be able to have basic concept of Material Management and characteristics of purchasing system. The aim of this course is to equip students with the knowledge and skills to efficiently plan, procure, store and distribute material within an organization. **2.** The students will able to understand concept of Production Management, Plant Layout, Plant Location and Total Quality management (TQM). The students will recognize the objectives, functions, applications of Production management, Inventory control techniques, solve routing and scheduling problems, Summarize various aggregate production planning techniques. **3.** The most important outcome is the introduction of Travel and Tourism among the learners and to get the knowledge and understanding of the overall phenomena of Travel and Tourism, by defining, understanding meaning, concept and historical developments and introducing various types and forms of Tourism. Tourism management will help them in selecting their area of interest for further studies and job perspective. The students may also get a spark of pursuing of some creative career.	
UNIT NO	**CONTENT**	**WEITAGE**
Unit 1	**Material Management**	35%
	1. Concept Importance and Scope of Material's Management	
	2. Sound purchasing and purchasing Policies	
	3. Material Handling - Meaning, Definition, Types Role of AI in Material Handling	
	4. Inventory Control: Meaning and Importance	
Unit 2	**Production Management**	40%
	(1) Meaning and. Scope of production Management and Meaning of productivity.	
	(2) Plant Location	
	(3) Production planning and control	
	(4) Plant Layout - Meaning, Definition Importance of good Layout, Techniques, factors relevant for choice of layout	
	(5) TQM - Meaning, characteristics Importance and methods (Kaizen, Kairyo, just in time, six sigma, Quality circle, Pareto Analysis, Bench marking.)	
Unit 3	**Tourism Management**	15%
	(1) Tourism – Meaning, Concept, Definition, Characteristics, origin and Development.	
	(2) Tourism Management – Meaning, Definition, Merits & Demerits, Types of Tourism., Challenges and opportunities in tourism, The Role in of social media in Shaping Travel Choices, Tourism policy of Gujarat	
Unit 4	**Case Study**	10%

REFERENCES:

1. Materials Management- N. K. Nair
2. Hand-book of Business Administration- Edited by Maynard
3. Production Management- H. N. Broom
4. Factory management- K. G. Lockyer
5. Factory management and Business Organisation- A. S. Deshpande
6. Industrial Organisation and Management- Lawrence L. A Bethel, Franklin and Others
7. Business Administration and Factory Management- B. K. Acharya
8. Factory Organisation and Management- S. P. Roy
9. Organisational Behaviour by L. M. Prasad
10. Organisational Behaviour by Stephen Robbins
11. Organisational Behaviour- K. Ashvath Thapa
12. Organisational Behaviour- V. S. P. Rao
13. Plant Layout and Material handling- G. K. Agarwal

14. Plant Layout and Material handling- S. C. Sharma by Khanna Publishers
15. Introduction to Materials management by Stephen Chapman, J. R. Tony Arnold Ann K Galewood Lloyd M. Cline
16. Introduction to Material handling by Siddhartha Ray
17. Material handling- Principles and Practices by Thedore H. Allegri

Subject Code (Major) [2508000606020002]

Subject Code (Minor) [2508000606040005]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

T.Y.B.COM SEM – 6

SUBJECT: BANKING PAPER - 7

(Indian Banking & Currency System- 7)

Course Type: Major/ Minor

(Syllabus effective from Academic year 2025-26)

Subject Title	**BANKING PAPER -7**
Program Out come	**After completing the bachelor degree students would get a proper understanding of the basics of the modern banking system.** PO 1: It will help students understand the role of RBI, its history, functions, and how it controls the banking system. PO 2: This will teach students about monetary policy, its tools, and how it helps in controlling inflation and economic growth. PO 3: It will explain to students the Indian currency system, how money is issued, and the difference between digital currency and crypto currency. PO 4: This will guide students to understand NPAs, their effects on banks, and ways to manage and reduce them.
Program Specific Outcome	**POS 1:** To understand the role, history, structure, and functions of the Reserve Bank of India (RBI). **POS 2:** To learn about monetary policy, its objectives, tools, and various rate of RBI. POS 3: To know the Indian currency system, how currency is issued, and the differences between digital currency and crypto currency. **POS 4:** This will guide students to understand NPAs, their effects on banks, and ways to manage and reduce them. **POS 5:** Students will be able to do their higher education and do research in the field of Banking and Finance Sector
Course Outcome	1) This course will enable the students to understand the Role, Structure, Objectives, and Functions of the Reserve Bank of India. 2) This course will analyze the monetary policy, its tools, effects, and limitations on economic stability. 3) This course will impart the deep understanding of the Indian currency system, issuance methods, the impact of digital currency & crypto currency. 4) The students will to get acquainted to information knowledge of Non – performing assets by banks.

UNIT NO	CONTENTS	WEIGHTAGE
1	**Reserve Bank of India:** Overview - Meaning & History of Reserve Bank of India - Objectives of Reserve Bank of India - Organization of Reserve Bank of India -Functions of Reserve Bank of India	20%
2	**Monetary Policy of Reserve Bank of India:** Overview - Meaning & History Monetary Policy - Objectives of Monetary Policy in India - Credit Control tools– Limitation of selective measures of Credit control –Limitation of Bank Rate Policy & Open Market Operations - Various Rate of Reserve Bank of India such as Bank Rate, CRR, Repo Rate, Reverse Repo Rate, Prime Lending Rate, Statutory Liquidity Ratio& Base Rate– MSF (Marginal Standing Facility) Rate-Standing Deposit Facility Rate (SDF) - Marginal Cost of funds-based Lending Rate	25%

	(MCLR)- Evaluation of Monetary Policy in India - Limitation of Monetary policy of RBI.	
3	**Indian Currency System, Demonetisation & Digital Currency of India:** **(A) Indian Currency System: vvvvvv999** Overview -Meaning & History of Indian Currency System - Legal Provisional regarding Issue of Currency -methods used for Issuing currency Notes - Management Indian currency System - Comparison of Minimum Reserve System with Proportional Reserve System. **(B)Demonetisation of India Currency:** Overview - Meaning & History of Demonetisation in India - Objectives of Demonetisation - Reasons Behind Demonetisation - Merits & Demerits of Demonetisation of India Currency **(C)Digital Currency & Crypto currency** **Digital Currency:** Overview - Meaning & History of Digital Currency - How does it work? - Advantages & Disadvantages of Digital Currency in India – **Crypto currency:** Overview-Meaning of Crypto currency- History of Crypto currency Functioning of Crypto currency- Types of Crypto currency- Advantages of Crypto currency-Disadvantages of Crypto currency Different between Digital Currency and Crypto currency	30%
4	**Non-Performing Assets:** Overview-Meaning & History of Non-Performing Assets-Classification of Non-Performing Assets -Calculation of Non-Performing Assets Factors affecting of Non-Performing Assets-Impacts of Non-Performing Assets -Strategies for Management of Non-Performing Assets-Remedies for Non-Performing Assets	25%

Reference: Books, Bulletin and website,org :

1. Modern Indian Banking- Bv Sudha, V Ravi, Narasimha Raju ,Himalaya Publishing House.
2. Innovations In Banking & Technology-Masharanya, Shohana Saxena ,Himalaya Publishing House.
3. Money Banking International Trade & Public Finance-Ml Jhingan ,Vrinda Publications (P) Ltd.
4. Legal & Regulatory Aspects of Banking -Abinash Kumar Mandilwar ,Ramesh Publishing House.
5.Indian Banking -by Parameswaran R, Natarajan S ,S Chand & Company Pvt Ltd.
6. Technology In Banking Sector-Ak Sohani ,Icfai University Press.
7. Central Banking Governance Issues & Perspectives Ravi Kumar Jain B, Ak Sohani ,Icfai University Press.
8. Money Banking & the Financial System-R Glenn Hubbard, Anthony Patrick O Brien , Pearson Education Limited.

9. Bad Money : Inside The Npa Mess & How It Threatens The Indian Banking System- Vivek Kaul ,Harper Collins India.
10.Block Chain and Crypto Currencies - Anshul Kaushik ,Khanna Publishing .

11.The Basics of Crypto market-by - Sapna Singh ,Invincible Publication Pvt Ltd.
12.The Future of Money : How the Digital Revolution Is Transforming Currencies and Finance -Eswar S. Prasad ,**Belknap Press.**
13.Handbook of Digital Currency: Bitcoin, Innovation, Financial Instruments, and Big Data -David Lee,Belknap Press.
14.The Future of Money : How the Digital Revolution Is Transforming Currencies and Finance -Eswar S. Prasad ,**Belknap Press.**
15. The Indian Rupee-R.K.Kapuria
16. Currency-Banking Finance-K.P.Sundram
17. Village Banking-Vasant Desai-Prof. Smt. P.N.Joshipura

Name of Web site:

1. Website of different State Level Bankers' Committee (SLBCs)
2. http://iibf.org.in

3. http://www.rbi.org.in
4. Web site search: Any topic search of this syllabus
Name of Bulletin:
1. Annual Reports of Currency and Finance
2. Trends and Progress of Banking in India
3 RBI bulletins weekly & Monthly

Subject Code [2508000606030002]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

T.Y.B.COM SEM - 6

SUBJECT: BANKING PAPER - 8

Course Type: Major

(Syllabus effective from Academic year 2025-26)

Subject Title	BANKING-8
Program Outcome	After completing the bachelor degree students would get a proper understanding of the basics of the Money Market system and International Banking system PO 1: understand the history of money market in India. PO 2: understand the international monetary fund and world bank. PO 3: knowledge of artificial intelligence in Banking. PO 4: comprehend the international banking & wholesale banking.
Program Specific Outcome	POS 1: know how banks started, money market their organisation, functions & what they do and why they are important for the economy. POS 2: understand the international monetary fund and world bank. POS 3: learn about the need for artificial intelligence in banking-application of artificial intelligence in the banking sector. POS 4: familiar with international banking, them functions- types of international banking offices, features and benefits . POS5: able to do their higher education and do research in the field of Banking and Finance sector.
Course Outcome	(1) understand the principal of money Market, Working of Bombay Money Market & New York Money market. (2) increase the knowledge of IMF – World Bank structure, objectives & achievements. (3) explain the artificial intelligence in banking & issues of artificial intelligence in banking (4) analyse the difference between retail and wholesale and international banking.

UNIT NO	CONTENTS	WEIGHTAGE
1.	**Money Market:** History of money market in India. Bombay Money Market-Organisation and Working of Bombay Money Market-Functions of Money Market-Reasons why Bombay is Principal money Market. Organisation and working of New York Money market	25%
2	**International Monetary Fund and World Bank:** Objectives-Structure and Management-Functions - IMF and India-Achievements-Failures	25%
3	**Artificial Intelligence in Banking:** History of A I –Meaning-Need for Artificial Intelligence in Banking-Application of Artificial Intelligence in the Banking Sector-Advantages of Artificial Intelligence in Banking-Future of Artificial Intelligence in Banking-Issues of Artificial Intelligence	25%

	in Banking	
4	(**A) International Banking:** Meaning - functions- Types of International Banking Offices- Features and Benefits - Impact of global economic trends on Indian Banking, Opportunities for Indian banks in Global Market. **(B)Wholesale Banking:** Meaning, Advantages, Disadvantages, Products of Wholesale Banking, Difference Between Retail banking and wholesale banking.	25%

References: Books and website Recommended.

1. www.npci.com.

2. Reserve Bank of India- working and Functions (R.B.I.Publication)

3. Reserve Bank of India and Monetary Management 4. A New Horizon in Central Banking - Sid Mitra G.P.Gupta

5. Fundamental of Banking Theory and Practice -A.K.Basu

6.. A Handbook of Banking and Practice K.C.Shekhar

7. A Review of Current Banking Theory and Practice 8. History and Problems of India currency -S.K.Basu

11. Banking in the British Commonwealth - (Indian portion) -K.P.Sundram

11.www.bfsi.in

12. Principles & practices of Banking Macmillan Publishers India Pvt. Ltd. Indian Institute of Banking & Finance

13. Artificial Intelligence in Banking: Publisher: IntroBooks Author: IntroBooks Team

Subject Code (Major) [2508000606020005]
Subject Code (Minor) [2508000606040008]

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(Sem-6)

Marketing Paper 7 (Major/Minor) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -6
Program-Outcome	Upon completing the **B.Com. (Marketing)** program, students will be able to:
	1. **Understand Global & Domestic Marketing** – Develop knowledge of international marketing concepts, strategies, and decision-making. 2. **Analyze Social Marketing Strategies** – Apply marketing principles to social issues and public welfare initiatives. 3. **Manage Marketing Channels & Distribution Networks** – Understand the role, functions, and management of distribution channels, including digital networks. 4. **Evaluate Competitive Market Strategies** – Analyze competitive forces, consumer satisfaction, and the impact of sales promotion techniques. 5. **Apply Ethical & Sustainable Marketing Practices** – Implement responsible and ethical marketing strategies in global and social contexts. 6. **Utilize Digital & Technological Advancements** – Adapt to the evolving digital revolution in marketing channels and sales promotion. 7. **Develop Decision-Making & Problem-Solving Skills** – Use marketing analysis and competitive research to make strategic business decisions.
Program Specific Outcomes	Upon completing the **Marketing Specialization** in B.Com., students will be able to:
	1. **Explain the Scope & Challenges of International Marketing** – Understand global marketing environments, international decision-making, and product strategies. 2. **Apply Social Marketing Principles** – Develop social marketing campaigns considering the marketing mix, emerging trends, and strategic planning. 3. **Manage & Optimize Distribution Channels** – Evaluate and implement effective channel management decisions, including multichannel and digital strategies. 4. **Analyze Competitive Forces & Sales Promotion Techniques** – Identify market competitors, assess competitive strategies, and implement effective sales promotions.
Course Outcomes	After completing this course, students will be able to: **Unit 1: International Marketing** 1. Define international marketing and explain its nature, scope, and influencing factors. 2. Differentiate between international and domestic marketing. 3. Analyze the international marketing environment and its impact on global business. 4. Evaluate global product strategies and international marketing decision factors. **Unit 2: Social Marketing**

	5. Explain the concept, evolution, and importance of social marketing. 6. Apply the marketing mix principles to social marketing campaigns. 7. Develop a marketing plan for social initiatives and analyze emerging trends. **Unit 3: Marketing Distribution Channels & Value Networks** 8. Define and explain the importance and functions of marketing channels. 9. Identify and evaluate major channel alternatives and design multichannel marketing systems. 10. Assess digital marketing channel strategies and their impact on business. 11. Understand channel power, conflict, control, and decision-making in marketing distribution. **Unit 4: Competition Analysis & Sales Promotion Techniques** 12. Identify key competitive forces and analyze market competitors. 13. Evaluate consumer satisfaction and consumer delight as competitive strategies. 14. Explain different sales promotion techniques for consumers, trade, and salesforce. 15. Assess the effectiveness of sales promotion programs and their impact on business growth.
Marketing-6 **Credit-4**	
Unit No.	**Content**
1	**International Marketing 20%** • Meaning/ Definition nature, and scope of international marketing • Factors affecting international marketing • International marketing environment • International marketing decision factors • Difference between international and domestic marketing • Global product strategies
2	**Social Marketing 20%** • Definition • Evolution of social marketing • Marketing mix in social marketing • Social marketing process • Marketing plan for social marketing • Emerging concepts of social marketing
3	**Marketing Distribution Channels and Value networks** • Definition and importance of channels • Functions of channels • Multichannel marketing • Integrating multichannel marketing systems • Digital channel revolution • Channel management decisions • Channel levels • Channel design • Channel power • Channel conflict and control • Identifying and evaluating major channel alternatives • Channel modification Decisions.
4	**Competition analysis & Sales Promotion Techniques 25%** • Introduction • Bases of competition • Competitive forces • Competitive disadvantages

	• Identifying competitors • Analyzing competitors • Consumer satisfaction • Consumer delight • Meaning and objectives of sales promotion • Types of sales promotion: Consumer-oriented, trade-oriented, and salesforce- oriented promotions • Evaluation of sales promotion programs

Reference books:

1. Marketing Management by Philip Kotler and Kevin Lane Keller 15 th edition Publishid by Pearson
2. Fundamentals of digital marketing By Puneet singh Bhatia published by Pearson.
3. Funda mentals of Online marketing by Shaid Amin,Dr. Sudip Basu, Dr.Srinivas Naryana,Mrs Irene marie dove. Published by REST publishers.
4. Digital marketing an Insight to Fundamentals, strategies and implementation by Dr. Gurnab K.Sharma and Dr. Princi Gupta
5. Marketing Research and analytics by Sanjeev KumarThalari, Dr. Raghvendra AN, Dr. Mohan N.
6. Marketing Research an applied orientation by Naresh K. Malhotra, Satyabhusan Das
7. Marketing -N. Rajan Nair
8. Principles marketing management -R.S.Daver
9. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
10. Marketing Management -Philip Kotler
11. Modern Marketing – Still, Govani, Condift
12. Case studies in Marketing Management – Sherlekar and Sherlekar
13. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
14. Store design and visual Merchandising By clause Ebster and Marion Garaus.

Subject Code [2508000606030005]

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(Sem-6)

Marketing Paper 8 (Major) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -8
Program-Outcome	Upon completing the **B.Com. (Marketing)** program, students will be able to:
	1. **Understand Consumer & Industrial Product Marketing** – Develop knowledge of marketing strategies for consumer and industrial goods. 2. **Analyze Service Marketing Principles** – Understand service characteristics, marketing mix, and best practices in service marketing. 3. **Develop & Manage New Market Offerings** – Learn about product development, budgeting, consumer adoption, and challenges in launching new products. 4. **Differentiate Between Product & Service Marketing** – Evaluate the unique features of tangible and intangible offerings and their marketing strategies. 5. **Enhance Decision-Making & Problem-Solving Skills** – Apply marketing techniques to real-world consumer and industrial product scenarios. 6. **Apply Consumer Adoption & Product Planning Strategies** – Understand how customers accept new products and how businesses plan and introduce them effectively.
Program Specific Outcomes	Upon completing the **Marketing Specialization** in B.Com., students will be able to:
	1. **Explain Consumer Product Marketing Strategies** – Understand classification, characteristics, differentiation, and marketing mix of consumer goods. 2. **Apply Industrial Product Marketing Techniques** – Identify and classify industrial goods and differentiate them from consumer goods. 3. **Evaluate Service Marketing Approaches** – Develop marketing strategies for service-based businesses using real-world best practices. 4. **Manage New Product Development & Market Offerings** – Learn the stages of new product development, budgeting, and consumer adoption process.
Course Outcomes	After completing this course, students will be able to: **Unit 1: Marketing of Consumer Products** 1. Define and explain consumer marketing and consumer goods. 2. Classify different types of consumer goods and their characteristics. 3. Analyze the marketing mix strategies for consumer products. 4. Explain product differentiation and the product planning process. **Unit 2: Marketing of Industrial Products** 1. Define and classify industrial goods. 2. Identify characteristics of industrial goods and their role in business markets. 3. Differentiate between industrial and consumer goods.

	Unit 3: Marketing of Services 1. Define services and differentiate them from physical products. 2. Identify the characteristics and types of services. 3. Explain the importance and growth of service marketing. 4. Develop a marketing mix for service-based industries. 5. Analyze best practices in service marketing and service differentiation. **Unit 4: Introducing New Market Offerings** 1. Identify different types of new products. 2. Explain challenges in new product development. 3. Discuss budgeting and organizing strategies for new product development. 4. Analyze the stages of the consumer adoption process and factors influencing adoption. 5. Manage the development process of new market offerings.
Marketing-8 **Credit-4**	
Unit No.	**Content**
1	**Marketing of Consumer Products 25%** • Consumer marketing • Definition of consumer goods • Classification of consumer goods • Marketing mix for consumer goods • Characteristics of consumer goods • Product differentation • Product planning process of consumer goods
2	**Marketing of Industrial Products 25%** • Definition of industrial goods • Classification of industrial goods • Characteristics of industrial goods • Difference between industrial and consumer goods
3	**Marketing of services 25%** • Meaning and definition • Difference between products and services • Characteristics of services • Kinds of services • Service differentiation • Importance of service marketing • Reasons for growth of service sector • Marketing mix in service marketing • New Service realities. • Best practices of service companies • Differentiating services.
4	**Introducing New market offerings. 25%** • Types of New products • Challenges in new product development • Budgeting for new product development • Organizing new product development • Managing the development process. • Consumer adoption process • Stages in adoption process • Factors influencing adoption process

Reference books:

1. Marketing Management by Philip Kotler and Kevin Lane Keller 15 th edition Publishid by Pearson
2. Fundamentals of digital marketing By Puneet singh Bhatia published by Pearson.
3. Funda mentals of Online marketing by Shaid Amin,Dr. Sudip Basu, Dr.Srinivas Naryana,Mrs Irene marie dove. Published by REST publishers.
4. Digital marketing an Insight to Fundamentals, strategies and implementation by Dr. Gurnab K.Sharma and Dr. Princi Gupta
5. Marketing Research and analytics by Sanjeev KumarThalari, Dr. Raghvendra AN, Dr. Mohan N.
6. Marketing Research an applied orientation by Naresh K. Malhotra, Satyabhusan Das
7. 1.Marketing -N. Rajan Nair
8. 2.Principles marketing management -R.S.Daver
9. 3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
10. 4.Marketing Management -Philip Kotler
11. 5.Modern Marketing – Still, Govani, Condift
12. 6.Case studies in Marketing Management – Sherlekar and Sherlekar
13. 7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John

Subject Code (Major) [2508000606020006]
Subject Code (Minor) [2508000606040009]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PROGRAM NAME: T.Y.B. Com (Sem 6)
SUBJECT: MAJOR/MINOR: MANAGEMENT- Paper 7
CREDIT:4
(Syllabus effective from Academic year 2025-26 onwards)

	SUBJECT: MAJOR/MINOR: MANAGEMENT- Paper 7
Program Outcome	**PO 1: -** Gain an in-depth understanding of concepts related to learning organizations, risk and change management, leadership, organizational behavior, and logistics management. **PO 2: -** Able to analyze and resolve challenges related to managing change, risk, and leading teams in dynamic and uncertain environments. **PO 3: -** Equip students with the tools for fostering a learning organization and managing organizational behavior. **PO 4: -** Understand leadership and organizational behavior in a globalized, cross-cultural world. **PO 5: -** Recognize the ethical and social dimensions of leadership with an emphasis on diversity and inclusion in leadership roles. **PO 6: -**Identify risks and manage change effectively, and minimize organizational disruption by applying change management theories. **PO 7: -** Able to think creatively and innovatively to address organizational challenges. **PO 8: -** Enhance professional skills in logistics management, including demand planning, inventory management, and transportation management.
Program Specific Outcome	**PSO 1:** Define the concept of a learning organization and identify its key features and benefits in the context of modern organizational development. **PSO2:** Gain skills to create and sustain learning organizations that focus on continuous improvement. **PSO 3:** Enhance the capacity to assess risks, manage minimizing risk and transfer risk **PSO 4:** Evaluate the role of change management in fostering organizational adaptability and sustainability. **PSO 5:** Analyze leadership practices and organizational behavior in the context of ancient Indian history and apply this knowledge to modern-day leadership challenges. **PSO 6:** Understand the women face in leadership roles and develop strategies to break the glass ceiling, promoting diversity and inclusion in leadership. **PSO 7:** Define logistics management and understand its core components, including demand planning, storage, materials planning, and inventory management. **PSO 8:** Apply logistics management principles to improve delivery, quality, and overall supply chain effectiveness in an organizational setting.
Course Outcome	CO1: Identify features and benefits of a learning organization. CO2: Compare traditional and learning organizations. CO3: Understand risk types, minimization techniques, and change drivers. CO4: Analyze processes for effective change management. CO5: Leadership and Organizational Behavior CO6: Examine leadership challenges in a VUCA environment.

	CO7: Analyze emotional intelligence and women's leadership roles. CO8: Understand key logistics components and their functions and analyze logistics' role in supply chain efficiency.

UNIT	TOPICS	WEIGHTAGE
1	Learning Organizations: - Definition - Features of a learning organization - Benefits of a learning organization - Difference between traditional and learning organizations, - How a learning organization improves over traditional organizations - Learning organization as an ideal organization, how to create a learning organization	25%
2	Risk and Change Management - Concept of risk and risk management - Types of risk - Risk minimization and transfer of risk - Causes of risk, Need for change - Understanding of change - Forces for change - Aim of change management - Managing change - Process of change - The behavioural and cognitive approach to change	25%
3	Leadership and Organizational Behaviour - Leadership and Organizational Behaviour in ancient India - Leading in a VUCA (Volatile, Uncertain, Complex, Ambiguous) environment - Cross-cultural leadership in a globalized world - Emotional intelligence and people management - Women in leadership and breaking the glass ceiling	25%
4	Logistics Management: - Definition and components of logistics management - Demand planning - Storage and materials planning - Inventory management - Transportation management - Control Functions of management: - Design - Order - Procurement - Reverse logistics Importance of logistics: - Efficiency - Supply chain - Delivery - Quality	25%

References:

1. Human Resource & Personnel Management by K. Aswathappa, Tata McGraw-Hill Publishing (2nd edition).
2. Human Resource Management by C.B. Gupta, published by Sultan Chand and Sons.
3. Leadership Lessons from Indian Historyby V. Raghunathan
4. The Diversity Scorecard: Evaluating the Impact of Diversity on Organizational Performance by Dr. Rohini Anand
5. Logistics and Supply Chain Management Dr. K. S. Jagannathan
6. Organizational Behavior by K. Aswathappa, Publisher: McGraw-Hill Education
7. Managing Organizational Change: A Multiple Perspectives Approach" by S. K. Bhatia, Publisher: Global Vision Publishing House
8. Risk Management in Organizations by A. K. Sethi, Publisher: Himalaya Publishing House
9. Leadership: Theory and Practice by Peter G. Northouse, Publisher: Sage Publications India
10. Leadership Lessons from Indian History by V. Raghunathan. Publisher: Penguin Random House
11. Organizational Behavior by K. A. Gupta, Publisher: Sultan Chand & Sons
12. Logistics Management and Strategy" by R. B. Chopra, Publisher: Pearson Education India
13. Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra, Publisher: Pearson Education India

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
PROGRAM NAME: T.Y.B. Com (Sem 6)
SUBJECT: MAJOR: MANAGEMENT- Paper 8
CREDIT-4
(Syllabus effective from Academic year 2025-26 onwards)

Subject Title	**MAJOR-MANAGEMENT – Paper 8**
Programme Outcome	**PO 1: -** Understand the concept of sustainable development and its significance in business and society. **PO 2: -** Analyse the United Nations Sustainable Development Goals and their impact on economic, environmental, and social aspects. **PO 3: -** Gain knowledge of strategic management concepts and frameworks. **PO 4: -** Develop analytical skills to evaluate internal and external business environments **PO 5: -** Understand the fundamentals of supply chain design, operations, and logistics. **PO 6: -** Analyse key supply chain components such as procurement, production, distribution, and inventory management. **PO 7: -** Develop knowledge of digital marketing strategies. **PO 8: -** Explore the impact of AI, automation, and emerging technologies in digital marketing trends.
Programme Specific Outcome	**PSO 1: -** Apply sustainable business practices to align with the UN Sustainable Development Goals (SDGs). **PSO 2:** Integrate sustainability principles into corporate decision-making and strategic planning. **PSO 3: -** Utilize strategic tools such as SWOT, PESTEL, and Porter's Five Forces for business analysis. **PSO 4: -** Formulate business strategies to enhance market competitiveness and organizational growth. **PSO 5: -** Apply supply chain concepts to optimize logistics, inventory, and procurement. **PSO 6: -** Use technology-driven solutions, such as ERP and AI, to enhance supply chain performance. **PSO 7: -** Design and execute digital marketing campaigns using SEO, SEM, and social media platforms. **PSO 8: -** Develop expertise in online branding, content marketing, and e-commerce strategies
COURSE OUTCOME	**CO1:** Students gain practical knowledge and skills in sustainability, strategy, supply chain, and digital marketing, making them industry-ready. **CO2:** Explain the concept of sustainable development and its significance in business and society. Analyse the United Nations Sustainable Development Goals (SDGs) and their implications. Evaluate business strategies for promoting sustainability and corporate social responsibility (CSR). Apply sustainable practices to real-world business scenarios. **CO3:** Understand the fundamental concepts of strategic management and its importance. Use analytical tools such as SWOT, PESTEL, and Porter's Five Forces to assess business environments. Develop strategic decision-making skills to enhance business growth and competitive advantage. Formulate and implement business strategies based on real-world case studies. **CO4:** Explain the key components of supply chain management and their role in business operations. Evaluate the efficiency of supply chain strategies in procurement, production, and logistics. Apply supply chain models and tools to optimize business performance. Understand the role of technology and automation in supply chain operations. **CO5:** Understand digital marketing fundamentals, including SEO, SEM, and social media marketing. Develop and implement digital marketing strategies for brand promotion and customer engagement. Analyse digital marketing performance metrics using tools like Google Analytics. Explore emerging trends in digital marketing, including AI, automation, and influencer marketing.

UNIT	CONTENT	WEIGHTAGE
1	Sustainable development and its goals - History of Sustainable development in India. - Resource management - Four essentials of resource management - Resource management plans 3 concepts of sustainable development - Four components of sustainable development - Sustainable development goals	25%
2	Strategic analysis - Understanding a firm's competitive environment - Gaining advantage understanding the competitive environment - Using SWOT for strategic analysis - External environment analysis using PESTEL - A firm's micro environment (PORTER 5 FORCES) - The Internal Environment (competition, strategy and competitive advantage) - Organizational structure and change	25%
3	Supply chain Management - Definition - Functions of supply chain management - Importance of supply chain management Concept of green supply chain management - Difference between green supply and conventional supply chain - Advantages of adopting GSCM - Barriers in GSCM implement.	25%
4	Digital Marketing - Impact of social media on brand engagement - E-commerce trends in India - Consumer psychology and online purchasing behavior - Role of influencer marketing in brand growth	25%

REFERENCES:

1. Human Resource & Personnel Management by K.Aswathappa, "Tata McGraw-Hill Publishing, 2nd editions.

2. Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition

3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing, Prentice Hall/BTM Institute

4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press

5.Human resource management By C.B. Gupta published by Sultan Chand and sons

6. Marketing 4.0: Moving from Traditional to Digital"by Philip Kotler

7. Understanding Indian Consumer Behavior by K. V. S. Hari

8. Sustainable Development: Challenges and Opportunities by K. B. Saxena,Publisher: New India Publishing Agency

9. Principles of Sustainable Development by P. K. Vasudev, Publisher: SAGE Publications.

10. Strategic Management: Concepts and Cases by P. Subba Rao, Publisher: Himalaya Publishing House

11. Strategic Management by V. S. Ramaswamy & S. Namakumari,Publisher: Macmillan India

12. Logistics and Supply Chain Management by Dr. K. S. Jagannathan, Publisher: Himalaya Publishing House

13. Digital Marketing by Dr. V. Kumar, Publisher: Pearson Education India

14. E-commerce and Digital Marketing" by P. S. Rana, Publisher: Khanna Publishing House

Veer Narmad South Gujarat University, Surat

Proposed Syllabus for Business Regulatory Framework - Minor [Semester 6]

W.E.F. Academic year (2025-2026)

Course:	**B.Com. (Semester 6)**
Subject:	**BUSINESS REGULATORY FRAMEWORK**

Detailed syllabus

Unit	CONTENTS OF THE COURSE	Weightage
I	Company Act (2013) ⇨ Definition, Characteristics, Classification of Companies ⇨ Lifting up of corporate veil ⇨ Kinds of companies, privileges of a private company ⇨ Exceptions of a private company ⇨ Conversion of Private company to public company, public company to private company ⇨ Differences between private company and public company, Private company and one person company ⇨ Formation of company, Promoter, legal status of promoter, functions and duties of promoter, liabilities, remuneration of promoters, ⇨ Memorandum of Association and its alteration, doctrine of ultra-vires with its effects ⇨ Article of Association and its alteration, doctrine of constructive notice, doctrine of indoor management with exceptions ⇨ Difference between Memorandum of association and Article of association	40%
II	Company Act (2013) ⇨ Prospectus, legal rules relating to issue of prospectus, its contents, types of prospectuses, Liabilities for misstatement in prospectus, Book Building and its process. ⇨ Directors, legal position of directors, appointment and removal of directors Qualification and disqualification of director, duties of director, remuneration of director, ⇨ Winding up, modes of winding up, legal provisions applicable to compulsory winding up, duties and powers of liquidator and dissolution of company under compulsory winding up.	30%
III	Limited Liability Partnership ⇨ Definition and meaning of Limited Liability partnership, Characteristics, Comparison of LLP with partnership and Company ⇨ Incorporation of LLP in India, qualification of partners, minimum number of partners in LLP, Incorporation and registration of LLP, provisions relating to name, liability under LLP, maintenance of books, winding up, conversion to LLP.	15%
IV	Negotiable Instrument Act (1881) ⇨ Definition, characteristics ⇨ Promissory Note, characteristics, parties ⇨ Bills of exchange, characteristics, parties ⇨ Cheque, characteristics, parties ⇨ Differences between them ⇨ Classification of negotiable instrument including bearer instruments, order	15%

	instruments, inland and foreign instruments, time instruments, ambiguous instrument and inchoate instrument ⇨ Presumptions of a Negotiable instrument. ⇨ Holder and a holder in due course ⇨ Special privileges of a holder in due course ⇨ Noting and protest	
		100%

* SECTIONS NOT TO BE TAUGHT / MENTIONED

Suggested Reference Books:

1. P.P. S. Gogna – 'A textbook of company law' - By S. Chand Publications, New Delhi
2. N.D. Kapoor's – Elements of Mercantile Law' – By Sultan Chand publications, New Delhi.

Programme Outcomes: On completion of this program, a student would have in depth understanding of the following:

1. Understand and identify key concepts in Company Law with different aspects of business law.
2. The students would learn about rules and regulations related to Company Law and how law effects company.
3. The students acquire knowledge and understanding of various aspects of Company Act, its main documents, promoters, directors and process of formation and winding up of a company.
4. The knowledge of Company Law can prepare students for a successful and rewarding carrier after graduation, whether they intend to join their family business or take up a managerial post in a large organization.

Program Specific outcomes:

1. B.Com. is an opportunity for learners to specialize in Commerce along with law.
2. Apart from imbibing knowledge of law, the course allows learners to acquire skills by understanding Company law and the remedies available to aggrieved party.
3. As students also get exposure to subjects like Company Law, Limited Liability Partnership, Negotiable Instrument Act, in the course gives an edge to the learners for business outreach.
4. The program allows learners to understand law in much more detail, thus helping them become better management professionals with comprehensive understanding of law

Course Outcome (Business Regulatory Framework)

Year	Sem.	Course/Module	Course Outcomes
III	VI	Unit I Company Act (2013)	1. Acquaint with the conceptual and operational parameters of various general principles relating to Company law. 2. Equip with the basics of Company Law so as to enable them to apply it effectively on the various aspects of different types of companies.
		Unit II Company Act (2013)	1. Acquaint with the conceptual and operational parameters of various aspects of prospectus. 2. Have an understanding of Directors and aspects relating to directors of company.

		Unit III Limited Liability Partnership	1. Acquaint with different aspects of Limited Liability Partnership 2. Understand the applicability of these LLP. 3. Acquaint the students' legal aspects of LLP
		Unit IV Negotiable Instrument Act	1. Understand different types of Negotiable Instrument. 2. Acquaint students with different types of Negotiables instruments 3. Give an understanding about Holder in due course and aspect of Noting and Protest.