

Resolution No.: AC/II(23-24).2.RUA1

**S. P. Mandali's**  
**Ramnarin Ruia Autonomous College**  
*(Affiliated to University of Mumbai)*



**Syllabus for**

**Program: B.A.**

**Program Code: (COMMERCE) RUACOM**

**(As per the guidelines of National Education Policy 2020  
Academic year 2024-25)**

**(Choice Based Credit System)**

## GRADUATE ATTRIBUTES

S. P. Mandali's Ramnarain Ruia Autonomous College has adopted the Outcome Based Education model to make its graduates globally competent and capable of advancing in their careers. The Bachelors Program in Arts encourages students to reflect on the broader purpose of their education.

GA	Description
	<b>A student completing Bachelor's Degree in Arts program will be able to:</b>
<b>GA 1</b>	Demonstrate understanding and skills of application of knowledge of historical and contemporary issues in the social and linguistic settings with a transdisciplinary perspective to make an informed judgement.
<b>GA 2</b>	Analyse and evaluate theories of individual and social behaviour in the familiar contexts and extrapolate to unfamiliar contexts in order to resolve contemporary issues.
<b>GA 3</b>	Effectively and ethically use concepts, vocabularies, methods and modern technologies in human sciences to make meaningful contribution in creation of information and its effective dissemination.
<b>GA 4</b>	Explore critical issues, ideas, phenomena and debates to define problems or to formulate hypotheses; as well as analyze evidences to formulate an opinion, identify strategies, evaluate outcomes, draw conclusions and/or develop and implement solutions.
<b>GA 5</b>	Demonstrate oral and written proficiency to analyse and synthesise information and apply a set of cognitive, affective, and behavioral skills to work individually and with diverse groups to foster personal growth and better appreciate the diverse social world in which we live.
<b>GA 6</b>	Develop a clear understanding of social institutional structures, systems, procedures, and policies existing across cultures, and interpret, compare and contrast ideas in diverse social- cultural contexts, to engage reasonably with diverse groups.
<b>GA 7</b>	React thoughtfully with emotional and moral competence to forms of expressive direct action and apply social strategies toward eradicating threats to a democratic society and a healthy planet.
<b>GA 8</b>	Articulate and apply values, principles, and ideals to the current societal challenges by integrating management and leadership skills to enhance the quality of life in the civic community through actions that enrich individual lives and benefit the community.
<b>GA 9</b>	Recognize and appreciate the diversity of human experience and thought, and apply intellect and creativity to contemporary scenario, to promote individual growth by practicing lifelong learning.

## PROGRAM OUTCOMES

PO	Description
	<b>A student completing Bachelor's Degree in Arts program in the subject of Commerce will be able to:</b>
<b>PO 1</b>	Acquire and apply conceptual and functional knowledge of business, management, organization, marketing, human resource, finance, services and other allied sectors to solve real world problems of complex business scenario.
<b>PO 2</b>	Comprehend and research various regulatory, social, political, economic and global factors impacting business practices, and assess and evaluate the challenges, and adapt to the constantly changing business environment.
<b>PO 3</b>	Gain critical insights and address issues in cross-culture and diversity, social responsibility and ethics and prepare for global excellence.
<b>PO 4</b>	Ability to identify, synthesize, articulate and apply multidisciplinary knowledge to practical business situations by using modern quantitative and qualitative tools and techniques.
<b>PO 5</b>	Critically investigate theoretical concepts and practical business problems by using appropriate research methods and analyse, formulate and propose solutions, and contribute to social, environment and sustainability goals.
<b>PO 6</b>	Develop and sharpen communicative competencies both oral and written, suitable in the modern technology oriented business settings and demonstrate leadership abilities to work independently, conduct team work, manage cross functional teams with diverse background through goal alignment and conflict resolution.
<b>PO 7</b>	Recognize opportunities for product or service development, and leverage creativity, innovation and entrepreneurial skills for managing new or existing business.
<b>PO 8</b>	Formulate plans and design strategies in line with the organization structure and resources and take fitting decisions using ethical approach, considering all stakeholders.



### CREDIT STRUCTURE FOR FYBA

Semester	Subject 1		Subject 2	GE/ OE course	Vocational and Skill Enhancement Course (VSC) & SEC	Ability Enhancement Course/ VEC/IKS	OJT/FP/CEPC C, RP	Total Credits
	DS C	DS E						
1	4		4	4	VSC-2 Sub 1+ SEC -2	AEC- 2 (CSK) + VEC- 2 (Understanding India) + IKS-2		22
2	4		4	4	VSC-2 Sub 2+ SEC -2	AEC-2 (CSK)+ VEC- 2 (Env Sc)	CC-2	22
<b>Total</b>	<b>8</b>		<b>8</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>2</b>	<b>44</b>
Exit option: award of UG certificate in Major with 44 credits and an additional 4 credit Core NSQF course/ Internship or Continue with Major and Minor								

## PROGRAM OUTLINE

YEAR	SEM	COURSE CODE	TYPE OF COURSE	COURSE TITLE	CREDITS
FYBA	I	RUACOM.O101	Discipline Specific Course	Business Studies	4
FYBA	II	RUACOM.E111	Discipline Specific Course	Marketing Management	4

# SEMESTER I

## Discipline Specific Course

**Course Code: RUACOM.O101**

**Course Title: Business Studies**

**Academic year 2024-25**

### COURSE OUTCOMES:

<b>COURSE OUTCOME</b>	<b>DESCRIPTION</b> <b>After completing this course a student will be able to:</b>
<b>CO 1</b>	Understand the concepts of commerce, business and industry and gain insights into nature, types, regulatory framework and documents required to form business organisations and appreciate the role of economic and social objectives of business.
<b>CO 2</b>	Identify and distinguish between different types of business organisations prevailing in the public and private sector including global business.
<b>CO 3</b>	Examine important laws having a bearing on formation, relative merits and challenges of each form of business organisation, suitability of business organisations by analysing the prevailing new age business scenario.
<b>CO 4</b>	Analyse legal and business situations and demonstrate reasoning skills, make sound judgement and take appropriate decisions suitable for the business.
<b>CO 5</b>	Effectively communicate in the corporate world by using the business terms used in business documents.
<b>CO 6</b>	Demonstrate ability to analyse the role and relevance of each form of business organisation in the contemporary business world.
<b>CO 7</b>	Demonstrate knowledge of banking structure, functions and role of banks, and analyse the impact of changes in the bank related policies on business and economy.
<b>CO 8</b>	Describe the terms, principles, policies and sectors in insurance and the role of insurance and evaluate legal and contemporary issues in the insurance sector.

## DETAILED SYLLABUS

Course Code	Course Title: Business Studies		Credits - 4
RUACOM.O101	Unit	Unit Title	Lectures (60)
	<b>I</b>	<b>Business organization – I</b> <ul style="list-style-type: none"> <li>● Business: Features, classification of business objectives - Trade -Aids to Trade.</li> <li>● Industry: Types.</li> <li>● Importance of Commerce.</li> <li>● Meaning, Forms, Factors to be considered to select suitable form of organisation.</li> <li>● Sole Proprietorship: Features</li> <li>● Partnership: Features Types of Partnership, Types of Partners, Partnership Deed, Reconstitution and Dissolution of a Firm,</li> <li>● Limited Liability Partnership, 2008- Features,</li> <li>● Co-operative Societies: Formation, Features, Types</li> </ul>	<b>15</b>
	<b>II</b>	<b>Business Organisation – II</b> <ul style="list-style-type: none"> <li>● Joint stock company- features- Promotion- documents</li> <li>● Classification of Joint stock companies – Private Sector -Public sector- Departmental- Statutory-Government</li> <li>● One person company- Features- One person company Vs. Private Company</li> <li>● Capital structure- Shares-Debentures</li> <li>● Company organization structure- Board of Directors-Shareholders-Auditors</li> <li>● Company Meetings- Statutory Meeting- Annual General Meeting-Extraordinary General meeting</li> <li>● Minutes and Agenda</li> </ul>	<b>15</b>
	<b>III</b>	<b>Banking</b> <ul style="list-style-type: none"> <li>● Banking- Types of Banks –Commercial Banks-Functions - Central Bank-Credit control mechanisms - Cooperative Banks- Structure Investment/Industrial Banks- Land Development Banks -Exchange Banks</li> <li>● Loans &amp; Advances: Types, Procedure for taking loan, Modes of giving security for</li> </ul>	

		loans (Bailment, Pledge, Hypothecation, Mortgage) <ul style="list-style-type: none"> <li>● Real Time Gross Settlement (RTGS) – National Electronic Fund Transfer (NEFT). IMPS</li> </ul>	
	<b>IV</b>	<b>Insurance</b> <ul style="list-style-type: none"> <li>● Insurance-Principles-Life Insurance-Types-Importance, Principles, Terminologies.</li> <li>● Life Insurance: Types of policy, Procedure for taking a life insurance policy, Procedure of Claim.</li> <li>● General Insurance: Types -Fire Insurance-Marine Insurance-Health Insurance-Crop Insurance</li> <li>● Sectoral Development: Current Status and Future Prospects, FDI in Insurance.</li> <li>● IRDA, Insurance intermediaries (Agents, Surveyors and loss assessors, Brokers, Third Party Administrators)</li> <li>● Insurance Technology</li> </ul>	

**References:**

- Maheshwari, Rajendra P., Mahajan. (2011). *Business Organisation Management*. J.P., International Book House, Mumbai.
- Dr. Gupta C. B. (2016). *Business Organization and Management*. Sultan Chand & Co., New Delhi.
- Kapoor N.D. (2014). *Elements of Company Laws (29<sup>th</sup> Edition)*. Sultan Chand & Sons, New Delhi.
- Kapoor G. K., Dharmiia S. (2016). *Company Law: A comprehensive text book on Companies Act 2013 (21<sup>st</sup> Edition)*. Taxmann, New Delhi.
- Kuchal M.C. (2016). *Business Law*. Vikas Publishing House, New Delhi.
- Mishra M.N. (2016). *Insurance Principles and Practice (22<sup>nd</sup> Edition)*. S. Chand and Co, New Delhi.
- Mishra and Puri. (2015). *Indian Economy (33<sup>rd</sup> Edition)*. Himalaya Publishing House, Mumbai
- Dutt and Sundaram. (2016). *Indian Economy (72<sup>nd</sup> Edition)*. S. Chand and Company Pvt. Ltd
- K C Shekhar & Lekshmy Shekha (2022). *Banking Theory and Practice*. Vikas Publishing House, New Delhi.
- Indian Institute of Banking and Finance (2023). *Principles & Practices Of Banking (FIRST Edition)*. Macmillan Education India Private Limited, Noida.
- Taxmann Publications Private Limited (2023). *Insurance Laws Manual (24<sup>th</sup> Edition)*. Taxmann Publications Private Limited, New Delhi



## Modality of Assessment: Discipline Specific Course (4 Credit Theory Course for BA)

### Modality of Assessment

#### Theory Examination Pattern:

##### A) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	One or more - Assignment / Presentation on Analysis of historical and contemporary business scenario/Case study/Research Project/ Field Visits and Active participation in routine class instructional deliveries (case studies/ seminars/presentation.	20
2	One class Test (multiple choice questions / objective/brief answers)	20
	<b>TOTAL</b>	<b>40</b>

##### B) External Examination- 60%- 60 Marks

#### Semester End Theory Examination:

1. Duration - These examinations shall be of **2 hours** duration.
2. Theory question paper pattern:

**Paper Pattern:** All questions are compulsory

Question	Options	Marks	Questions Based on
Q.1 (A,B,C)	Any 2 out of 3	15	Unit I
Q.2 (A,B,C)	Any 2 out of 3	15	Unit II
Q.3 (A,B,C)	Any 2 out of 3	15	Unit III
Q.4(A,B,C)	Any 2 out of 3	15	Unit IV
	<b>TOTAL</b>	<b>60</b>	

### Overall Examination & Marks Distribution Pattern

#### Semester I

Course	RUACOM.O101		Grand Total
	Internal	External	
<b>Theory</b>	<b>40</b>	<b>60</b>	<b>100</b>

## SEMESTER II

### FYBA: Discipline Specific Course

Course Code: RUACOM.E111

Course Title: Marketing Management

Academic year 2024-25

#### COURSE OUTCOMES:

COURSE OUTCOME	DESCRIPTION <b>After completing this course a student will be able to:</b>
CO 1	Understand the concepts of commerce, business and industry and gain insights into nature, types, regulatory framework and documents required to form business organisations and appreciate the role of economic and social objectives of business.
CO 2	Identify and distinguish between different types of business organisations prevailing in the public and private sector including global business.
CO 3	Examine important laws having a bearing on formation, relative merits and challenges of each form of business organisation, suitability of business organisations by analysing the prevailing new age business scenario.
CO 4	Analyse legal and business situations and demonstrate reasoning skills, make sound judgement and take appropriate decisions suitable for the business.
CO 5	Effectively communicate in the corporate world by using the business terms used in business documents.
CO 6	Demonstrate ability to analyse the role and relevance of each form of business organisation in the contemporary business world.

## DETAILED SYLLABUS

Course Code	Course Title: Marketing Management		Credits - 4
RUACOM.E111	Unit	Unit Title	Lectures (60)
	<b>I</b>	<b>Marketing Mix and Product Mix</b> <ul style="list-style-type: none"> <li>● Introduction to Marketing-Marketing concepts- Marketing Vs. Selling</li> <li>● Marketing Mix - Elements of Marketing Mix—4Ps –Product, Price, Place and Promotion</li> <li>● Product Mix-Classification of products</li> <li>● Branding-Importance-Branding Strategies - Brand Equity – Brand Positioning – Brand Extensions</li> </ul>	<b>15</b>
	<b>II</b>	<b>Product Life Cycle</b> <ul style="list-style-type: none"> <li>● New Product Development- Stages</li> <li>● Product Life Cycle –Stages-strategies at various levels of PLC</li> <li>● Segmentation-Targeting-Positioning strategies</li> <li>● Strategies of Leader, Challenger, Follower and Nicher.</li> <li>● BCG Matrix</li> </ul>	<b>15</b>
	<b>III</b>	<b>Place and Price Mix</b> <ul style="list-style-type: none"> <li>● Place Mix-Channels of distribution-Participants – types, functions, merits - Factors affecting channels of distribution-Direct and Indirect channels-E-commerce – Advantages-Logistics.</li> <li>● Price Mix- Factors influencing price-pricing strategies-pricing methods.</li> </ul>	
	<b>IV</b>	<b>Recent trends in Marketing</b> <ul style="list-style-type: none"> <li>● Services marketing – Features - Goods Vs Services Marketing - Recent Trends in Marketing of Services</li> <li>● Rural marketing- Drivers of growth in rural marketing</li> <li>● Green marketing – Concept – Strategies-Issues</li> <li>● Social Marketing- Concept- Strategies - Issues</li> </ul>	

## References:

- Kotler P., Leong S. M., Ang S. H., Tan C. T. (2012). *Marketing Management :An Asian Perspective (6<sup>th</sup> Edition)*. Pearson Education, New Delhi.
- Kotler, Keller, Koshi, Jha. (2017). *Marketing Management*. Pearson, UK.
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- Saxena, Rajan. (2013). *Marketing Management (4<sup>th</sup> Edition)*. Tata-McGraw Hill, New Delhi.
- Kumar S. R. (2009). *Consumer Behaviour and Branding – The Indian Context*. Pearson Education India, New Delhi.
- Ramaswamy V., Namakumari S. (2009). *Marketing Management (4<sup>th</sup> Edition)*. McMillan. New Delhi.
- Shelekar S. A. (2016). *Modern Marketing (2<sup>nd</sup> Edition)*. Himalaya Publications.

## Modality of Assessment: Discipline Specific Core (4 Credit Theory Course for BA)

### Modality of Assessment

#### Theory Examination Pattern:

#### C) Internal Assessment- 40%- 40 Marks

Sr No	Evaluation type	Marks
1	One or more - Assignment / Presentation on Analysis of historical and contemporary business scenario/Case study/Research Project/ Field Visits and Active participation in routine class instructional deliveries (case studies/ seminars/presentation.	20
2	One class Test (multiple choice questions / objective/brief answers)	20
	<b>TOTAL</b>	<b>40</b>

#### D) External Examination- 60%- 60 Marks

##### Semester End Theory Examination:

- Duration - These examinations shall be of **2 hours** duration.
- Theory question paper pattern:

**Paper Pattern:** All questions are compulsory

Question	Options	Marks	Questions Based on
Q.1 (A,B,C)	Any 2 out of 3	15	Unit I
Q.2 (A,B,C)	Any 2 out of 3	15	Unit II
Q.3 (A,B,C)	Any 2 out of 3	15	Unit III
Q.4(A,B,C)	Any 2 out of 3	15	Unit IV
	<b>TOTAL</b>	<b>60</b>	

### Overall Examination & Marks Distribution Pattern

#### Semester II

Course	RUACOM.E111		Grand Total
	Internal	External	
<b>Theory</b>	<b>40</b>	<b>60</b>	<b>100</b>



Ramnarain Ruia Autonomous College