Savitribai Phule Pune University, Pune

Faculty of Commerce and Management

Bachelor of Commerce – International Business

(B.Com. – IB)

Revised Curriculum (2024 Pattern as per NEP-2020)

w.e.f. Academic Year: 2025-2026

Semester III

Course Type	Course	Paper Title	Credits		Hours / Week
			Theory	Practical	
Major Mandatory	Major Mandatory 7	Supply Chain Management: Strategic Supply Chain Management	4		4
		Marketing Management: Marketing Research			
		Financial Management: International Banking & Insurance			
	Major Mandatory 8	Supply Chain Management: Supply Chain and Risk Management	4		4
		Marketing Management: International Brand Management			
		Financial Management: Auditing & Taxation			
Minor	Minor 2	Research Methodology	4		4
Open Elective (OE)	Open Elective 5	Mercantile Law	2		2
Vocational Skill Development Course (VSC)	Vocational Skill Development Course (VSC) (Practical)	Digital Marketing	2		2
Ability Enhancement Course (AEC)	Ability Enhancement Course (AEC)	Modern Indian Languages 1: Marathi/Hindi/Sanskrit	2		2
Field Projects (FP)	Project	Business Exposure related to Major Mandatory 7 Course		2	4
Co-Curricular Courses (CC)	Co-Curricular Courses (CC)	NSS/NCC/Yoga Education/Health and Wellness/Fine Arts-I	2		@ Department
		Sub-Total	**20**	**2**	
		Total	**22**		

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Major Mandatory 7**	**Supply Chain Management: Strategic Supply Chain Management**	**4**	**4**

Course Objectives	
1	To introduce fundamentals and strategic aspects of supply chain management.
2	To provide an understanding of sourcing and distribution strategies
3	To introduce the importance of packaging and labelling in logistics and supply chain management.
4	To study emerging trends and technologies in SCM and logistics, and their impact on business operations.

Course Outcome	
CO1	To understand fundamental aspects for strategic supply chain management.
CO2	To acquire the ability to evaluate and design effective sourcing and distribution strategies
CO3	To gain knowledge of essential aspects of packing and packaging
CO4	To gain functional understanding of recent trends in SCM and Logistics

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to Strategic Supply Chain Management** 1.1 Meaning and definition of strategic supply chain management, 1.2 Objectives and importance of strategic supply chain management, 1.3 Scope of strategic SCM, 1.4 Difference between traditional SCM and strategic SCM	**15**
2	**Sourcing strategies in SCM** 2.1 Introduction to Sourcing & Distribution, 2.2 Meaning, definition, objectives, advantages and limitations of sourcing and distribution. 2.3 Role of sourcing and distribution in SCM. 2.4 Types of sourcing: single, multiple, global, local, joint ventures, 2.5 Strategic sourcing process, 2.6 Make-or-buy decisions and supplier selection criteria 2.7 Global Sourcing	**15**

3	**Packing and Packaging** 3.1 Meaning, definition and objectives, difference between packing and packaging, 3.2 Role of packing in SCM and logistics, 3.3 Sustainable packaging practice, recent trends in packaging. 3.4 Factors affecting the choice of packaging, 3.5 Types of packaging: Primary, secondary and tertiary packaging, packaging 3.6 Materials used in packaging. 3.7 Label designing principles and functions of labelling, 3.8 Regulatory compliances and labelling	**15**
4	**Recent trends in SCM and Logistics Management** 4.1 Meaning, definition, objectives, advantages and disadvantages of Technology driven supply chain management. 4.2 Blockchain, 4.3 Ecommerce logistics, 4.4 Gamification, 4.5 Warehouse Automation, 4.6 Artificial intelligence and Cloud based SCM 4.7 Circular Supply Chain (definition, meaning, advantage and disadvantages of each trend)	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Strategic Supply Chain Management: The Five Disciplines for Top Performance	Shoshanah Cohen & Joseph Roussel	McGraw Hill	Delhi
2	Supply Chain Management: Strategy and Organization	Mikihisa Nakano	Springer	New Delhi
3	Essentials of Packaging	Dimple Basu		
4	Strategic Management: Concepts and cases	Rahul Altekar	PHI Learning	New Delhi

Other Learning Material
E- Resource:

https://pkklib.iitk.ac.in/index.php/resources/e-books/e-text-books/33919:supply-chain-management-strategy-planning-and-operation.

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Major Mandatory 7**	**Marketing Management: Marketing Research**	**4**	**4**

Course Objectives	
1	To develop an in-depth understanding of the concepts, scope, and significance of marketing research in business decision-making.
2	To familiarize students with the marketing research process, including problem identification, research planning, and types of applied research.
3	To explore the practical applications of marketing research in areas like product development, branding, advertising, and customer satisfaction.
4	To introduce emerging tools and ethical considerations in modern marketing research, including AI, big data, and digital survey methods.

Course Outcome	
CO1	Explain the foundational concepts, scope, and challenges of marketing research in the context of consumer behavior and market dynamics.
CO2	Design and plan marketing research projects, including problem definition, research design, and data collection strategies.
CO3	Apply marketing research techniques to real-world business problems such as product testing, brand evaluation, and customer satisfaction analysis.
CO4	Evaluate modern trends in marketing research, including AI, big data analytics, mobile surveys, and ethical issues in consumer data handling.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction** 1.1 Concept, meaning & significance of marketing research 1.2 Difference between marketing research and market research 1.3 Types and Areas of Marketing Research 1.4 Scope and applications in marketing decision-making 1.5 Role of marketing research in understanding consumer behaviour, market trends, and competition 1.6 Limitations and challenges of marketing research	**15**

2	**Marketing Research Process** 2.2 Setting objectives and developing a research plan 2.3 Data Collection, Analysis and Interpretation, Report Writing 2.5 In-house vs agency research: Pros and cons 2.6 Ethics in Marketing research	**15**
3	**Applications of Marketing Research** 3.1 Product development and concept testing 3.2 Brand tracking and brand health studies 3.3 Advertising effectiveness research 3.4 Customer satisfaction and loyalty measurement 3.5 Retail and shopper marketing research 3.6 Competitive intelligence and market potential analysis	**15**
4	**Emerging Trends in Marketing Research** 4.1 Role of Artificial Intelligence and Machine Learning in marketing insights 4.2 Use of Big Data and analytics in consumer behaviour tracking 4.3 Online panels and mobile-based market surveys 4.4 Sentiment analysis and social media research	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing (7th Edition)	Philip Kotler, Kevin Lane Keller	Pearson Education	Noida
2	Marketing Research Methods: Quantitative & Qualitative	Mercedes Esteban-Bravo, Jose M. Vidal-Sanz	Cambridge University Press	UK
3	Essentials of Marketing Research	S.A.Chunawala	Himalaya Publishing House	India
4	Marketing Research: Text and Cases (4th Edition)	Rajendra Nargundkar	McGraw Hill Education	New Delhi
5	Marketing Research	David A. Aaker, V. Kumar, George S, Day	Wiley	USA
6	Marketing Research – An applied orientation	Naresh K Malhotra and Satyabhushan Das	Pearson Education	India

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 7**	**Financial Management: International Banking & Insurance**	**4**	**4**

Course Objectives	
1	To provide students with foundational knowledge about international banking.
2	To familiarize students with global banking services, the role of international financial institutions, and the risk management practices in international banking.
3	To develop an understanding of the principles, types, and global scope of insurance, and its role in international business.
4	To equip students with knowledge of the global regulatory framework for insurance and familiarize them with current trends in insurance sector.

Course Outcome	
CO1	To help explain the concept and significance of international banking and differentiate it from domestic banking.
CO2	To help analyse global banking services, functions of key international financial institutions, and major risks and developments in international banking.
CO3	To describe the types and functions of international insurance, compare domestic and international insurance markets, and assess the importance of insurance in global trade.
CO4	To explain the regulatory structure of international insurance, understand reinsurance principles, emerging global insurance trends and challenges.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to International Banking** 1.1 Overview of international Banking: Meaning, Definition, Features and importance, Evolution and growth of international banking. 1.2 Types of International Banking: Correspondent Banking, Offshore Banking, Foreign Bank Branches, Foreign Subsidiary Banks, Representative Offices, International Investment Banks, Multinational Banks (MNBs) 1.3 Difference between International and Domestic banking 1.4 Regulatory norms: Know Your Customer (KYC) and Anti-Money Laundering (AML) guidelines 1.5 Global significance: Importance of International Banking in the Global Economy	**15**

2	**Global Banking Services & Financial Institutions** 2.1 Global Banking Services: Trade financing, foreign exchange services, syndicated lending and project finance, investment banking and advisory services 2.2 International financial institutions: International Monetary Fund (IMF), World bank group, Bank for International Settlements (BIS), Asian Development Bank (ADB) 2.3 Role and functions of international financial institutions 2.4 Risk management in international banking: Political risk and country risk, foreign exchange risk, credit and settlement risks, Regulatory and compliance challenges 2.5 Recent trends and developments in international banking: FinTech and digital, Transformation, cross border digital payments and blockchain, sustainable and green banking initiatives, Impact of global crises.	**15**
3	**Fundamentals of International Insurance** 3.1 Concept and Nature of Insurance 3.2 Definition, need, and scope of insurance 3.3 Evolution and history of insurance across the world 3.4 Global Classification of Insurance: Non-life insurance (General insurance), Commercial insurance (Business insurance) 3.5 Global insurance markets Overview in the US, UK, Europe, India, and Asia-Pacific 3.6 Role of Insurance in Economic Development International Trade, Importance of insurance in global trade 3.7 Comparison between domestic and international insurance 3.8 Globalization of Insurance Industry	**15**
4	**Regulation and Trends in International Insurance** 4.1 Role and functions of international regulatory bodies: International Association of Insurance Supervisors (IAIS), Organisation for Economic Co-operation and Development (OECD), World Trade Organization (WTO) provisions related to insurance 4.2 Reinsurance: Meaning, need, types, principles of reinsurance 4.3 Recent trends in international insurance: Global Partnerships and M&A, personalization through AI and Analytics, increased focus on geopolitical and supply chain risks, cross-border reinsurance growth, rise of embedded insurance, cyber insurance demand growth, climate risk and sustainability insurance	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Banking	Dr. R. Parameswaran	Himalaya Publishing House	Mumbai
2	Banking Theory, Law & Practice	E. Gordon & K. Natarajan	Himalaya Publishing House	Mumbai
3	Indian Financial System	M.Y. Khan	McGraw Hill Education	New Delhi
4	International Financial Management	P.G. Apte	McGraw Hill Education	New Delhi
5	Principles and Practices of Banking	IIBF (Indian Institute of Banking and Finance)	Macmillan Publishers India	New Delhi
6	Banking and Financial System	Dr. S Gurusamy	Tata McGraw Hill	New Delhi
7	International Business Environment	Dr. Francis Cherunilam	Himalaya Publishing House	Mumbai
8	International Finance	Dr. A. V. Rajwade	Academy of Business Studies	Mumbai
9	Insurance and Risk Management	Dr. P.K. Gupta	Himalaya Publishing House	Mumbai
10	Fundamentals of International Insurance	Dr. S. L. Gupta	Himalaya Publishing House	Mumbai

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 8**	**Supply Chain Management: Supply Chain and Risk Management**	**4**	**4**

Course Objectives	
1	To explain the fundamental concepts of risk and risk management.
2	To identify and analyze risks in supply chain management and strategies for managing them.
3	To familiarize students with the role of insurance in risk management.
4	To analyze foreign exchange risk and its control mechanisms.
5	To study resilient and sustainable supply chain strategies.

Course Outcome	
CO1	Apply various tools and techniques for effective risk analysis and mitigation.
CO2	Analyze risks in supply chain management and develop strategic approaches to manage global supply chain risks.
CO3	To know the principles, types, and coverage of insurance policies and assess their role in risk management.
CO4	Evaluate foreign exchange risk exposure and apply appropriate techniques and control measures.
CO5	Design resilient and sustainable supply chains by applying key principles and strategies

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to Risk Management** 1.1 Definition and meaning of risk, scope and objectives 1.2 Types of Risk: Strategic, operational, financial, legal, reputation and environmental risk 1.3 Process of risk management 1.4 Approaches to risk management: Proactive vs. Reactive Risk Management Qualitative vs. Quantitative Methods Traditional vs. Enterprise Risk Management (ERM) 1.5 Tools and techniques of risk management**:** Risk Matrix, SWOT Analysis, Cost-Benefit Analysis, PESTLE Analysis, Root Cause Analysis.	**15**

2	**Supply chain and Risk Management** 2.1 Risks in SCM**:** Types of SCM risks, comprehensive supply chain risk management strategies 2.2 Practical approach to supply chain risk management, global supply chain risk. 2.3 Meaning of insurance, nature, characteristics, principles of insurance, 2.4 Marine insurance meaning, benefits, types and coverage, 2.5 Marine cargo insurance 2.6 Fire insurance	**15**
3	**Foreign Exchange Risk Exposure and Control** 3.1 Meaning of foreign exchange risk 3.2 Types of foreign exchange risk exposure, 3.3 Techniques for managing foreign exchange risk. 3.4 Meaning, definition of foreign exchange control, 3.5 Objectives of foreign exchange control, 3.6 Methods of Foreign exchange control.	**15**
4	**Creating Resilient and sustainable Supply Chains** 4.1 Concept of Resilient Supply Chain, Principles of Designing a Resilient Supply Chain, 4.2 Physical Features of a Resilient Supply Chain, 4.3 Relationships within a Resilient Supply Chain, 4.4 strategies to build a resilient supply chain.	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply chain risk management	David L Olson	Business Expert press	
2	Risk Management and Insurance	P. Periasamy	McGraw Hill Education India	New Delhi
3	Risk Management	Dr. S.K. Bagchi	Jaico Publishing House	New Delhi
4	Supply Chain Management: Strategy, Planning and Operation	Sunil Chopra, Peter Meindl, D.V. Kalro	Pearson India	New Delhi

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 8**	**Marketing Management: International Brand Management**	**4**	**4**

Course Objectives	
1	To develop understanding of the concept of Branding.
2	To understand the key processes and strategies for developing and positioning brands in global markets.
3	To learn the important aspects of brand image and ways to develop, maintain, and refresh it.
4	To understand brand valuation concepts, methods, and how to leverage and manage brands for global growth

Course Outcome	
CO1	Application of core branding concepts
CO2	Apply global brand positioning and communication tactics while considering ethics and stakeholder roles
CO3	Evaluate and strengthen brand image using effective strategies
CO4	Apply brand valuation techniques and strategies to manage brand portfolios and support business decisions.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction** 1.1 Brand: Definition & Importance of Branding, International Branding 1.2 Brand elements 1.3 Brand Equity Models (Aaker's Model, Keller's Model) 1.4 Branding challenges and opportunities 1.5 Brand Identity, Image & Personality 1.6 Brand DNA, Kernel, Codes & Promises 1.7 Impact of Branding on Point of Distribution and Point of Purchase	**15**
2	**International Brand Development & Brand Positioning** 2.1 Process of developing a Brand 2.2 Global brand communication tactics (digital, traditional, hybrid) 2.3 Social impact, ethics, and sustainability in global branding 2.4 Points of Parity, Points of Difference 2.5 Brand Positioning & Repositioning 2.6 Digital Branding and Social Media in Global Markets	**15**

	- Role of social platforms, influencers, storytelling - Cross-border digital brand engagement 2.7 Role of Stakeholders in International Brand Development & Positioning 2.8 Risks and Challenges in International Brand Strategy - Legal, cultural, competitive, and logistical risks - Counterfeiting, dilution, repositioning	
3	**Brand Image** 3.1 Meaning & Importance 3.2 Dimensions of Brand Image: Brand identity, Brand Personality, Brand Associations, Brand Behaviours & attitudes, and Brand competence & Benefits 3.3 Factors influencing brand image 3.4 Strategies to build and maintain brand image 3.5 Brand Revitalisation, Brand Rejuvenation 3.6 Brand Audits	**15**
4	**Brand valuation** 4.1 Concept and significance 4.2 Methods of Brand valuation: Cost-based, Market-based, and Income-based approaches 4.3 Leveraging brands for growth and value creation (brand extensions, licensing, co-branding) 4.4 Brand Architecture and Portfolio Management 4.5 Global Branding strategies 4.6 Challenges, limitations, and practical applications of brand valuation in business decisions	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Brand Management	Dr. Gulnar Sharma, Prof. Karan Singh Khundia	Himalaya Publishing House	Pune
2	Brand Management: Principles and Practices	Dutta K	Oxford University Press	USA
3	The Seven Principles of Brand Management	Gupta, N. R	Tata McGraw-Hill Education	Noida
4	Brand Management: The Indian Context	YLR Moorthi	Vikas Publishing House	Mumbai
5	Building Strong Brands	David	Aaker Simon & Schuster	New York
6	International Brand Management	Dr. Dipak Wayal et.al.	Thakur Publication	Pune, India

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Major Mandatory 8**	**Financial Management: Auditing and Taxation**	**4**	**4**

Course Objectives	
1	To study the fundamentals of auditing and forensic audit
2	To understand different concepts and definitions under Income Tax Act, 1961
3	To understand the importance of taxation to the students.
4	To update the students with the latest development in the subject of taxation.

Course Outcome	
CO1	Discuss and understand key concepts in auditing and forensic auditing
CO2	Identify key concepts, terms and regulation related to business taxation.
CO3	Explain the principles of taxation, including the different types of taxes and their implications for financial decision making.
CO4	Demonstrate the ability to compute tax liabilities for an individual

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to Auditing:** 1.1 Definition, Nature, Objectives, advantages of auditing 1.2 Types of errors and frauds, various classes of audit 1.3 Audit programme, audit note book, working papers 1.4 Internal control, internal check and internal audit. 1.5 Definition, importance of forensic audit 1.6 Process of Forensic Auditing 1.7 Forensic Audit Techniques 1.8 Forensic Audit Report	**15**
2	**Introduction to Income Tax Act, 1961:** 2.1 Income Tax Act-1961 (Meaning, Concepts and Definitions) 2.2 History of income tax in India, fundamental concepts and definitions under Income Tax Act,1961, canons of taxation, objectives of income tax, taxation Structure in India. 2.3 Concept and definitions: Income, Person, Assessee, Assessment Year, Previous Year, Residential Status of an Assessee. 2.4 Permanent Account Number (PAN) - Uses & benefits.	**15**

3	**Heads of Income and Computation of total income as per Income Tax, 1961:** 3.1 Income from salary: Meaning of salary, allowance and tax liability-perquisites and their valuation, deductions from salary. (theory and simple numerical on salary) 3.2 Income from house property: Basis of chargeability, annual value-self occupied and let out property, deductions allowed. (theory and simple numerical on income from house property) 3.3 Profits and gains of business and profession: definitions, deductions expressly allowed and disallowed. 3.4 Capital gains: Chargeability-meaning and concept of short term and long-term capital gains-permissible deductions. (theory and simple numerical on capital gain) 3.5 Income from other sources- Chargeability-meaning and concept. (theory only)	**15**
4	**Computation of Total Taxable Income & Filing of Online ITR.** 4.1 Meaning and concept, Gross Total Income-Deductions u/s 80 C to U. 4.2 Computation of Total Income of an Individual (Old and New Tax Regime under provisions of Section 115 BAC) Computation of Tax Liability of an Individual (Simple Numerical Problem) 4.3 Form 26 AS-Uses, Various types of ITR, Procedure to file various online ITRs, Refund of Tax.	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Taxman's Students' Guide to Income Tax	Dr. Vinod K. singhania and dr. Monica Singhania	Taxmann Publication	New Delhi
2	Practical Approach to Income Tax	Girish Ahuja, Ravi Gupta	Wolters Kluwer India Private Limited	New Delhi
3	Indian Income Tax	H.C. Malhotra	Sahitya Bhavan Publication	Mumbai
4	Direct Taxes	B.B. Lal, N. Vashisht	I K International Publishing House Pvt. Ltd.	New Delhi
5	Practical Auditing	Spicer and Peglar	Allied,1975, HFL,1978	
6	Auditing Assurance Standards	ICAI	ICAI	New Delhi
7	Fundamentals of Accounting and Auditing	ICSI	ICSI	New Delhi

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Minor**	**Research Methodology**	**4**	**4**

Course Objectives	
1	To understand the meaning, objectives, types, and significance of research in a business context.
2	To learn the process of designing research and applying appropriate methods for data collection and sampling.
3	To develop skills in data editing, analysis, tabulation, and graphical representation using basic statistical tools.
4	To gain the ability to write structured research reports, cite sources properly, and present findings effectively and ethically.

Course Outcome	
CO1	Identify and explain different types of research, research designs, and the research process.
CO2	Select suitable data sources, sampling methods, and tools for collecting research data.
CO3	Process and analyse research data using basic techniques and present findings using tables and graphs.
CO4	Prepare well-organized research reports with proper citation and deliver clear oral and written presentations.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to Research** 1.1 Meaning, objectives, and significance of research in business 1.2 Types of research: Basic, applied, descriptive, analytical, qualitative, and quantitative 1.3 Research process and its steps 1.4 Criteria of good research 1.5 Ethics in research	**10**
2	**Research Design and Data Collection** 2.1 Meaning and importance of research design 2.2 Types of research design: Exploratory, descriptive, and experimental 2.3 Sampling: Concepts, methods (probability and non-probability), sampling errors 2.4 Sources of data: Primary and secondary 2.5 Methods of data collection: Observation, interview, questionnaire, and schedule 2.6 Design of a good questionnaire	**20**

3	**Data Processing and Analysis** 3.1 Data editing, coding, classification, and tabulation 3.2 Use of tables, charts, and graphs in data presentation 3.3 Measures of central tendency and dispersion (basic overview) 3.4 Hypothesis: Meaning, types, and formulation 3.5 Use of software tools (e.g., Excel/SPSS) – basic introduction & overview	**15**
4	**Research Report Writing and Presentation** 4.1 Structure and components of a research report 4.2 Guidelines for writing a good research report 4.3 Citation and bibliography 4.4 Plagiarism and how to avoid it 4.5 Presentation of research findings: Oral and written	**15**

Reference Material:

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Research Methods	Donald Cooper and P.S. Schindler	Tata McGraw Hill	New Delhi
2	Research Methodology	C. R. Kothari	New Age International	New Delhi
3	Research Methods for Business	Uma Sekaran	Wiley	New Delhi
4	Research Methodology	Ranjit Kumar	Pearson Education	New Delhi
5	Research Methodology	Michael V. P.	Himalaya Publishing House	Mumbai
6	Foundations of Behavioral Research	Fred N. Kerlinger	Holt, Rinehart and Winston	New York

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Open Elective (OE)**	**Mercantile Law**	**2**	**2**

Note: This course is taken from OE basket of Faculty of Humanities – BoS in Law. This course is mandatory for SYBCom – IB Semester III students

Course Objectives	
1	To provide foundational knowledge of the Indian Contract Act, including essential elements, performance, discharge, and remedies, along with the emerging framework of e-contracts.
2	To give an overview of key business laws governing partnerships, LLPs, companies, and consumer protection mechanisms applicable to business operations.

Course Outcome	
CO1	Learners will be able to explain and apply core principles of contract law and distinguish traditional contracts from e-contracts.
CO2	Learners will be able to identify and differentiate between various forms of business entities and understand consumer rights and redressal mechanisms under Indian law.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Essentials of the Indian Contract Act, 1872** 1.1 Background and Necessity of Contract Law 1.2 Nature of Contract, General Principles of Contract, Essential Elements of Contract 1.3 Types of Contracts 1.4 Performance and Discharge of Contracts 1.5 Remedies (Including damages, meaning, kinds and rules for ascertaining damages) 1.6 E-Contracts: Meaning, Nature, Formation, Validity, Legality and Recognition under the law	**15**
2	**Overview of Business Laws and Consumer Protection:** 2.1 Partnership Act, 1932: Meaning and definition of partnership Features of Partnership, Types of partners, Introduction to Partnership Act, 1932. 2.2 Law Governing LLP: Meaning and definition of Limited Liability Partnership, Introduction to LLP Act, Basic Features of LLP, Difference between Partnership Firm and LLP. 2.3 Consumer Protection Act, 2019: Objectives and Scope, Definition of Consumer and Consumer Disputes, Consumer Rights and	**15**

	Responsibilities, Consumer Redressal Agencies: District, State, and National Commission, Procedures and Jurisdiction 2.4 Companies Act, 2013: Meaning, Nature, and Characteristics of a Company, Silent features of the Companies Act, 2013, Applicability and Scope of the Act, Types of Companies (Private, Public, One Person, Section 8, etc.), Differences between Company and Partnership / LLP, Formation of a Company: Incorporation Process and Legal Formalities	

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business law	R.S.N.Pillai Bagavathi	S. Chand & Company Ltd,	New Delhi
2	Elements of Mercantile Law	N.D. Kapoor	Sultan Chand & Sons	New Delhi
3	The Indian Contract and Specific Relief Acts, ed. 17	Pollock & Mulla	LexisNexis India	New Delhi
4	Contract & Specific Relief ed. 13	Avtar Singh	EBC Publication	Lucknow
5	Setting up of Business Entities	ICSI	ICSI	New Delhi
6	Business and Corporate Law	Dr. Kaur Harpreet	Lexis Nexis	New Delhi
7	Business and Commercial Laws	Sen And Mitra	The World Press Pvt. Ltd	Kolkata
8	The Maharashtra Shops & Establishments (Regulation of Employment and Conditions of Service) Act, 2017 and Rules, 2018	S.D Puri	Snow White Publications Private Limited	Mumbai

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Vocational Skill Development Course**	**Digital Marketing**	**2**	**2**

Course Objectives	
1	To introduce the core concepts and processes of digital marketing and its applications.
2	To develop an understanding of visibility, engagement, and traffic conversion in the digital space.

Course Outcome	
CO1	Explain the key components and strategies of digital marketing.
CO2	Analyze the importance of visibility, engagement, and conversion in online marketing.

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**Introduction to Digital Marketing:** 1.1 Concept and meaning of Digital Marketing, Digital Marketing Tools & Process, 1.2 Meaning of Visibility, Increasing Visibility, Types of visibility, and Examples of visibility. Concept of Engagement, Visitors Engagement, its importance and examples of engagement. 1.3 Inbound vs Outbound Marketing, Bringing Targeted Traffic Inbound and outbound marketing 1.4 Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process.	**15**
2	**Social Media Marketing:** 2.1 Introduction of Social Media Marketing, Google AdWords, YouTube Marketing, Email Marketing 2.2 WWW, Domains, Buying a Domain, Core Objective of Website and Flow, 2.3 Strategic Design of Home Page, Optimization of Websites, SEO Optimization	**15**

Reference Material:

Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing 5.0: Technology for Humanity	Philip Kotler, Hermawan Kartajaya, Iwan Setiawan	Wiley	India
2	Digital Marketing	Dr. Babu KG Raja Sabarish , Dr.Anbazhagan B , Dr. Meenakumari S	Sultan Chand & Sons	India
3	Digital Marketing	Seema Gupta	McGraw Hill Education	India
4	Digital Marketing	Vandana Ahuja	Oxford University Press	India
5	Basics of E-Marketing	Dr. Nishant Vachhani, Dr. Sanjay Bhayani	Himalaya Publishing House	India

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/ Week**
3		**Ability Enhancement Course (AEC)**	**Modern Indian Languages 1 : Marathi/Hindi/Sanskrit**	**2**	**2**

The details syllabus of each of the languages will be shared by respective board of studies.

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Field Project**	**Business Exposure related to Supply Chain Management**	**2**	**4**

Course Objectives	
1	To provide students with practical exposure to supply chain management concepts through field visits, expert interactions, and group activities.
2	To develop students' research, communication, and teamwork skills through interviews, surveys, and project presentations.

Course Outcome	
CO1	Apply theoretical knowledge of supply chain management in real-world business contexts through field-based observations and interactions.
CO2	Effectively communicate their findings through structured reports and group presentations.

The candidate shall visit the respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carry 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is mandatory).

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**1.1 Group Report** Subject Teacher shall provide orientation to the students and form the groups in the class room for report preparation. A sample of project topics is as follows: 1. Designing a Strategic Sourcing Plan Based on Interviews with Small Retail Business Owners 2. Assessing the Role of Packaging in Supply Chain Efficiency: A Study of Local Manufacturers 3. Sustainable Packaging Practices in the Food Industry: Insights from Packaging Suppliers and Retailers 4. Inventory Management Practices in Small Retail Stores: Field Observations and Interviews 5. Challenges in Delivery Timeliness: A Case Study of Local Courier Services	**6**

	Subject Teacher can select any such SCM topic from syllabus relevant to correlate theory and practical working with the permission of Head of Department. **1.2 Conduction of Expert lecture/ visit** 1. Digital Transformation in Supply Chain: Role of AI, IoT, and Blockchain 2. Sustainable Supply Chain Practices in the FMCG Sector 3. Career Opportunities and Skills Required in Modern Supply Chain Management. 4. Challenges and Innovations in Last-Mile Delivery 5. Global Sourcing and Procurement Strategies: Insights from the Industry Subject Teacher can select any such SCM topic from syllabus relevant for expert lecture. **Minimum THREE activities of which ONE must be a field visit must be done.**	
2	**Report Writing:** Report shall be made on following points per activity: 1. Name of organization 2. Objective of activity 3. Points observed/ learned 4. Questionnaire with minimum 10 questions 5. Screen shot, image of activity 6. Suggestions based on objective Subject teacher may add more points in report as per their convenience and requirement of activity. Report should be submitted in spiral copy and PPT presentation	**20**
3.	**Evaluation based on report and viva** Presentation is to be made in groups for evaluation of activity External must be appointed for viva in consultation with the Head of the Institution Marks allocation: 30% marks report 30% marks PPT presentation 40% marks Viva-Voce Examination **Total : 50 marks**	**4**

Guidelines for Field Visits and Interviews

For Students:

- Field visits and interviews will be organized under the guidance of the subject teacher.
- Interviews can be either structured or unstructured, depending on the need. The main aim is to help students collect as much useful information as possible during these interactions.
- Students should carefully observe how theoretical concepts are applied in real-life situations. This will help them understand the practical side of their subject.
- These visits will provide exposure to actual working environments and demonstrate how tasks are carried out in organizations.
- All field visits should be directly related to the subject specialization.

Instructions for Students:

- Each project must be carried out as per the instructions given by the subject teacher.
- Every project should begin with a clear title and objective.
- Wherever necessary, students must attach relevant materials such as documents, samples, questionnaires, or any supporting content in their project work.

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Field Project**	**Business Exposure related to Marketing Management**	**2**	**4**

Course Objectives	
1	To provide students with practical exposure to marketing concepts through field visits, expert interactions, and group activities.
2	To develop students' research, communication, and teamwork skills through interviews, surveys, and project presentations.

Course Outcome	
CO1	Apply theoretical knowledge of marketing management in real-world business contexts through field-based observations and interactions.
CO2	Effectively communicate their findings through structured reports and group presentations.

The candidate shall visit the respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carry 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is mandatory).

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**1.1 Group Report** Subject Teacher shall provide orientation to the students and form the groups in the class room for report preparation. A sample of project topics is as follows: 1. Customer Satisfaction Survey of a Local Café 2. Brand Awareness Study for a Local Clothing Store Sustainable 3. Inventory Management Practices in Small Retail Stores: Field Observations and Interviews 4. Advertising Effectiveness of a Local Gym 5. Customer Preferences for Online vs. Offline Shopping Subject Teacher can select any such marketing topic from syllabus relevant to correlate theory and practical working with the permission of Head of Department. **1.2 Conduction of Expert lecture/ visit** 1. Influencer Marketing and Brand Authenticity	**6**

	2. Sustainable Branding: Marketing with Purpose 3. AI and Big Data in Marketing Research 4. Challenges and Innovations in Last-Mile Delivery 5. Global Sourcing and Procurement Strategies: Insights from the Industry Subject Teacher can select any such marketing topic from syllabus relevant for expert lecture. **Minimum THREE activities of which ONE must be a field visit must be done.**	
2	**Report Writing:** Report shall be made on following points per activity: 1. Name of organization 2. Objective of activity 3. Points observed/ learned 4. Questionnaire with minimum 10 questions 5. Screen shot, image of activity 6. Suggestions based on objective Subject teacher may add more points in report as per their convenience and requirement of activity. Report should be submitted in spiral copy and PPT presentation	**20**
3.	**Evaluation based on report and viva** Presentation is to be made in groups for evaluation of activity External must be appointed for viva in consultation with the Head of the Institution Marks allocation: 30% marks report 30% marks PPT presentation 40% marks Viva-Voce Examination **Total : 50 marks**	**4**

Guidelines for Field Visits and Interviews

For Students:

- Field visits and interviews will be organized under the guidance of the subject teacher.
- Interviews can be either structured or unstructured, depending on the need. The main aim is to help students collect as much useful information as possible during these interactions.
- Students should carefully observe how theoretical concepts are applied in real-life situations. This will help them understand the practical side of their subject.
- These visits will provide exposure to actual working environments and demonstrate how tasks are carried out in organizations.

- All field visits should be directly related to the subject specialization.

Instructions for Students:

- Each project must be carried out as per the instructions given by the subject teacher.
- Every project should begin with a clear title and objective.
- Wherever necessary, students must attach relevant materials such as documents, samples, questionnaires, or any supporting content in their project work.

Semester III					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
3		**Field Project**	**Business Exposure related to Financial Management**	**4**	**4**

Course Objectives	
1	To provide students with practical exposure to financial concepts through field visits, expert interactions, and group activities.
2	To develop students' research, communication, and teamwork skills through interviews, surveys, and project presentations.

Course Outcome	
CO1	Apply theoretical knowledge of financial management in real-world business contexts through field-based observations and interactions.
CO2	Effectively communicate their findings through structured reports and group presentations.

The candidate shall visit the respective firms/websites/organizations/markets/companies/ attend experts lecture in entire semester and prepare a Field Project Report which shall carry 50 marks (30 Marks for Project Report and 20 marks for Viva-Voce). Student has to submit Field Project Work Report Spiral copy to the college. The faculty shall organize and guide to the student regarding field visit and for preparing the report. The report shall be evaluated by the subject teacher and Head of Department at the end of Semester from given topic ANY THREE can be considered by subject teacher (minimum ONE visit is mandatory).

Unit	**Title and Contents**	**No. of Lecture Hours**
1	**1.1 Group Report** Subject Teacher shall provide orientation to the students and form the groups in the class room for report preparation. A sample of project topics is as follows: 1. Savings and Investment Habits of College Students 2. Investment Preferences of Salaried Employees 3. Awareness of Tax Saving Investment Options 4. Preference for Traditional vs. Modern Investment Options 5. Insurance Awareness Among Middle-Class Families Subject Teacher can select any such marketing topic from syllabus relevant to correlate theory and practical working with the permission of Head of Department. **1.2 Conduction of Expert lecture/ visit**	**6**

	1. Forensic Auditing: Detecting and preventing corporate frauds 2. Recent trends in internal audit and risk-based auditing 3. Role of technology in modern banking (AI, Blockchain & Automation) 4. Audit under Companies Act, 2013 – Key Changes and Challenges 5. Ethics and professional scepticism in auditing practice Subject Teacher can select any such marketing topic from syllabus relevant for expert lecture. **Minimum THREE activities of which ONE must be a field visit must be done.**	
2	**Report Writing:** Report shall be made on following points per activity: 1. Name of organization 2. Objective of activity 3. Points observed/ learned 4. Questionnaire with minimum 10 questions 5. Screen shot, image of activity 6. Suggestions based on objective Subject teacher may add more points in report as per their convenience and requirement of activity. Report should be submitted in spiral copy and PPT presentation	**20**
3.	**Evaluation based on report and viva** Presentation is to be made in groups for evaluation of activity External must be appointed for viva in consultation with the Head of the Institution Marks allocation: 30% marks report 30% marks PPT presentation 40% marks Viva-Voce Examination **Total : 50 marks**	**4**

Guidelines for Field Visits and Interviews

For Students:

- Field visits and interviews will be organized under the guidance of the subject teacher.
- Interviews can be either structured or unstructured, depending on the need. The main aim is to help students collect as much useful information as possible during these interactions.
- Students should carefully observe how theoretical concepts are applied in real-life situations. This will help them understand the practical side of their subject.

- These visits will provide exposure to actual working environments and demonstrate how tasks are carried out in organizations.
- All field visits should be directly related to the subject specialization.

Instructions for Students:

- Each project must be carried out as per the instructions given by the subject teacher.
- Every project should begin with a clear title and objective.
- Wherever necessary, students must attach relevant materials such as documents, samples, questionnaires, or any supporting content in their project work.