

**Savitribai Phule Pune University**  
**Faculty of Commerce & Management**  
**Structure for Three Year**  
**B.Com. (Vocational) Degree Course (Choice Based Credit System)**  
**(2019 Pattern)**  
**With effect from June, 2019**

**Preamble**

Commerce Vocational Education refers to, in addition to general education, the study of technologies and related sciences and the acquisition of practical skills, attitudes, understanding and knowledge relating to occupations in various sectors of economic and social life.

As per the UGC and the Savitribai Phule Pune University norms, vocational education is an integral part of general education. It is a means of preparing for occupational fields and for effective participation in the world of work and for responsible citizenship. In this sense, it can become an instrument for promoting environmentally sound sustainable development and a method of facilitating poverty alleviation.

In a time of continuous economic, social and technological change, skills and knowledge become quickly out-of-date. There is a need to develop the knowledge and skills that will help the workforce become more flexible and responsive to the needs of local human resources, while competing in the global economy.

The choice based credit system offers a cafeteria approach where the students have the liberty to choose courses of their own choice. The credit system allows students to opt for additional courses where he / she can score more than the required credits. The system will focus on student centric learning methods, which include use of Information and Communication Technology, innovative methods of teaching and learning and emphasis on industry interaction to enable the learners to take up professional challenges more effectively.

**1) INTRODUCTION**

The B.Com (Vocational) Degree Course (2019 pattern) will be introduced in the following order:-

- |                       |           |
|-----------------------|-----------|
| a. First Year B.Com.  | 2019-2020 |
| b. Second Year B.Com. | 2020-2021 |
| c. Third Year B.Com.  | 2021-2022 |

The B.Com. (Vocational) Degree Course will consist of six semesters divided into three Years. The first year (Semester I and II) choice based credit system examination will be held at the end of the each semester.

The Second Year (Semester III and IV) and Third Year (Semester V and VI) choice based credit system examination will be held at the end of the each semester

- d) There will be Practical for the S.Y.B.Com level Compulsory Course Business Communication (Semester III and IV) & for T.Y.B.Com Auditing and Taxation (Semester V) & (Semester VI)
- e) A Student must offer the same Special Course at T.Y.B.Com. (Semester V & VI) which he / she has offered at S.Y.B.Com. (Semester III and IV)
- f) In an exceptional case, a student may change the Course chosen by him at third and fourth semester of second year during the first semester of the third year provided he keeps the additional terms of the Course at S.Y.B.Com.

**Course having practical examination:-**

Semester	Type of Course	Name of Practical Course	Course Code
I	Core Course	Financial Accounting – I	PR - 112
II	Core Course	Financial Accounting – II	PR – 122
III	Core Course	Business Communication – I	PR - 231
III	Discipline Specific Elective	<p align="center"><b>Special Course Paper(I)</b></p> a) Business Administration b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	PR- 236
IV	Core Course	Business Communication – II	PR- 241
IV	Discipline Specific Elective	<p align="center"><b>Special Course Paper(I)</b></p> a) <b>Business Administration</b> b) Banking and Finance c) Business Law and practices d) Cooperation and Rural Development e) Cost and Works Accounting f) Business Statistics g) Business Entrepreneurship h) Marketing Management i) Agricultural and Industrial Economics j) Defence Budgeting, Finance and Management k) Insurance, Transport and Tourism l) Computer Programming and Application	PR- 246
V	Core Course	Auditing & Taxation – I	PR- 354

- a. Written examination
- b. Quiz
- c. Presentations
- d. Projects
- e. Assignments
- f. Tutorials
- g. Orals

**9. RESTRUCTURING OF COURSES – EQUIVALENCE AND TRANSITORY PROVISION:**

The University will conduct examination of old course (2013 Pattern) for next three academic years from the date of implementation of course.

The candidate of old course will be given three chances to clear his/her Courses as per the old course (2013 Pattern) and thereafter he/she will have to appear for the Courses under Courses as per the equivalence given to old course(2013 Pattern).

**10. SCHEMES OF CREDITS –**

**Total credits for three year integrated B.Com. Course is as follows:-**

Sr. No.	Semester No	No. of courses	Lecture Hours	Credit per course	Credit for practical courses	Add on course credit (*)	Lectures + Practical + add on courses= Total Credits
1	I	7	48	3	1	1	21 +2 =23
2	II	7	48	3	1	1	21 +2 =23
3	III	6	48	3	2	0	18+2 =20
4	IV	6	48	3	2	2	18+2+2 =22
5	V	6	48	3	3	0	18+3=21
6	VI	6	48	3	3	2	18+3+2 =23
<b>Total No. of credits</b>							<b>132</b>

**Suggested Add On courses (\*)**

Sr. No.	Add on course	Class	Semester	Credit
1.	Value added course - I	F.Y.B.Com.	I	1
2.	Value added course – II	F.Y.B.Com.	II	1
3.	Environment Awareness	S.Y.B.Com.	IV	2
4.	Specific Add - on Course related to specialized Course/ Internship	T.Y.B.Com.	VI	2
<b>Total</b>				<b>6</b>

**Revised structure for three year B.Com (Vocational) Degree Courses under CBCS w.e.f. 2019-20**

**Semester - I**

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
111	Compulsory English- I	Ability Enhancement Compulsory Course	4	3	30	70	-	100	3 Hours
112	Financial Accounting – I	Core Course	4	3	30	50	20	100	3 Hours
113	Business Economics- I	Core Course	4	3	30	70	-	100	3 Hours
114 (A)	Business Mathematics and Statistics - I	Core Course	4	3	30	70	-	100	3 Hours
114(B)	OR Computer Concepts and Application- I								
115 (A)	<b>Vocational Subjects</b> Computer Applications -I or Advertising, Sales Promotion and Sales Management-I	Generic Elective Course	4	3	30	50	20	100	3 Hours
115 (B)	or Sales Management-I								
115 (C)	Tax Procedure-I								

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
116 (A)	<b>Vocational Subjects</b> Computer Applications-II		4	3	30	50	20	100	3 Hours

116 (B)	or Advertising, Sales Promotion and Sales Management-II or Tax Procedure-II	Generic Elective Course							
116 (C)									
117	<b>Any one of the following Language Additional</b> English/ Marathi/ Hindi/ Gujarati/ Sindhi/ Persian/ Urdu/ French/ German / Sanskrit / Arabic	Ability Enhancement	4	3	30	70	-	100	3 Hours

**Revised structure (2019 pattern) for three year B.Com (Vocational) Degree Courses under CBCS w.e.f. 2019-20**

**Semester - II**

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
121	Compulsory English- II	Ability Enhancement Compulsory Course	4	3	30	70	-	100	3 Hours
122	Financial Accounting – II	Core Course	4	3	30	50	20	100	3 Hours
123	<b>Business Economics- II</b>	Core Course	4	3	30	70	-	100	3 Hours
124 (A)	Business Mathematics and Statistics - II OR Computer Concepts and Application- II	Core Course	4	3	30	70	-	100	3 Hours
124(B)									

	<b>Vocational Subjects</b>	Generic Elective Course	4	3	30	50	20	100	3 Hours
125 (A)	Computer Applications -I or								
125 (B)	Advertising, Sales Promotion and Sales Management-I or								
125 (C)	Tax Procedure-I								

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment	
						Univ. Exam	Practical Exam
	<b>Vocational Subjects</b>		4	3	30	50	20
126 (A)	Computer Applications-II or						
126 (B)	Advertising, Sales Promotion and Sales Management-II or	Generic Elective Course					
126 (C)	Tax Procedure-II						
127	<b>Any one of the following Language - II</b> Additional English/ Marathi/ Hindi/ Gujarati/ Sindhi/ Persian/ Urdu/ French/ German / Sanskrit / Arabic	Ability Enhancement	4	3	30	70	-

Revised structure (2019 pattern) for three year S.Y.B.Com (Vocational) Degree Courses under CBCS w.e.f. 2020-21

Semester - III

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
231	Business Communication - I	Core Course	4	3	30	50	20	100	3 Hours
232	Corporate Accounting – I	Core Course	4	3	30	70	-	100	3 Hours
233	Business Economics- I (Macro)	Core Course	4	3	30	70	-	100	3 Hours
234	Business Management - I	Core Course	4	3	30	70	-	100	3 Hours
235 (A)	<b>Vocational Subjects</b> Computer Applications -I or	Discipline Special Elective	4	3	30	50	20	100	3 Hours
235 (B)	Advertising, Sales Promotion and Sales Management-I or								
235 (C)	Tax Procedure-I								
236 (A)	<b>Vocational Subjects</b> Computer Applications-II or	Generic Elective Course	4	3	30	50	20	100	3 Hours
236 (B)	Advertising, Sales Promotion and Sales Management-II or								
236 (C)	Tax Procedure-II								

Revised structure (2019 pattern) for three year S.Y.B.Com (Vocational) Degree Courses under CBCS  
w.e.f. 2020-21

Semester - IV

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
241	<b>Business Communication- II</b>	Core Course	4	3	30	50	20	100	3 Hours
242	Corporate Accounting - II	Core Course	4	3	30	70	-	100	3 Hours
243	Business Economics- II (Macro)	Core Course	4	3	30	70	-	100	3 Hours
244	Business Management - II	Core Course	4	3	30	70	-	100	3 Hours
245 (A)	<b>Vocational Subjects</b> Computer Applications -I or	Generic Elective Course	4	3	30	50	20	100	3 Hours
245 (B)	Advertising, Sales Promotion and Sales Management-I or								
245 (C)	Tax Procedure-I								

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
246 (A)	<b>Vocational Subjects</b> Computer Applications-II or	Generic Elective Course	4	3	30	50	20	100	3 Hours
246 (B)	Advertising, Sales Promotion and Sales Management-II or								
246 (C)	Tax Procedure-II								

**Revised structure (2019 pattern) for three year T.Y.B.Com (Vocational) Degree Courses under CBCS w.e.f. 2021-22**

**Semester - V**

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
351	Business Regulatory Framework - I	Core Course	4	3	30	70	-	100	3 Hours
352	Advanced Accounting – I	Core Course	4	3	30	70	-	100	3 Hours
353	Indian and Global Economic Development - I Or International Economics – I	Core Course	4	3	30	70	-	100	3 Hours
354	Auditing & Taxation - I	Core Course	4	3	30	50	20	100	3 Hours
355(A) 355 (B) 355 (C)	<b>Vocational Subjects</b> Computer Applications-I or Advertising, Sales Promotion and Sales Management-I or Tax Procedure-I	Discipline Special Elective	4	3	30	50	20	100	3 Hours

Paper No.	Subject / Title of Paper	Course	No. of lectures (Per Week)	No of Credits	Internal Assessment	University Assessment		Total Marks	Duration of Theory Examination
						Univ. Exam	Practical Exam		
356(A) 356(B) 356 (C)	<b>Vocational Subjects</b> Computer Applications-II or Advertising, Sales Promotion and Sales Management-II or Tax Procedure-II	Generic Elective Course	4	3	30	50	20	100	3 Hours

**Syllabus for B. Com. (Vocational) Semester –I**

**Advertising, Sales Promotion and Sales Management-I**

**Subject Name: - Marketing Communication - I**

**Course code :- 115 (B)**

**Credit-3**

Objective of the programme

- To understand the concept, need, importance, utility of Advertising, sales promotion and sales management
- To develop the skills of students to face the modern world of Advertising
- To create awareness among the students to face the modern world of Advertising
- To motivate students for innovative ideas, rational thoughts and competency
- To encourage creative thinking and focus on over all development of the student.

	Title of the Unit	Content	Purpose skills to be developed
1	Introduction to Marketing	Meaning Definition and purpose of modern marketing, marketing functions	To understand need and importance of modern day marketing and its functions. To understand various concepts of marketing
2	Marketing communication	Role and importance of Marketing Communication	To understand need and importance of effective communication in marketing.
3	Marketing Communication Process	To know the process of effective communication process.  To Know Barriers to effective communication	To understand Process of Communication Process and barriers to effective communication
4	New concepts in marketing communication	Various channels for establishing communication with customers  Such as social media and events	E- Marketing  Internet Marketing  Relationship marketing  Virtual Marketing  Multi-level Marketing  Direct Marketing

## References

Sr.No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management (15 <sup>th</sup> edition)	Philip Kotler, Kevin Isne Keller	Pearson publications	UK
2	Principles of Marketing( 17 <sup>th</sup> edition)	Philip Kotler , gary Armstrong, Prafullaagnihitri	Pearson Publications	UK
3	Marketing communication	Larry Percy	-	Canada
4	Marketing and Salesmanship	S.A. Sherlekar	Himalaya Publishing House.	India
5	Sales Promotion and Advertising Management,	M.N. Mishra	Himalaya Publishing House.	India
6	Event Management	-	Pearson	UK
7	Advertising, Sales and Promotion Management,	S.A. Chunawala,	Himalaya Publishing House	India

## Syllabus for B. Com. (Vocational) Semester –I

### Advertising, Sales Promotion and Sales Management-II

Subject Name: - Advertising

Course code :- 116 (B)

Credit-3

#### Objective of the programme

- To understand the concept, need, importance, utility of Advertising, sales promotion and sales management
- To develop the skills of students to face the modern world of Advertising
- To create awareness among the students to face the modern world of Advertising
- To motivate students for innovative ideas, rational thoughts and competency
- To encourage creative thinking and focus on over all development of the student.

Unit No.	Title of the Unit	Content	Purpose skills to be developed
1	Introduction to Advertising	Meaning and Definition of Advertising Nature and elements of Advertising Scope of advertising Functions of Advertising	To understand need and importance of modern day advertising and its nature.  To understand various functions of advertising.
2	Significance of advertising	Significance of Advertising Advantages of Advertising to the Manufacturers Advantages of Advertising to the Customers Advantages of Advertising to the Society Role of Advertising in International Economy Limitations of Advertising	To understand need and importance of advertising to various beneficiaries of advertising
3	Types of Advertising	Types of Advertising Commercial Non Commercial Institutional Others	To understand types of advertising
4	appeals in advertising	Meaning of Appeals in Advertising Different types of Appeals	To understand various appeals in advertising

**Syllabus for B. Com. (Vocational) Semester –II****Advertising, Sales Promotion and Sales Management- paper I****Subject Name: - Marketing Communication****Course code :- 125 (B)****Credit-3**

	Title of the Unit	Content	Purpose skills to be developed
1	Sales Promotion	Concept of Sales Promotion Need and importance of Sales Promotion Techniques of Sales Promotion Relationship between Sales Promotion and Advertising	To understand need and importance of sales Promotion and its functions. To understand various techniques of sales promotion
2	Public relation	Public relation: concept , need importance in modern marketing, Tools of public relation role of public relation in image building of company	To understand concept of public relation Meaning of Public Relations Types of Public relations Significance of Public Relations
3	Event Management	Meaning of Event Management Various types of events Ways for the Effective Management of Events	To understand concept of event management and methods of event management
4	Communication skills and personality development	Meaning and significance of Communication skills Presentation, Composition of Presentation Concept of Personality Development Five pillars of Personality Development	To understand need and importance of communication skills To know need of personality development and its importance

**Syllabus for B. Com. (Vocational) Semester –II**

**Advertising, Sales Promotion and Sales Management-II**

**Subject Name: - Advertising**

**Course code :- 126 (B)**

**Credit-3**

Unit No.	Title of the Unit	Content	Purpose skills to be developed
1	Print Media and layout of ad for print media	<p>Meaning print media and its type of Advertising Layout</p> <p>Essentials of good Advertising Layout</p> <p>Components of Advertising Layout for print media</p>	To know the importance of print media and creation of advertisement
2	Advertising Budget	<p>Meaning and concept of Advertising Budget</p> <p>Methods of Budget</p> <p>Factors affecting Advertising Budget</p>	To Understand concept and implementation of advertising budget
3	Career Avenues And Ethical aspects in Advertising	<p>Various career avenues in Marketing and advertising</p> <p>Role of Women in advertising</p> <p>Ethics in Advertising</p> <p>Global aspects in advertising</p>	To understand career opportunities in advertising and to know role of ethics in advertising.
4	Rural Advertising	<p>Meaning of Rural Advertising</p> <p>Need and importance of Rural Advertising in India</p> <p>Difficulties faced in Rural Advertising</p> <p>Suggestions to make Rural Advertising Effective</p>	To understand importance of rural advertising in India