

The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce



Revised Syllabus as per
NEP 2020 Guidelines and
Question Paper Pattern of Courses of
BACHELOR OF COMMERCE
(BANKING & INSURANCE)
(B & I) PROGRAMME
FIRST YEAR
SEMESTER I AND II

Under Choice Based Credit System,
Grading and Semester System
(To be implemented from
Academic Year 2023-2024)

Board of Studies

**The Kelkar Education Trust's
V. G. Vaze College of Arts, Science and Commerce
(Autonomous)**

SEMESTER I



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B. Com (B&I) SEMESTER I		
Course Code	Full Name of Course (With Paper Name)	Credit Point
	Major Course (Major)	
VGUCIMEC101	Economics – I	4
VGUCIMEM101	Environment and Management of Financial Services	2
	Minor Course (Minor)	
	NA	
	Open Elective (OE) (Any One)	4
VGVOE113	Basics of Physics	
VGVOE114	Environmental Biotechnology	
VGVOE116	Food and Nutrition	
VGVOE117	Fundamentals of Information Technology	
VGVOE118	Fundamentals of Web Design	
VGVOE119	History of Media	
VGVOE123	The India Story	
VGVOE124	Visual Communication	
	Vocational & Skill Enhancement Course (VSEC)	
	<u>Vocational Skill Courses (VSC)</u>	
VGUFVS101	Business Mathematics	2
	<u>Skill Enhancement Course (SEC)</u>	
VGUFSE102	Financial Accounting – I	2
	Ability Enhancement Course (AEC)	
VGUF AE101	Business Communication – I	2
	Value Education Course (VEC)	
VGUVE106	Indian Business Practices	2
	Indian Knowledge System (IKS)	
GVUIKS102	Ancient Indian Culture	2
	Co-curricular Course (CC)	2
GVUCC101	Community Engagement Activities	
GVUCC102	Cultural Activities	
GVUCC103	National Service Scheme (NSS)	
GVUCC104	Sports Activities	
GVUCC105	Yoga	
	Total	22

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FY B. Com (Banking & Insurance)		Semester I	
Course Name: Economics – I		Course Code: VGVUCIMEC101	
Lectures per week (1 Lecture is of 60 minutes)		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	It will help students analyse how an economy functions, combining practical & theoretical knowledge of Economics.
2	To analyse the break-even point which is a field in applied economics, will help them analyse cost benefit theories, deadweight loss, economies of scale.
3	It will help them to focus on the economic issues related to business organization and management.

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Unit	Content	No. of Lectures
1	<p>Introduction to Business Economics</p> <p>a. Scope and Importance of Business Economics - Relevance - Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - equations - Total, Average and Marginal relations- use of Marginal analysis in decision making.</p> <p>b. The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium</p> <p>c. 10 Principles of Business Economics.</p>	15
2	<p>DEMAND ANALYSIS</p> <p>a. Demand Function - nature of demand curve under different markets</p> <p>b. Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts</p> <p>c. Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods</p> <p>d. (numerical illustrations on trend analysis and simple linear regression)</p>	15
3	<p>SUPPLY AND PRODUCTION DECISIONS AND COST OF PRODUCTION:</p> <p>a. Production function: short run analysis with Law of Variable Proportions- Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- long run production function and Laws of Returns to Scale</p> <p>b. Expansion path - Economies and diseconomies of Scale.</p> <p>c. Cost concepts: Accounting cost and economic cost, implicit and explicit cost, fixed and variable cost - total, average and marginal cost - Cost Output Relationship in the Short Run and Long Run (hypothetical numerical problems to be discussed), LAC and Learning curve - Break even analysis (with business applications).</p>	15
4	<p>MARKET STRUCTURE: PERFECT COMPETITION AND MONOPOLY AND PRICING AND OUTPUT DECISIONS UNDER IMPERFECT COMPETITION:</p> <p>a. short run and long run equilibrium of a competitive firm and of industry - monopoly - short run and long- run equilibrium of a firm under Monopoly</p> <p>b. Monopolistic competition: Equilibrium of a firm under monopolistic competition, debate over role of advertising</p> <p>c. (topics to be taught using case studies from real life examples)</p> <p>d. Oligopolistic markets: key attributes of oligopoly - Collusive and non-collusive oligopoly market - Price rigidity - Cartels and price leadership models.</p>	15

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5	PRICING PRACTICES:	15
	a. Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing	
	b. (case studies on how pricing methods are used in business world)	
TOTAL		60

Course Outcomes:

CO1	Understand, explain and interpret the concepts of demand and cost structure of the business.
CO2	Develop the understanding of production function and its industry relevance.
CO3	Understand the forms of markets and the changing business environment.

Recommended Resources

Reference Books -	<ul style="list-style-type: none"> • Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi,2000) • Hirchey.M., Managerial Economics, Thomson South western (2003) • Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore,2001) • Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill(ed.3) • Gregory Mankiw., Principles of Economics, Thomson South western (2002reprint) • Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi,2002) • Pal Sumitra, Managerial Economics cases and concepts (Macmillan, NewDelhi,2004)
<u>E-Resources</u>	
Webliography:	

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FY B. Com (Banking & Insurance)		Semester I	
Course Name: Environment and Management of Financial Services		Course Code: VGVUCIMEM101	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:	
1	To understand the background of Indian Financial System
2	To analyse recent developments and trends in Banking and Insurance sector.
3	To understand regulatory framework of Banking and Insurance sector.

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Unit	Content	No. of Lectures
1	A. INTRODUCTION TO INDIAN FINANCIAL SYSTEM	10
	a. Components of a financial system. Key elements of a well-functioning financial system.	
	b. Functions and characteristics of financial markets. Nature And Role of Financial Institutions (Intermediaries) And Financial Markets. (Linkage of different financial institutions)	
	c. Historical development of Banking and Insurance in India	
	d. Development of Capital and Money Markets in India	
	e. Reforms of Financial Markets in India; post 1990s	
2	FINANCIAL SERVICES AND ENVIRONMENT	10
	a. Technology and changing Indian Financial Markets.	
	b. Different Banking and Insurance Products	
	c. Business Environment responsible for growth of financial sector in India	
	d. Organisational structure and management	
	e. Non-Banking Financial Companies (NBFCs)	
3	REGULATORY AND DEVELOPMENTAL FRAMEWORK OF BANKING & INSURANCE	10
	a. Significance and Role of Banking and Insurance in economic growth.	
	b. Legal Framework of Banking System. Reforms in the Banking System in the last decade. Prudential Norms of Banking Sector.	
	c. Legal framework of insurance, formation of IRDA and reforms in Insurance Business.	
	d. Recent Developments in Insurance Business in India.	
	e. Government initiatives to boost insurance business in India.	
	TOTAL	30

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Course Outcomes:

CO1	Learners will learn and understand the concept of Indian Financial System
CO2	Learners will study the development of Banking & Insurance and its recent scenario
CO3	Learners will be able to the understand regulatory framework of Banking & Insurance

Recommended Resources

Reference Books -	<ul style="list-style-type: none">• Pathak Bharati, Indian Financial System.• Bhole L M Financial Institutions AND Markets, McGraw Hill.
<u>E-Resources</u>	
Webliography:	

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FY B. Com (Banking & Insurance)		Semester I	
Course Name: Visual Communication		Course Code: VGVUOE124	
Lectures per week (1 Lecture is of 60 minutes)		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	To provide students with tools that would help them visualize and communicate.
2	To impart basic knowledge in theories and languages of visual communication.

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Unit	Content	No. of Lectures
1	Introduction to Visual Communication	15
	A. History and development of Visuals	
	B. Need and importance of visual communication	
	C. Visual Communication as a process and as an expression, Language and visual communication	
	D. Visible concepts <ul style="list-style-type: none"> ● Plans and organizational charts ● Maps ● Chronologies 	
E. Invisible Concepts <ul style="list-style-type: none"> ● Generalization Theories ● Feelings or attitudes 		
2	Theories of Visual Communication	15
	A. Sensual Theories <ul style="list-style-type: none"> ● Gestalt ● Constructivism ● Ecological 	
	B. Perceptual Theories <ul style="list-style-type: none"> ● Semiotics ● Cognitive 	
3	Colours and Design in Visual Communication	15
	A. Colour theory	
	B. Psychological implications of colour	
	C. Colours and visual pleasure	
	D. Elements of Design	
4	Channels of Visual Communication	15
	A. Painting & Photography	
	B. Film & Television, Documentaries, Script writing & visualization	
	C. Comics & Cartoons, Digital Images, Animation & VFX	
	D. News Papers, Advertisements, Photojournalism	
5	Visual Communication in the Age of social media	15
	A. Ethics	
	B. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.)	
	C. Audience Behaviour	
	D. Citizen Journalism, Going Viral	
	E. Visual stereotyping in social media	
	TOTAL	60

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Course Outcomes:	
CO1	To provide students with tools that would help them visualize and communicate.
CO2	Understanding Visual communication as part of Mass Communication.
CO3	To acquire basic knowledge to be able to carry out a project in the field of visual communication.
CO4	To acquire basic knowledge in theories and languages of Visual Communication.
CO5	The ability to understand and analyse visual communication from a critical perspective

Recommended Resources	
Reference Books -	<ul style="list-style-type: none">• Handbook Of Visual Communication Edited by Ken Smith/Sandra Moriarty/Gretchen Barbatsis& Keith Kenny• Visual Communication Theory and Research by Shahira Fahmy, Mary Angela Bock & Wayne Wanta• Visual Communication by Ralph E Wileman
<u>E-Resources</u>	
Webliography:	

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FY B. Com (Banking & Insurance)		Semester I	
Course Name: Business Mathematics		Course Code: VGVUFVS101	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:	
1	To enable the students to combine practical and theoretical knowledge of Mathematics.
2	To equip the students with fundamentals of Financial Mathematics and Insurance Premium.
3	To equip students with fundamentals of Ratio, Proportion and Percentage and their applications.

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Unit	Content	No. of Lectures
1	Elementary Financial Mathematics	15
	a. Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest, depreciation of assets	
	b. Annuity: Definition and types, present and future value, sinking fund, nominal and effective rate of annuity, Equated Monthly Instalment (EMI), amortization table	
	c. Insurance: Meaning, purpose and need for insurance, calculation of age, premiums, bonuses, paid up value of a policy, maturity value of the policy, surrender value	
2	Elementary Quantitative Mathematics	15
	a. Ratio, Proportion and Percentage: Continued ratio, inverse ratio, continued proportion, direct/inverse proportion, variation, joint variation, percentage computation, profit and loss	
	b. Counting: Addition and Multiplication principles, factorial, permutation and combination (definition and simple problems)	
	c. Probability and Probability Distribution: Basic terms and definition of probability of an event, addition theorem, types of events, multiplication theorem, probability distribution of a discrete random variable, expectation, variance	
Total		30

Course Outcomes:

CO1	Students will be able to analyse different schemes while investing/borrowing money and will be equipped with basics of insurance and will be able to calculate premiums.
CO2	Students will be able to apply mathematical techniques to solve ratio or partnership problems and will be able to apply counting principles to find possible outcomes and also be able to estimate expected value.

Recommended Resources

Reference Books -	<ul style="list-style-type: none"> • Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low-price editions, 2000. • Mathematics of Finance 2nd Edition Schaum's Outline Series Peter Zima, Robert Browns, Tata McGraw Hill • Business Mathematics by Bari- New literature Publishing Company, Mumbai • Business Mathematics, D C Sancheti & V K Kapoor, S Chand Publication • Business Mathematics, J. K. Singh, 2009, Himalaya Publishing House • Mathematics for Economics and Business, R S Bharadwaj, Excel Books • Business Mathematics, A P Verma, Asian Books Pvt. Ltd.
<u>E-Resources</u>	
Webliography:	



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FY B. Com (Banking & Insurance)		Semester I	
Course Name: Financial Accounting – I		Course Code: VGVUFSE102	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	This course will enable the students to combine practical & theoretical knowledge of financial accounting.
2	The course will provide decision-making skills to the students in the financial analysis context.
3	The students of this course will be active learners & develop awareness of emerging trends in financial accounting.

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Unit	Content	No. of Lectures
1	CLASSIFICATION OF INCOME & EXPENSES AND ACCOUNTING STANDARDS	5
	a. Basics of Accounting	
	b. Classifications of Income, Expenditure and Receipts based on capital and revenue.	
	c. Introduction to Accounting Standards: Meaning and Scope AS 1: Disclosure to Accounting Policies AS 2: Inventory Valuation AS 10: Accounting for Fixed Assets	
2	INVENTORY VALUATION & ACCOUNTING FOR HIRE PURCHASE	15
	a. AS 2: Inventory (Stock) Valuation - Meaning, Definition - Applicability - Measurement of Inventory - Explanation with Illustrations - Practical problems on FIFO and Weighted Average Method	
3	b. Hire Purchase Transactions - Meaning - Calculation of Interest - Accounting for Hire Purchase Transactions by Asset Purchase Method Based on Full Cash Price - Journal Entries, Ledger Accounts and Disclosure in Balance Sheet for Hirer and Vendor - (Excluding Default, Repossession and Calculation of Cash Price)	10
	FINAL ACCOUNTS	
	a. Introduction to Final Accounts of a Manufacturing Concern manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet	
	TOTAL	30
Relevant Law/Statute/Rules in force and relevant Accounting Standards in force on 1st April immediately preceding commencement of Academic Year are applicable for ensuring examination after relevant year.		

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Course Outcomes:	
CO1	To equip the learner with fundamental concepts of Book Keeping & Accountancy and impart the knowledge about basic terminologies, concepts of accounting, classification of expenditure & receipts & applicability of several accounting standards.
CO2	Learners will be able to understand the worth of unsold inventory while preparing financial statements at the end specific period using periodic & perpetual inventory valuation systems. Learners will be able to understand salient features and vital accounting treatment related to hire purchase accounting.
CO3	Learners will be able to discern the cost of goods manufactured during the financial year and to enumerate the amount of any profit or loss occurred during the manufacturing process.

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> Introduction to Accountancy -T. S. Grewal-(S.Chand&Co.) Double Entry Book Keeping- J. R.Batliboi. Double Entry Book Keeping - M. M.Chokshi Advanced Accounts -Shukia& Grewal (S.Chand&Co.) Advanced Accountancy - R.L.Gupta&M.Radhaswamy Accounting Standards -Institute of Chartered Accountants of India. New Delhi Gupa S C & Shukla, M C: Advanced Accounts Vol.1. New Delhi. S. Chand &CompanyLtd
<u>E-Resources</u>	
Webliography:	

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FY B. Com (Accounting & Finance)		Semester I	
Course Name: Business Communication - I		Course Code: VGVUFAE101	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	-	-
	• Internal Assessment	-	50

Course Objectives:	
1	To develop awareness of the communication process among the learners.
2	To make the learners master various aspects business communication such as effective listening, official correspondences etc.
3	To develop effective spoken skills so as to enable students to express confidently interpersonally as well as in large groups.
4	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience-centred ways.
5	To enable the students to develop the awareness of communication technology.

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Unit	Content	No. of Lectures
1	Theory of Communication 1	15
	A. Concept of Communication: Models of Communication – Linear / Interactive / Transactional / Shannon and Weaver (To be only discussed in class) Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world	
	B. Impact of Technology Enabled Communication: Types – Internet, Blogs, E-Mail, Moodle, social media (Facebook, Twitter & WhatsApp: Advantages & Disadvantages)	
	C. Communication at Workplace: Channels – Formal and Informal; Vertical, Horizontal, Diagonal; Grapevine, Methods – Verbal and Non-Verbal (including Visual), Business Etiquettes	
	Theory of Communication 2	
	D. Barriers to Communication: Physical, Semantic / Language, Socio-Cultural, Psychological; Ways to Overcome Barriers to Communication	
	E. Listening: Importance of Listening Skills, Obstacles to Listening, Cultivating good Listening Skills	
2	BUSINESS CORRESPONDENCE	15
	A. Theory of Business Letter Writing: Parts, Structure, Layouts - Full Block, Principles of Effective Letter Writing, Principles of effective E- mail Writing	
	B. Personal Correspondence: Letter of Recommendation, Job Application Letter and Resume, Letter of Appointment (To be only discussed in class), Letter of Acceptance of Job Offer, Letter of Appreciation, Letter of Resignation.	
	LANGUAGE AND WRITING SKILLS	
	A. Commercial Terms used in Business Communication (to be only discussed)	
	B. Paragraph Writing: Developing an idea, using appropriate linking devices, etc.; Cohesion and Coherence, etc.	
	Total	30

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Course Outcomes:	
CO1	A. Students can identify the complexities in communication.
	B. Students become enabled to be a part of the growth and development of global communities which share knowledge, learning and best practices.
	C. Students learn to identify the appropriate use of different channels of oral and written communication in business.
	D. Students learn the significance of factors such as background, experience, attitudes, cultural beliefs and self-esteem in communication.
	E. Students learn to use listening skills to create more effective, less confrontational, more productive professional and personal relationships. Students learn to use strategies appropriately to improve one's ability to listen and to understand people.
CO2	A. Students learn to recognize key parts of a business letter. Students learn the block format of a business letter. Students learn to understand the professional nature of a business letter.
	B. Students learn effective written communication in a managerial environment. Students learn to draft structured business messages
	C. Learners will be conversant with business or official communication terms and writing skills.
	D. Identify the three key parts of a paragraph: topic sentence, supporting details, and conclusion. Write a paragraph containing a topic sentence, supporting details, and conclusion.

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Recommended Resources

Reference Books -

- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group.
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall.
- Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice.
- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational Behaviour, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, HarperCollins College Publishers.
- Black, Sam (1972) Practical Public Relations, E.L.B.S.
- Bovee Courtland, L and Thill, John V (1989) Business Communication Today. McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) Management Today – Principles and Practices. T.M.H.
- Darrow, Richard, Forstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, the Dartwell Co., Chicago.
- Drucher, P.F. (1970) Technology, Management and Society, Pan Books.
- Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
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- Ghanekar, (1996) Communication Skills for Effective Management. Everest Publishing House.
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- Ludlow, Ron. (1995) the Essence of Effective Communication, Prentice.
- Martson, John E. (1963) The Nature of Public Relations, McGraw Hill.
- Merrihue, William (1960) Managing by Communication, McGraw Hill.
- Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H.
- Monippally, Matthukutty M. (2014) Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., 2014.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill.
- Phillip, Louis V. (1975) Organisational Communication – The Effective Management, Columbus Grid Inc.

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	<ul style="list-style-type: none">• Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press.• Ross, Robert D. (1977) The Management of Public Relations. John Wiley and Sons.• Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd.
<u>E-Resources</u> Webliography:	<ul style="list-style-type: none">• https://www.slideshare.net/iniwannalangniyaakobastabasta/models-of-communication-63235607• https://www.slideshare.net/draizelle_sexon/business-letter-12043197

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FY B. Com (Banking & Insurance)		Semester I	
Course Name: Indian Business Practices		Course Code: VGVUVE106	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	-	-
	• Internal Assessment	-	50

Course Objectives:

1	The students will learn basic concepts of Business and Business Environment.
2	Students will get knowledge on Business Ethics, and how to protection the consumers on ethical issues
3	The students of this course will be active learners & develop awareness of emerging trends in Internal Environment.

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Unit	Content	No. of Lectures
1	Business and Its Environment:	10
	a. Business Objectives: Meaning, Importance, Hierarchy of Objectives, steps in formulating objectives.	
	b. Business Environmental: Meaning of Business Environment, Factors affecting Business Environment, Environmental Analysis	
2	Business and Society	10
	a. Business Ethics	
	b. Business Entrepreneurship	
	c. Consumerism and consumer protection	
3	International Environment	10
	a. International Environment - I (strategies for going Global)	
	b. International Environment – II (Foreign Trade in India)	
	c. International Environment – III (FDI Investment flows)	
	d. Contemporary issues in CSR and corporate governance.	
Total		30

Course Outcomes:

CO1	The students will learn basic concepts of Business and Business Environment.
CO2	Students will get knowledge on Business Ethics, and how to protection the consumers on ethical issues
CO3	The students of this course will be active learners & develop awareness of emerging trends in Internal Environment.

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Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> • Business Environment Text and Cases by M.B. Shukla, Taxman Publications, New Delhi • Global Economy and Business Environment by Francis Cherunilam, Himalaya Publication House, Mumbai • Business Environment: Text and Cases by Francis Cherunilam, Himalaya Publication House, Mumbai • Indian Economy by Dutt and Sundaram, S. Chand and Company Pvt. Ltd., New Delhi • Essentials of Business Environment by K. Aswathappa, Himalaya Publication House, Mumbai • Business Environment by Justin Paul, Tata McGraw Hill Education Pvt. Ltd., New Delhi • Indian Economy by Misra and Puri, Himalaya Publishing House, Mumbai • Entrepreneurial Development by S.S. Khanka, S. Chand and Company Pvt. Ltd., • Dynamics of Entrepreneurship by Vasanta Desai, Himalaya Publishing House, Mumbai • Entrepreneurship and Small Development Business Management by C.B. Gupta and S.S. Khanka, Sultan Chand and Sons, New Delhi • Entrepreneurship by David H. Holt, PHI Learning Pvt. Ltd., New Delhi • Management of Small-Scale Industries by Vasant Desai, Himalaya Publishing House, Mumbai • Business and Government by Francis Cherunilam, Himalaya Publishing House, Mumbai • Corporate Governance in India by Jayati Sarkar and Subrata Sarkar, Sage Publications, New Delhi <p>Corporate Governance: Principles, Policies and Practices by A.C. Fernando, Pearson Education India, New Delhi</p>
<u>E-Resources</u>	
Webliography:	

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FY B. Com (Banking & Insurance)		Semester I	
Course Name: Ancient Indian Culture		Course Code: VGVUIKS102	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	-	-
	• Internal Assessment	-	50

Course Objectives:

1	To provide a general introduction to the ancient education system and sensitise the students to the contributions of ancient Indian traditions.
2	The students will be acquainted with Indian classical dance, music forms and temple architecture.
3	The students will be able to comprehend Ayurveda, Yoga, Meditation and Mindfulness for health and wellbeing.

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Unit	Content	No. of Lectures
1	Ancient Indian Education and Philosophy	10
	A. Ancient Indian Education System - Gurukul tradition	
	B. Indic scriptures/literature - Vedas, Upanishads, Bhagavat Geeta, Mahabharat	
	C. Indic religions - Hinduism, Buddhism, Jainism, Sikhism	
2	Performing and Visual Arts in Ancient India	10
	A. Indian Classical Dance - Bharatnatyam and Kathak	
	B. Indian Music - Carnatic and Hindustani	
	C. Temple Architecture, architecture, painting.	
3	Medicine and Holistic Health in Ancient India	10
	A. Fundamentals of ancient medicine - Ayurveda	
	B. Fundamentals of Yoga - Suryanamaskar, Padmasadhana, Pranayama and Meditation	
Total		30

Course Outcomes:

CO1	Students will be able to appreciate the ancient Indian education system and its significance.
CO2	Students will understand the synthesis between Indian performing and visual arts.
CO3	Students will be able to acknowledge holistic nature of Indian medicine and its relevance in contemporary era.

Recommended Resources

Reference Books -	<ul style="list-style-type: none"> • Textbook on The Knowledge System of Bhārata by Bhag Chand Chauhan, • History of Science in India Volume-1, Part-I, Part-II, Volume VIII, by Sibaji Raha, et al. National Academy of Sciences, India and The Ramkrishan Mission Institute of Culture, Kolkata (2014). • Pride of India- A Glimpse of India's Scientific Heritage edited by Pradeep Kohle et al. Samskrit Bharati (2006). • Vedic Physics by Keshav Dev Verma, Motilal Banarsidass Publishers (2012). • India's Glorious Scientific Tradition by Suresh Soni, Ocean Books Pvt. Ltd. (2010).
E-Resources	
Webliography:	

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EXAMINATION PATTERN
INTERNAL ASSESSMENT

• **For Major, Minor, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses**

Sr. No.	Description	Marks
I	Class Test	15
	Q.1 Objectives. (1 Mark each) (Fill in the blanks / True or False / Match the Following)	
	Q.2 Answer Any Two of the Three. (05 Marks each) (Unit based theory questions)	
II	Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

• **For Open Electives (OE)**

• **Open Elective (OE) from Arts Stream**

Sr. No.	Description	Marks
I	Class Test	15
II	Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

• **Open Elective (OE) from Science Stream**

Sr. No.	Description	Marks
	Practical exam at the end of the semester	40
	TOTAL MARKS	40

• **For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses**

Sr. No.	Description	Marks
I	Class Test	15
	Q.1 Objectives. (1 Mark each) (Fill in the blanks / True or False / Match the Following)	
	Q.2 Answer Any Two of the Three. (05 Marks each) (Unit based theory questions)	
II	Project / Assignment / Presentation	25
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	50

• **For Co - Curricular (CC) Courses**

Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	TOTAL MARKS	50



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**EXAMINATION PATTERN
EXTERNAL ASSESSMENT**

For Major, Minor, Open Elective, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses

- **Maximum Marks: 60**
- **Questions to be set: 04**
- **Duration: 2 Hours**
- **All Questions are Compulsory Carrying 15 Marks each.**

Q. No.	Description	Marks
Q.1	Full Length Question OR Full Length Question	15
Q.2	Full Length Question OR Full Length Question	15
Q.3	Full Length Question OR Full Length Question	15
Q.4	Full Length Question OR Full Length Question	15
	TOTAL MARKS	60

Note:

- Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

For Ability Enhancement (AEC), Value Education (VEC), Indian Knowledge System (IKS) & Co-Curricular (CC) Courses

Not Applicable

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Syllabus Prepared by:	
1.	Ms. Seema Pawar: Chairperson, Syllabus Committee HOD - Dept. of SFC (BAF, BBI, BMS & BBA) Assistant Professor, KET's V. G. Vaze College, Autonomous, Mulund (East), Mumbai
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3.	Ms. Khursheed Shaikh, Member, Syllabus Committee, Assistant Professor, Dept. of SFC (Management Studies), KET's V. G. Vaze College, Autonomous, Mulund (East), Mumbai
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7.	Ms. Annu Singh: Member, Syllabus Committee, Assistant Professor, Dept. of SFC (Accounting & Finance), KET's V. G. Vaze College, Autonomous, Mulund (East), Mumbai
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16.	Dr. Shyam Choithani, Member, Syllabus Committee, HOD - Dept. of BA MMC Assistant Professor, KET's V. G. Vaze College, Autonomous, Mulund (East), Mumbai
17.	Ms. Amruta Khanolkar, Member, Syllabus Committee, Visiting Faculty
18.	Adv. Molina Thakur, Member, Syllabus Committee, Visiting Faculty
19.	Ms. Ashwini Mondkar, Member, Syllabus Committee, Visiting Faculty
20.	Mr. Shivraj Bhosale, Member, Syllabus Committee, Visiting Faculty
21.	Dr. Deepali Karkhanis, Member, Syllabus Committee, Dean of SFC, HOD - Dept. of B.Sc (BT) Assistant Professor, KET's V. G. Vaze College, Autonomous, Mulund (East), Mumbai
22.	Ms. Pournima Bhangale, , Member, Syllabus Committee, HOD - Dept. of B.Sc (IT) Assistant Professor, KET's V. G. Vaze College, Autonomous, Mulund (East), Mumbai

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SEMESTER II

The Kelkar Education Trust's
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B. Com (B & I) SEMESTER II		
Course Code	Full Name of Course (With Paper Name)	Credit Point
	Major Course (Major)	
VGUCIMPP201	Principles & Practices in Banking & Insurance	4
VGUCIMFA201	Financial Accounting – II	2
	Minor Course (Minor)	
VGUCFNBL201	Business Law	2
	Open Elective (OE) (Any One)	4
VGUOE213	Basics of Physics	
VGUOE214	Environmental Biotechnology	
VGUOE216	Food and Nutrition	
VGUOE217	Fundamentals of Information Technology	
VGUOE218	Fundamentals of Web Design	
VGUOE219	History of Media	
VGUOE223	The India Story	
VGUOE224	Visual Communication	
	Vocational & Skill Enhancement Course (VSEC)	
	<u>Vocational Skill Courses (VSC)</u>	
VGUFVS201	Business Statistics	2
	<u>Skill Enhancement Course (SEC)</u>	
VGUFSE202	Organisational Behaviour	2
	Ability Enhancement Course (AEC)	
VGUFSAE201	Business Communication - II	2
	Value Education Course (VEC)	
VGUVE205	Office Management	2
	Indian Knowledge System (IKS)	
	NA	
	Co-curricular Course (CC)	2
VGUCC201	Community Engagement Activities	
VGUCC202	Cultural Activities	
VGUCC203	National Service Scheme (NSS)	
VGUCC204	Sports Activities	
VGUCC205	Yoga	
	Total	22

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FY B. Com (Banking & Insurance)		Semester II	
Course Name: Principles & Practices in Banking & Insurance		Course Code: VGVUCIMPP201	
Lectures per week (1 Lecture is of 60 minutes)		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	<ul style="list-style-type: none"> • External Assessment 	2	60
	<ul style="list-style-type: none"> • Internal Assessment 	-	40

Course Objectives:	
1	Know about evolution of banking, types of banks and types of accounts and services provided by bank.
2	Know the functions and powers of central Bank of India and regulatory framework of banking industry.
3	Know the types of risk, evolution of insurance and various types of Life Insurance policies, Marine and Fire insurance Policies.
4	Understand the claim settlement procedure of different insurance policies.

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Unit	Content	No. of Lectures
1	INTRODUCTION TO BANKING	15
	a. Meaning and definition of banks, Features / characteristics of banks	
	b. Types of banks	
	c. Scope and Functions of Banking	
	d. Innovative banking services, Emerging trends in banking	
2	INDIAN BANKING SYSTEM	15
	a. Banking Operations -Types of accounts	
	b. Banking Services – Current Scenario	
	c. Financial Inclusion and Banking Regulations	
	d. Role of commercial banks in Indian economy, - Objectives and functions of RBI	
3	INTRODUCTION TO INSURANCE	15
	a. Meaning and definition of Insurance, Characteristics of Insurance	
	B. Need and Scope of insurance	
	c. Principles of insurance	
	d. Types of insurance and policies	
	e. Understanding Risk, Kinds of business risks, Risk and Return relationship	
4	INSURANCE SCENARIO IN INDIA	15
	a. Growth of Insurance Business	
	b. Claim and Settlement Procedures, Actuarial Role	
	c. Role and functions of LIC	
	d. Role of Government in boosting the Insurance sector	
	Total	60

Course Outcomes:

CO1	Know about evolution of banking, types of banks and types of accounts and services provided by bank.
CO2	Know the functions and powers of central Bank of India and regulatory framework of banking industry.
CO3	Know the types of risk, evolution of insurance and various types of Life Insurance policies, Marine and Fire insurance Policies.
CO4	Understand the claim settlement procedure of different insurance policies.

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Recommended Resources	
Reference Books -	<ul style="list-style-type: none">• Dr.K.M.Bhattacharaya&O.P.Agarwal, Basics of Banking and Finance, Himalaya Publishing House• Gordan and Natarajan, Banking Theory Law and Practices, Himalaya Publishing House• V.S.Gopal& Sumathi Gopal, Principles and Practices of Banking and Insurance, Himalaya Publishing House.• Dr.Seethalekshmy& Jitendra Aherkar, Principles andPractices of Banking and Insurance. Sheth publishing House• Dr.P.K.Gupta, Insurance and Risk Management, Himalaya publishing House
<u>E-Resources</u> Webliography:	

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FY B. Com (Banking & Insurance)		Semester II	
Course Name: Financial Accounting – II		Course Code: VGVUCIMFA201	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

	After the completion of the course, students will able to
1	To enable students to Value the Goodwill of the company & determine the value per share of the company's equity capital.
2	To Know the Conditions, Procedures & Methods of Buy-Back of Equity shares.
3	To Know the Conditions, Procedures & Methods of Redemption of Preference shares.

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Unit	Content	No. of Lectures
1	VALUATION OF GOODWILL AND SHARES	10
	a. Valuation of Goodwill Maintainable Profit method, Super Profit Method Capitalization method, Annuity Method	
	b. Valuation of Shares Intrinsic Value Method, Yield method and Fair Value Method	
2	BUYBACK OF EQUITY SHARES	10
	a. Company Law/ Legal Provisions (including related restrictions, power, transfer to capital redemption reserve account and prohibitions)	
	b. Compliance of conditions including sources, maximum limits and debt equity ratio.	
3	REDEMPTION OF PREFERENCE SHARES	10
	a. Company Law / Legal Provisions for redemption of preference shares in Companies Act Sources of redemption including divisible profits and proceeds of fresh issue of shares Premium on redemption from security premium and profits of company Capital Redemption Reserve Account - creation and use (Excluding balance sheet problems)	
Total		30

Course Outcomes:

CO1	Learners will be able to Value the Goodwill of the company & determine the value per share of the company's equity capital.
CO2	Students will Know the Conditions, Procedures & Methods of Buy-Back of Equity shares.
CO3	Students will Know the Conditions, Procedures & Methods of Redemption of Preference shares.

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Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> • Introduction to Accountancy by T.S. Grewal, S. Chand and Company (P) Ltd., New Delhi • Advance Accounts by Shukla and Grewal, S. Chand and Company (P) Ltd., New Delhi • Advanced Accountancy by R. L Gupta and M. Radhaswamy, S.Chand and Company (P) Ltd., New Delhi • Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill and Co. Ltd., Mumbai • Financial Accounting by Lesile Chandwick, Pentice Hall of India Adin Bakley (P) Ltd., New Delhi • Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai • Financial Accounting by P.C. Tulsian, Pearson Publications, New Delhi • Accounting Principles by R.N. Anthony and J.S. Reece, Richard Irwin, Inc. • Financial Accounting by Monga, J. R. Ahuja, Girish Ahuja and Ashok Shehgal, Mayur Paper Back, Noida • Compendium of Statement and Standard of Accounting, ICAI • Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill and Co. Ltd., Mumbai • Financial Accounting by Williams, Tata Mc. Grow Hill and Co. Ltd., Mumbai • Company Accounting Standards by Shrinivasan Anand, Taxman, New Delhi • Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi • Introduction to Financial Accounting by Horngren, Pearson Publications, New Delhi • Financial Accounting by M.Mukherjee and M. Hanif, Tata Mc Graw Hill Education Pvt.Ltd., New Delhi <ul style="list-style-type: none"> • Financial Accounting a Managerial Perspective, Varadraj B. Bapat, Mehul Raithatha, Tata McGraw Hill Education Pvt. Ltd., New Delhi
<u>E-Resources</u>	
Webliography:	

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FY B. Com (Banking & Insurance)		Semester II	
Course Name: Business Law		Course Code: VGVUCFNBL201	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	To enable students to understand the meaning of contract, essentials of valid contract and terms associated with contract.
2	To generate awareness about types of goods, conditions and warranties and right of seller and buyer under Sale of Goods Act.
3	To expose students to various Negotiable Instruments and concept of dishonour of cheque.

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Unit	Content	No. of Lectures
1	INDIAN CONTRACT ACT, 1872	12
	a. Essential elements of Contract; Agreement and Contract	
	b. Rules of offer and acceptance	
	c. Capacity to Contract, free consent	
	d. Lawful objects/ consideration	
	e. Breach of contract. Remedies for breach of Contract	
2	SALE OF GOODS ACT, 1930	12
	a. Scope of Act, Sale and Agreement to sell, essential of a valid Sale	
	b. Conditions and warranties – Implied Condition and warranties	
	c. Rights of an unpaid seller	
3	NEGOTIABLE INSTRUMENTS ACT, 1881	06
	a. Definition, Features of Negotiable Instruments	
	b. Promissory Notes and Bills of Exchange	
	c. Cheque, Holder in due course	
	d. Crossing of cheque, dishonour and discharge of negotiable instruments	
	Total	30

Course Outcomes:

CO1	To Understand basic elements of a valid contract and terms associated with the contract.
CO2	To know about the Rights and duties of seller and buyer and action that can be taken in case breach of contract.
CO3	To Have the knowledge of Negotiable instruments and legal action that can be taken against dishonour of cheque.

Recommended Resources

Reference Books -	<ul style="list-style-type: none"> • Indian Contract Act, Sales of Goods Act and Partnership Act by T.R. Desai, Sarkar and Sons Pvt. Ltd., Kolkata • The Negotiable Instrument Act by J.S. Khergamwala, N.M. Tripathi Pvt. L.td., Mumbai • The Principles of Mercantile Law by Avtar Singh, (East)ern Book Company, Lucknow • Business Law by M.C. Kuchal, Vikas Publishing House, New Delhi • Business Law by N.D. Kapoor, Sultan Chand and Sons, New Delhi • Business Law by P.R. Chandha, Galotia, Dew Delhi
<u>E-Resources</u>	
Webliography:	



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FY B. Com (Banking & Insurance)		Semester II	
Course Name: Environmental Biotechnology		Course Code: VGVUOE214	
Lectures per week (1 Lecture is of 60 minutes) 2 Lectures + 2 Practical's		4	
Number of Credits		4	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	Gain awareness about different types of environmental pollution and related issues.

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Unit	Content	No. of Lectures
I	Sources of Pollution. Air Pollution: Types; Sources; Classification of Air Pollutants; Air Pollution Monitoring and Control. Water Pollution: Causes, Types and Classification; Eutrophication; Assessment of Water Quality- Pollutant Monitoring and Control.	10
II	Soil and Solid Waste: Characteristics of Wastes, Impacts of Solid Waste on Health, Occupational Hazards and Control. Soil Erosion: Concept, Causes and Effects. Concept of Bioremediation. Microorganisms in Bioremediation, Myco- remediation and Phytoremediation. Bioremediation Technologies	10
III	Green House Effect: Factors Responsible for Green House Effect; Green House Gases. Global Warming; Ozone Depletion; Kyoto Protocol; UV Radiation; Acid Rain.	10
	Total	30

Course Outcomes:

CO1	Gain awareness about different types of environmental pollution and related issues.
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Recommended Resources

Sr. No.	Title	Author/s	Publisher	Edition	Year
1.					
2.					
3.					

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List of Practical's:	
1.	Estimation of TSS from water.
2.	Estimation of TDS from water.
3.	Estimation of BOD.
4.	Estimation of COD.
5.	Study of air microflora.
6.	MPN of water sample.
7.	Rainwater harvesting (demo visit).
8.	Study of effect of pollutants on plants.

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FY B. Com (Banking& Insurance)		Semester II	
Course Name: Business Statistics		Course Code: VGVUFVS201	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	To enable the students to combine practical and theoretical knowledge of Statistics.
2	To equip the students with different methods of presenting and analysing statistical data.
3	To equip the students with techniques of comparing two different types of statistical data and method of estimation.

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Unit	Content	No. of Lectures
1	Introduction to Statistics and Measures of Central Tendency	15
	a. Introduction: Meaning, functions, advantages, limitations of statistics, data (primary & secondary), collection of data	
	b. Presentation of Data: Classification, frequency distribution (discrete & continuous), bivariate frequency distribution, Graphical presentation- frequency curve, frequency polygon, histogram, bar diagram, pie chart	
	c. Measures of Central Tendency: Mean (A.M., combined, weighted), Median (calculation, graphical), Mode (calculation, graphical), Comparative analysis of all measures of central tendency	
2	Measures of Dispersion, Correlation and Linear Regression	15
	a. Measures of Dispersion: Range with coefficient of range, Quartile Deviation with coefficient of Q.D., Mean deviation from mean with coefficient of M.D., Standard deviation with coefficient of variance, Skewness and Kurtosis (concept only)	
	b. Correlation: Meaning, types, scatter diagram (concept only), Karl Pearson's coefficient of correlation, Spearman's Rank correlation	
	c. Regression: Least square method, properties of regression lines	
	Total	30

Course Outcomes:

CO1	Students will understand the methods of collecting and presenting data and will be able to perform statistical analysis and interpret the result.
CO2	Students will be able to compare two data sets with the help of measures of dispersions and will be able to identify the relation between given quantities and also be able to estimate them.

Recommended Resources

Reference Books -	<ul style="list-style-type: none"> • Statistics for Business and Economics, David R Anderson, Dennis J Sweney, Thompson Publication • Business Statistics, Bharadwaj, Excel Books, Delhi • Fundamentals of Statistics, S C Gupta, Himalaya Publication House • Statistics of Management, Richard Levin & David S. Rubin, Prentice Hall of India, New Delhi • Statistics- Theory, Method & Applications, D. S. Sancheti & V. K. Kapoor • Fundamentals of Applied Statistics, S G Gupta and V K Kapoor, Sultan Chand & Co.
E-Resources Webliography:	



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FY B. Com (Banking & Insurance)		Semester II	
Course Name: Organisational Behaviour		Course Code: VGVUFSE202	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:

1	This course will enable the students to combine practical & theoretical knowledge of Organisational Behaviour
2	The course will provide decision-making skills to the students.
3	The students of this course will be active learners & develop awareness of Human Behaviour.

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Unit	Content	No. of Lectures
1	INTRODUCTION OF ORGANIZATIONAL BEHAVIOUR	10
	a. Meaning, Nature and scope of OB, Models of OB	
	b. Theories of Motivation : Maslow, Herzberg, Mc.Gregor Theory X and Theory Y	
	c. Application of the Theories	
	d. Motivational techniques in Banking and Insurance Industry	
2	GROUP DYNAMICS	10
	a. Individual Behaviour (IQ, EQ, SQ)	
	b. Group Formation, Team Building, Team Development.	
	c. Goalsetting	
	d. Soft Skills, Interpersonal Skills, Multicultural Skills, Cross Cultural Skills.	
	d. Johari Window	
3	ORGANIZATIONAL CULTURE AND CHANGE MANAGEMENT	10
	a. Work Culture, Ways for Making Work Culture Effective and Lively, Work Conflicts.	
	b. Organizational Change, effects of Resistance to Change, ways to overcome resistance to change.	
	c. Time and Stress Management	
	Total	30

Course Outcomes:

CO1	Introducing concept of OB to students.
CO2	Understanding individual as well as group behaviour in organization.
CO3	To understand organization and its dynamics.

Recommended Resources

Reference Books	<ul style="list-style-type: none"> • Stephen P. Robbins “Organizational Behaviour ”Prentice Hall of India Private Ltd. • Mirza S. Saiyadain “Organizational Behaviour” Tata Mc. GrawHill. • John Bratton “Work and Organizational Behaviour” Militza Callinan Carolyn Forshaw and Peter Sawchuk PalgraveMacmilla, New York. • Margie Parikh and Rajen Gupta “Organizational Behaviour” Tata Mc. Graw Hill Education Private Limited, New Delhi. • SujaNair“OrganizationalBehaviour”Himalaya Publishing House, Mumbai. • John. R. Schermerhorn, James Hunt, Richard Osborn, Mary Ulh Bien, “Organizational Behaviour” John Wiley and Sons Publications, SanFransisco. • Don Hellriegel & John W. Slocum “Organizational Behaviour”, South Western Cenage Learning Publications.
E-Resources	
Webliography:	



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FY B. Com (Banking & Insurance)		Semester II	
Course Name: Business Communication - II		Course Code: VGVUFAE201	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	-	-
	• Internal Assessment	-	50

Course Objectives:	
1	To develop awareness of the communication process among the learners.
2	To make the learners master various aspects business communication such as effective listening, official correspondence etc.
3	To develop effective spoken skills to enable students to express confidently interpersonally as well as in large groups.
4	To develop effective writing skills so as enable students to write in clear, concise, persuasive and audience-centred ways.
5	To enable the students to develop the awareness of communication technology.

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Unit	Content	No. of Lectures
1	GROUP COMMUNICATION 1	15
	Presentations: (To be tested in Tutorials/Internals only) Principles and techniques of effective presentation; How to make an effective PowerPoint presentation.	
	Interviews: Group Discussion; Preparing for an Interview; Types of Interviews – Selection, Appraisal, Grievance, Exit, etc.	
	Meetings: Need and Importance of meetings, Conduct of meeting and Group Dynamics; Role of the Chairperson; Role of the Participants; Drafting of Notice; Agenda and Resolutions.	
	GROUP COMMUNICATION 2	
	Conference: Meaning and Importance of Conference, Organizing a Conference, Modern Methods: Video and Tele-Conferencing.	
	Public Relations: Meaning of PR, Functions of PR Department, External and Internal Measures of PR.	
2	BUSINESS CORRESPONDENCE	15
	Trade Letters: Order, Credit and Status Enquiry, Collection	
	Letters of Inquiry, Letters of Complaints, Claims, Adjustments, Sales Letters, Consumer Grievance Letters, Letters under Right to Information (RTI) Act	
	LANGUAGE AND WRITING SKILLS	
	Reports: Parts, Types: Feasibility Reports, Investigative Reports, Progress Report, Confidential Performance Report, etc.	
Summarisation: Identification of main and supporting/sub points; Presenting these in a cohesive manner.		
	Total	30

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Course Outcomes:	
CO1	<ul style="list-style-type: none"> • Create and manipulate simple slide shows with outlines and notes. • Create slide presentations that include text, graphics, animation, and transitions. • Use design layouts and templates for presentations.
	<ul style="list-style-type: none"> • Understand the various ways of gathering information by asking people questions • Understand how to decide between the different types of interview • Develop the skills needed for approaching different types of interviews.
	<ul style="list-style-type: none"> • Demonstrate how to prepare for effective business meetings. • Manage an effective business meeting techniques outlined. • Determine when too many meetings are too much. • Summarise meetings for productivity and effectiveness. • Design and agenda for an effective meeting. • Deal with common meeting problems.
	<ul style="list-style-type: none"> • Define groups and teams • Discuss how primary and secondary groups meet our interpersonal needs • Discuss how groups tend to limit their own size and create group norms • Identify the typical stages in the life cycle of a group • Describe different types of group members and group member roles • Identify and describe how to implement seven steps for group problem solving • Understand how to prepare for and conduct business meetings • Understand how to use technology to aid in group communications • Understand the basic principles of organizational communication • Define teamwork and explain how to overcome various challenges to group success • Describe the process of leader development • Describe several different leadership styles and their likely influence on followers
	<ul style="list-style-type: none"> • Display critical thinking skills in an effort to solve a problem. • Integration of meaningful information from varies relevant sources (e.g., surveys, polls, forums, primary/secondary sources).
	<ul style="list-style-type: none"> • Ability to draft effective letters of enquiry and collection.
CO2	<ul style="list-style-type: none"> • Ability to draft effective letters. • Ability to apply for focused information under the RTI.
	<ul style="list-style-type: none"> • Recognise how to plan and complete reports for maximum impact. • Understand the Who, What, When, Where, Why and How. • Identify the different measures of readability. • Know how to tailor a report for a specific audience. • Understand the different stages and time allocation of report writing.
	<ul style="list-style-type: none"> • Evaluate and apply strategies to paraphrase a text's thesis statement • Evaluate and apply strategies to quote significant passages from a text • Evaluate and apply strategies to distinguish a text's major claims from minor ones • Evaluate and apply strategies to convey the essential features of a text to someone who hasn't read it.
	<ul style="list-style-type: none"> • Evaluate and apply strategies to paraphrase a text's thesis statement • Evaluate and apply strategies to quote significant passages from a text • Evaluate and apply strategies to distinguish a text's major claims from minor ones • Evaluate and apply strategies to convey the essential features of a text to someone who hasn't read it.

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Recommended Resources

Reference Books -

- Bangh, L. Sue, Fryar, Maridell and Thomas David A. (1998) How to Write First Class Business Correspondence, N.T.C. Publishing Group.
- Krevolin, Nathan (1983) Communication Systems and Procedures for Modern Office, Prentice Hall.
- Majumdar, P.K. (1992) Commentary on the Consumer Protection Act, Prentice.
- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Aswalthapa, K (1991) Organisational Behaviour, Himalaya Publication.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon.
- Barkar, Alan (1993) Making Meetings Work, Sterling Publications Pvt. Ltd.
- Basu, C.R. (1998) Business Organisation and Management, T.M.H.
- Benjamin, James (1993) Business and Professional Communication Concepts and Practices, HarperCollins College Publishers.
- Black, Sam (1972) Practical Public Relations, E.L.B.S.
- Bovee Courtland, L and Thill, John V (1989) Business Communication Today. McGraw Hill, New York, Taxman Publication.
- Burton, G and Thakur, (1995) Management Today – Principles and Practices. T.M.H.
- Darrow, Richard, Forstal, Dan and Coolman, Aubrey (1967) Public Relations Handbook, the Dartwell Co., Chicago.
- Drucher, P.F. (1970) Technology, Management and Society, Pan Books.
- Ecouse Barry, (1999), Competitive Communication: A Rhetoric for Modern Business, OUP.
- Eyre, E.C. (1985) Effective Communication Made Simple, Rupa and Co.
- Fisher Dalmar, (1999), Communication in Organisation, Jaico Publishing House.
- French, Astrid (1993) Interpersonal Skills. Sterling Publishers.
- Garlside, L.E. (1980) Modern Business Correspondence, McDonald and Evans Ltd.
- Ghanekar, a (1996) Communication Skills for Effective Management. Everest Publishing House.
- Graves, Harold F. (1965) Report Writing, Prentice Hall.
- Kaul, Asha. (2013) Business Communication, Prentice-Hall.
- Lesikar, Raymond V and Petit, John D. (1994) Business Communication: Theory and Application, Richard D. Irwin Inc.
- Ludlow, Ron. (1995) the Essence of Effective Communication, Prentice.
- Martson, John E. (1963) the Nature of Public Relations, McGraw Hill.
- Merrihue, William (1960) Managing by Communication, McGraw Hill.
- Monippalli, M.M. (1997), the Craft of Business Letter Writing, T.M.H.
- Monippally, Matthukutty M. (2014) Business Communication Strategies. Tata McGraw-Hill Publishing Company Ltd., 2014.
- Murphy, Herta and Hilde Brandt, Herbert W (1984) Effective Business Communication, McGraw Hill.

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	<ul style="list-style-type: none">• Phillip, Louis V. (1975) Organisational Communication – The Effective Management, Columbus Grid Inc.• Raman, Meenakshi and Sharma, Sangeeta (2004) Technical Communication: Principles and Practice, Oxford University Press.• Ross, Robert D. (1977) the Management of Public Relations. John Wiley and Sons.• Stephenson, James (1988) Principles and Practice of Commercial Correspondence. Pilman and Sons Ltd.
<u>E-Resources</u> Webliography:	<ul style="list-style-type: none">• http://www.garreynolds.com/preso-tips/design/ (how to make ppts)• https://www.slideshare.net/sekharkls/group-discussion-ppt (GD)• https://www.inc.com/jeff-haden/27-most-common-job-interview-questions-and-answers.html

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FY B. Com (Accounting & Finance)		Semester II	
Course Name: Office Management		Course Code: VGVUVE205	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	-	-
	• Internal Assessment	-	50

Course Objectives:

1	To Create, edit, save, and print documents to include documents with lists and tables. To use advanced functions and productivity tools to assist in developing worksheets.
2	To create, edit, save, format and print presentations. Add graphics to a presentation.
3	To connect with Microsoft databases using Ms Access at the back end and help them manage and store their data efficiently. To facilitate the sharing of information.

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Unit	Content	No. of Lectures
1	MS Word	7
	a. Introduction of MS-Word, Menus, Advanced Formatting,	
	b. Editing Document, Table in Document, Insert the Object	
	c. Mail Merge, Saving Document, printing document	
	d. Shortcuts Keys, Exercise.	
2	MS Excel	8
	a. Introduction to MS-Excel, Menus, Operator & Functions, Cell Formatting,	
	b. Working with formulas and cell referencing, Auto sum,	
	c. Formatting to worksheet, Graphic Objects, Chart,	
	d. Database, Sorting, Filtering, Scenario Manager, List Box,	
e. Goal Seek, Validation, Macro, Printing Worksheet, Shortcut Keys, Exercise.		
3	MS Power Point, Internet & E-Mail	7
	a. Introduction to MS- PowerPoint, Menus, Formatting, Drawing, editing slides, Changing templates, Slide Layouts,	
	b. Inserting Clipart, Sound and Movies into Slides, Add, Rearrange and Delete Slides, Printing in Microsoft Power Point,	
	c. Understanding Animation, Transition and Action Buttons, Exercise.	
	d. What is Internet? Receiving Incoming Messages· Sending Outgoing Messages, Email addressing· Email attachments,	
	e. Browsing, Search engines· Text chatting, Job Searching· Downloading video and Music· Uploading Video or Music, Voice chatting,· Webcam Chatting etc	
4	MS Access & MS Publisher	8
	a. Introduction to MS-Access, Menus, create a Database Using Template	
	b. Create Table, Form, Query, Report, Pages and Macro,	
	c. Table Sorting and Filtering, Database Security, Exercise.	
	d. Introduction to MS- Publisher, Menus,	
e. Create a Certificate, Greetings Card through Template		
	Total	30

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Course Outcomes:	
CO1	The learners will be able to Navigate and perform common tasks in Word, such as opening, viewing, editing, saving, and printing documents, and configuring the application. Format text and paragraphs. Perform repetitive operations efficiently using tools such as Find and Replace, Format Painter, and Styles.
CO2	Enables the learner to use advanced functions and productivity tools to assist in developing worksheets. Manipulate data lists using Outline, Auto filter and tools under Data tab Use Consolidation to summarise and report results from multiple worksheets.
CO3	To help learners to create slide presentations that include text, graphics, animation, and transitions. Use design layouts and templates for presentations. To facilitate the sharing of information
CO4	Enable learners to connect with Microsoft databases at the back end and help them manage and store their data efficiently. To help with page layout and design. Users can style texts, create borders, and design photo layouts, then email the final product, publish it online, or print it.

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> Information Technology for Management, 6TH ED (With CD) By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2) Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch Tata McGraw Hill Joseph, P.T. : E-commerce An Indian Perspective(Ch-13,Ch-14) Computer Viruses and Related Threats: A Management Guide (Ch-2, Ch-3) By John P. Wack, LisaJ.Carnahan Electronic Commerce - Technologies & Applications. Bharat, Bhaskar
<u>E-Resources</u> Webliography:	<ul style="list-style-type: none"> (EBook:https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0) https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1

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EXAMINATION PATTERN
INTERNAL ASSESSMENT

• **For Major, Minor, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses**

Sr. No.	Description	Marks
I	Class Test	15
	Q.1 Objectives. (1 Mark each) (Fill in the blanks / True or False / Match the Following)	
	Q.2 Answer Any Two of the Three. (05 Marks each) (Unit based theory questions)	
II	Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

• **For Open Electives (OE)**

• **Open Elective (OE) from Arts Stream**

Sr. No.	Description	Marks
I	Class Test	15
II	Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

• **Open Elective (OE) from Science Stream**

Sr. No.	Description	Marks
	Practical exam at the end of the semester	40
	TOTAL MARKS	40

• **For Ability Enhancement (AEC), Value Education (VEC) & Indian Knowledge System (IKS) Courses**

Sr. No.	Description	Marks
I	Class Test	15
	Q.1 Objectives. (1 Mark each) (Fill in the blanks / True or False / Match the Following)	
	Q.2 Answer Any Two of the Three. (05 Marks each) (Unit based theory questions)	
II	Project / Assignment / Presentation	25
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	50

• **For Co - Curricular (CC) Courses**

Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	TOTAL MARKS	50



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**EXAMINATION PATTERN
EXTERNAL ASSESSMENT**

For Major, Minor, Open Elective, Vocational Skill (VEC) & Skill Enhancement (SEC) Courses

- **Maximum Marks: 60**
- **Questions to be set: 04**
- **Duration: 2 Hours**
- **All Questions are Compulsory Carrying 15 Marks each.**

Q. No.	Description	Marks
Q.1	Full Length Question OR Full Length Question	15
Q.2	Full Length Question OR Full Length Question	15
Q.3	Full Length Question OR Full Length Question	15
Q.4	Full Length Question OR Full Length Question	15
	TOTAL MARKS	60

Note:

- Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

For Ability Enhancement (AEC), Value Education (VEC), Indian Knowledge System (IKS) & Co-Curricular (CC) Courses

Not Applicable

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Syllabus Prepared by:	
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19.	Ms. Ashwini Mondkar, Member, Syllabus Committee, Visiting Faculty
20.	Mr. Shivraj Bhosale, Member, Syllabus Committee, Visiting Faculty
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22.	Ms. Pournima Bhangale, , Member, Syllabus Committee, HOD - Dept. of B.Sc (IT) Assistant Professor, KET's V. G. Vaze College, Autonomous, Mulund (East), Mumbai

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