

Master of Commerce
Syllabus for Financial Services - Semester IV

Proposed Syllabus
<p style="text-align: center;">Title of the Paper :</p> <p style="text-align: center;">Financial Services</p>

Title of the Paper Financial Services	Cr	L	P/T	D (EE)	EE	IE	T
	4	4	-	2.5 hrs.	75 marks	25 marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Course Objectives:

1. To introduce students to the concept and importance of financial services.
2. To acquaint students to some of the important financial terms such as FDI, Factoring, Credit rating etc.
3. To make them realize the relevance of these financial terms in real world situation.

Learner Outcomes:

- The students will be able to understand the implications of financial services.
- The students will be able to understand the importance and relevance of financial terms.
- The students will be given in-depth knowledge about financial services and their present status.

Proposed Syllabus								
	Module	Module Specific Objectives	Content	Weightage	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
							IE Weightage	EE Weightage
	1.	To understand the Concept of financial services and its importance.	Financial Services: <ul style="list-style-type: none">• Meaning, Definition• Need for Financial Services• Various Types of Financial Services- Fund Based and	25	15	1	10	10

			<p>Non-Fund Based Financial Services</p> <ul style="list-style-type: none"> • Characteristics and Role of Financial Services • Financial Service Sector: Problems and Reforms • Growth of Financial Services in India 					
	2.	To make students know the role of FDI, FII and MNCs in the Indian Financial System.	<p>International Capital Flows I :</p> <ul style="list-style-type: none"> • Financial Services in global perspective: International marketing of financial services; recent trends • FDI – Meaning, Role and Determinants of FDI • FII – Meaning, Role and Determinants of FII, Trends in FDI and FII • MNCs – Motives for MNCs, Problems of MNCs for Host and Home Country 		15	1	10	10

	3	To acquaint students with the term Factoring and with International Financial Institutions.	International Capital Flows II : <ul style="list-style-type: none"> • Factoring: Meaning, Origin and Types of Factoring • Benefits of Factoring • Factoring Mechanism • International Financial Institutions: IMF, IBRD, IFC – Their Objectives and Performance 	25	15	1	15	15
	4.	To introduce Credit Rating as an important financial service in the financial system of India.	Credit Rating <ul style="list-style-type: none"> • Meaning and Origin of Credit Rating • Importance of Credit Rating • Types of Credit Rating • Rating Methodology • Rating Symbols 	25	15	1	15	15
			Credit Rating Agencies in India					

Evaluation Scheme:**A. Internal Examination:**

The internal testing should be continual and spread over the semester

The pattern of the internal exam would be as follows:

- 2 Class Test (Written) exam of 25 Marks
- Class Assignments of 25 Marks

Out of above three the average of best two will be considered as internal marks.

B. External Examination:

The pattern of the written exam would be as follows:

- The Theory exam of 50 Marks:
- Q. 1 will be compulsory (1 question from each unit will be asked) , of 20 marks
- Any 2 questions from Q.2 to Q.5 should be answered, carrying 15 marks each.

References:

A. Essential Reading

1. Vasanth Desai, Financial Markets & Financial Services, Himalaya, Mumbai
2. Bhole L. M (2009), Financial Institutions & markets, Tata McGraw Hill Publications, New Delhi.

B. Additional Reading

1. Avadhani V A. (2008), Marketing of Financial Services & Markets: Investment Management by V A Avadhani, Himalaya Publications, Mumbai.
2. Avadhani V A. (2008), Investment & Securities Market in India: Investment Management, Himalaya Publications, and Mumbai.
3. Avadhani V A. (2009), Studies in Indian Financial System, by V Avadhani, Himalaya Publications, Mumbai.
4. Salvatore Dominick (2005); International Economics, Macmillan Publishing Company, New York.
5. Rao, Subba P (2009); International Business, Himalaya Publishing House, Mumbai.
6. Jain Arun Kumar & Charles W L Hill (2008); International Business, Tata McGraw Hill Publishing Co.
7. Cherunilum Francis; Global Economy & Business Environment, Himalaya Publishing

Master of Commerce
Syllabus for Retail Banking - Semester IV

Proposed Syllabus
<p style="text-align: center;">Title of the Paper:</p> <p style="text-align: center;">Retail Banking</p>

Title of the Paper Retail Banking	Cr	L	P/T	D (EE)	EE	IE	T
	4	4	-	2.5 hrs.	75 marks	25 marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Course Objectives:

1. To introduce students to the concept and importance of retail banking.
2. To acquaint students to some of the important banking terms such as NEFT, RTGS etc.
3. To make them realize the relevance of these banking terms in real world situation.

Learner Outcomes:

- The students will be able to understand the implications of banking services.
- The students will be able to understand the importance banking terms.
- The students will be given in-depth knowledge about retail banking services and their current status.

Proposed Syllabus								
	Module	Module Specific Objectives	Content	Weightage	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
							IE Weightage	EE Weightage
	1.	To understand the Concept of retail banking and its importance.	History, Definition, Distinction between Retail and Corporate/Wholesale Banking Deposits and types of accounts, Payments services, VISA Smart Payment etc. Credit Score for retailbanking and Why it is important. Remittance Services Collection and clearance services.	25	15	1	15	15

	2.	To make students know the role loans and types of loans offer by bank.	<p>Loans- Personal, Home.</p> <p>SME banking and framework on risk management in banks and how to reduce such risks.</p> <p>Non-performing assets of Public sector banks its Causes and Solutions</p>		15	1	10	10
	3	To acquaint students with global prospective of trading and make student aware of DEMAT	<p>Forex and Trade Services, Foreign Currency Cash/Drafts</p> <p>NRI Bank Accounts</p> <p>Distribution channels</p> <p>DEMAT operations</p> <p>International investors in overseasmarkets</p>	25	15	1	10	10
	4.	To acquaint students with ATM, Internet banking services.	<p>Trends in Retailing ATMs, InternetBanking, Mobile banking Credit Cards, Debit Cards, Prepaid Cards Private Banking and Wealth Management, Reverse Mortgage</p>	25	15	1	15	15

Evaluation Scheme:**A. Internal Examination:**

The internal testing should be continual and spread over the semester

The pattern of the internal exam would be as follows:

- 2 Class Test (Written) exam of 25 Marks
- Class Assignments of 25 Marks

Out of above three the average of best two will be considered as internal marks.

B. External Examination:

The pattern of the written exam would be as follows:

- The Theory exam of 50 Marks:
- Q. 1 will be compulsory (1 question from each unit will be asked) , of 20 marks
- Any 2 questions from Q.2 to Q.5 should be answered, carrying 15 marks each.

References:

1. Joseph A. DiVanna(2004), The Future of Retail Banking: Delivering Value to Global Customer (Hardcover), Palgrave Macmillan.
2. Hugh Croxford , Frank Abramson, Alex Jablonowski(2005), The Art of Better Retail Banking: Supportable Predictions on the Future of Retail Banking (Hardcover), Wiley.
3. Shelagh Heffernan(, 2005), Modern Banking (Paperback) Wiley).
4. Retail Banking(2010), Institute of banking and Finance (IIBF), McMillan Publishers, India.

Bachelor of Commerce

Syllabus for **Computer Applications Paper – V** (English Medium) Semester IV

Proposed Syllabus
Title of the Paper: Advance Accounting Software

Title of the Paper Advance Accounting Software	Cr	L	P/T	D (EE)	EE	IE	T
	2	4	4	2 hrs.	50 marks	25 marks	25 marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Proposed Syllabus (Advance Accounting Software)

Objectives:

- This course is designed to impart knowledge regarding concepts of Computerized Financial Accounting
- This course is useful for Commerce students to get placements in different offices as well as companies in Accounts departments
- Making students understand ERP software working and accounting management
- To learn and perform accounting, inventory and GST in Tally.ERP 9

Learner Outcomes:

- Understand and apply basic principles of accounting
- Understand double-entry system of accounts
- Understand the basic features associated with Tally
- Identify the key components of Tally
- Process and record the business transactions and manage the accounts information
- Enlightening students with skill of computer based practical knowledge of accounting, inventory, GST (CGST, SGST, IGST) & VAT through Tally.ERP 9.

Proposed Syllabus								
	Module	Module Specific Objectives	Content	Weightage	Instruction Time (No. of lectures of 50 Min each)	Credits	Evaluation	
							IE Weightage	EE Weightage
	1	To understand the basic accounting concept.	Basic Elements of Accounting [Theory] <ul style="list-style-type: none"> • What is Financial Accounting • Objectives of Financial Accounting • Advantages & Limitations of Financial Accounting • What is Double Entry System Classification of Accounts <ul style="list-style-type: none"> • Real Accounts, Personal Accounts & Nominal Accounts. Terms used in Accounting <ul style="list-style-type: none"> • Assets, Liabilities, Debtors, Creditors, Receivables, Payables, Capital etc. 	25	15	1	5	15

		<p>Recording Procedure in Accounting</p> <ul style="list-style-type: none"> • What is a transaction • What is a Voucher • Recording of transactions in Book of Primary Entry (JOURNAL) • Posting of transactions into Ledger • Preparation of Trial Balance • Introduction to Subsidiary Books of Accounting viz. Cash Book, Bank Book, Sales Book, Purchase Book etc. <p>Preparation of Final Accounts</p> <ul style="list-style-type: none"> • Significance of Final Accounts • Classification of Assets: - Fixed Assets, Current Assets. • Classification of Liabilities: - Fixed Liabilities, Current Liabilities. • Introduction to terms like Revenue & Capital 					
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			<div>Incomes/Expenses, Direct/Indirect Incomes & Expenses</div> <ul style="list-style-type: none">• Introduction to Trading Account/Manufacturing Account, Profit & Loss Account, Balance Sheet.					
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	2	To understand the basic functionalities of Tally	1. Recording Transactions <ol style="list-style-type: none"> Key Accounting terms: Transaction, Voucher, Debit, Credit, Accounting Equation, Assets, Liabilities, Capital, Profit, Expenditure, Stock, Depreciation. Rule of Double Entry Accounting Vouchers: Debit, Credit and Transfer Vouchers. Capital and Revenue Receipt and Expenditure 	25	15	1	5	20

		<p>2. Accounting Procedure</p> <ol style="list-style-type: none"> Journal, Day books, Cash Books –their utilities, types of transactions recorded in these books Types of day books – Accounting and supporting vouchers, Posting of vouchers in a Day book. Ledger : Need and format, posting of transaction from Day Book or Journal to Ledger. Balancing of Day Book and Accounts; meaning of Debit and Credit Balances. <p>Basic Elements of Accounting [Practical]</p> <p>1. Recording Transactions Preparation of basic vouchers such as</p> <ul style="list-style-type: none"> • Cash Memos • Receipts • Bills • Invoices • Debit Notes and • Credit Notes 					
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		<p>2. Accounting Procedure</p> <ol style="list-style-type: none"> Journal, Day books, Cash Books –their utilities, types of transactions recorded in these books Types of day books – Accounting and supporting vouchers, Posting of vouchers in a Day book. Ledger : Need and format, posting of transaction from Day Book or Journal to Ledger. Balancing of Day Book and Accounts; meaning of Debit and Credit Balances. <p>Starting Tally</p> <ul style="list-style-type: none"> Introduction to Tally Introduction to Tally Screen Button Bar, Calculator, Work Area, Gateway of Tally Menu, <p>Creation of company</p> <ul style="list-style-type: none"> Accounts Only Company, Inventory Only Company, Accounts with Inventory Company, Alteration of company 					
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		<ul style="list-style-type: none"> • Optional Features of Tally for Financial Accounting – F11 • Configuration options of Tally – F12. <p>Account Masters</p> <ul style="list-style-type: none"> • Accounting Groups • Accounting Ledgers and Sub Ledgers • Introduction to Reserved Account Groups available in Tally • Creation/Alteration of Groups • Alteration of System Generated Reserved Groups • Deletion of Group/Ledger. 					
3	To understand practical application of accounting	<p>Account Vouchers</p> <ul style="list-style-type: none"> • Introduction to Voucher Screen of Tally • Voucher Header • Voucher Body • How to Save Voucher 	25	15	1	7	20

	through Tally	<ul style="list-style-type: none"> • How to Modify saved voucher • How to Print Voucher • Types of Vouchers <ul style="list-style-type: none"> ○ What is a Payment Voucher ○ What is a Receipt Voucher ○ What is a Contra Vouchers ○ Making entries through these three types of vouchers in 'Single Entry Mode' and 'Double Entry Mode' ○ Use of Voucher Configuration Option (F12) ○ Concept of Sales and Purchase Account ○ Concept of Sales Returns/ Returns Inwards, Concept of Purchase Returns or Returns Outwards, Concept of multiple Sales & Purchase Accounts 					
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		<ul style="list-style-type: none"> ○ What is a Sales Voucher ○ What is a Purchase Voucher, What is a Debit Note, What is a Credit Note. • Making these voucher entries without Inventory Details • Using 'Voucher Mode' & 'Invoice Mode' for entry of Sales & Purchase Voucher • Concept of adjustments, What is a Journal Voucher, Creating new Voucher 					
4	To understand types of taxes, their rates & application	Taxation with Goods and Service Tax(GST) Introduction of GST GST Features CGST SGST IGST Tax Rate structure & invoicing GST Reports & Payment	25	15	1	8	20

		<p>VAT</p> <p>Account Reports</p> <p>Account Books, Cash Book(s), Bank Book(s), Sales Register, Purchase Register, Ledgers, and Statement of accounts, Trial Balance, Profit and Loss Account, and Balance Sheet.</p> <p>Advanced Features Of Tally Printing, Backup & Restore, Tally Vault etc.</p>					
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Evaluation Scheme:

A. Internal Examination:

The internal testing should be continual and spread over the semester

The pattern of the internal exam would be as follows:

- 2 Class Test (Written) exam of 25 Marks
- Class Assignments of 25 Marks

Out of above three the average of best two will be considered as internal marks.

B. External Examination:

[Theory]

The pattern of the written exam would be as follows:

- The Theory exam of 50 Marks:
- Q. 1 will be compulsory (1 question from each unit will be asked for 20 marks)
- Any 2 questions from Q.2 to Q.5 should be answered, carrying 15 marks each.

[Practical]

- Practical exam of 25 marks

References:

A. Essential Reading

- a. Tally Erp 9 (Power of Simplicity) by Shraddha Singh, Navneet Mehra
- b. Learning Tally 9.0: With Introduction to Tally.ERP 9 by Ramesh Bangia

B. Additional Reading

- a. Dr.H.C.Mehrotra, & Prof.V.P.Agarwal. (2019). Goods and service Tax. Sahitya Bhawan Publications.
- b. Nadhani, A. K. (2018). GST Accounting with Tally. BPB Publication.
- c. TALLY.ERP 9 WITH GST A Complete Test Book With Assignment (T- BALAJI EXPERTS)
- d. GST Tally Erp9 - Tally.ERP 9 Power of Simplicity (English, Paperback, Mehra Navneet) (2020)
- e. eLearn Tally.ERP 9 with GST and E-Way Bill Paperback (2018) by Rajesh Chheda (Author)

Bachelor of Commerce
Syllabus for Advertising Paper V (English Medium) Semester IV

Proposed Syllabus
<p style="text-align: center;">Title of the Paper:</p> <p style="text-align: center;">Market Segmentation & Consumer Behaviour</p>

Title of the Paper	Cr	L	P/T	D (EE)	EE	IE	T
Introduction to Banking and Insurance	4	4	-	2.5 hrs.	75 marks	25 marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Proposed Syllabus (Market Segmentation & Consumer Behaviour)
<p>Objectives:</p> <ul style="list-style-type: none">• To enable the students to understand the significance of Market Segmentation.• To acquaint the students with the concept of Consumer Behaviour & Preferences.• To understand the concept of market segmentation & study consumer behavior so that the media plans can be effective. <p>Learning Outcomes:</p> <ul style="list-style-type: none">• Students get a perspective on different Market Segmentation bases, depending on which products can be introduced.• Students get an insight into the various steps in effective Consumer Buying Decision Process.• Students understand the need to study Consumer Behaviour , preferences etc so that products can be tailor made.

Proposed Syllabus								
Module	Module Specific	Content	Weightage	Instruction Time	Credits	Evaluation		
						IE	EE	Weightage

		Objectives					Weightage	
	1 Market Segmentation	To understand the significance of market segmentation	Needs, Benefits & demerits of it Bases of segmentation- 1. Demographic 2. Behavioural 3. Psychographic 4. Geographic Segmentation	25	15	1	7	20
	2 Steps in Market Segmentation	To study the different levels in market segmentation	Different levels of segmentation-MASS, NICH, MICRO segment segmentation Determining attractiveness of a market segmentation	25	15	1	6	20
	3 Consumer Behaviour	To stress on the importance of consumer behaviour	Need, Importance, Factors affecting Consumer Behaviour Psychological Personal Social Cultural	25	15	1	6	20

4. Consumer Behaviour & Buying	To understand the underlying factors affecting buying	Buying Motives, Consumer Preferences, Purchase Intention, Buying habits, Attitude & Image of the product. 5 Stages of consumer buying decision process.	25	15	1	6	15
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Evaluation Scheme:

A. Internal Exams: Total Marks: 25

- Two written internal exams of 25 marks each covering all modules will be conducted
- Project/Assignment/Viva Voce will be marked out of 25 marks.

The final internal marks would be an average of these 3 methods of evaluation

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

- Attempt any 5 out of 8 questions
- Each question carries 15 marks
- Q1 to Q7 will be long answers
- Q8 will be Short Notes (Any 2 out of 3)

References:

Essential Reading

- Henry Assael, Consumer Behaviour & Marketing, 6th Edition, Thompson Learning.
- Hawkins, Best Coney, Consumer Behaviour, Applications for Marketing Strategy, 6th edition

Additional Reading

- Leon G. Schiffman, Leslie Lazar Kanu, Consumer Behaviour, 6th Edition, Prentice Hall of India Pvt. Ltd.
- P.C.Jain, Monika Bhatt, Consumer Behaviour in Indian Context, S. Chand & Co. Ltd.
- C.L.Tyagi, Arun Kumar, Consumer Behaviour, Atlantic Publishers & Distributors
- Parthasarathy, V.(ed): Advertising. [concepts and cases] Hyderabad. ICFAI Press, 2004. 81-7881-243-6--(659.1PAR)

Bachelor of Commerce

Syllabus for Business Law Paper II English - Semester IV

Proposed Syllabus
Title of the Paper : Business Law Paper II
Subject Code

Title of the Paper	Cr	L	P/T	D (EE)	EE	IE	T
Business Law Paper II	4	4	-	2.5 hrs.	75 marks	25 marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

	Module	Module specific objectives	Content	Weightage %	Instruction Time (No. of lectures of 50 minutes each)	Credits	Evaluation	
							IE Weightage	EE Weightage
	1	To understand the framework & guidelines given under Companies Act, 2013 for formation and working of companies.	The Companies Act, 2013	25	15	1	6	18
			Definition and Features of a Company. a) Kinds of Companies					

			b) Public Company, Private Company and Distinction between them. c) Privileges of Private Company d) Lifting of Corporate Veil					
B			Memorandum of Association and Articles of Association of a Company.					
			a) Doctrine of Ultra Vires b) Doctrine of Indoor Management.					
C			Membership of a Company a) Meaning & definition of Member b) Who can be member of a company? c) How membership is acquired and How membership ceases? d) Rights and Privileges of Members.					

UNIT 2		2	To understand some compliances under Companies Act, 2013.	The Companies Act, 2013	25	15	1	6	18
A				Prospectus a) Definition b) Contents of a Prospectus c) Red-Herring Prospectus					

B			Meetings of a Company. a) Meaning & Definition of Meeting b) Annual General Meeting. c) Extra Ordinary General Meeting.					
C			Directors a) Meaning & definition of Director b) Types of Directors, c) Director's Identification Number (DIN) d) Appointment/Reappointment, e) Qualifications, Disqualifications					
D			Introduction to The Limited Liability Partnership Act, 2008 a) Nature of LLP b) Incorporation of LLP c) Partners of LLP					
UNIT 2	3	To understand the meaning of Negotiable instruments, their working and uses in day-to-day business transactions .	The Negotiable Instruments Act, 1881	25	15	1	6	18

A			<p>The Negotiable Instrument Act – 1881.</p> <p>Meaning and definition of Negotiable Instrument – Sec.13</p> <p>What is Negotiation? Sec-14</p> <p>Negotiable Instruments – Promissory Note Sec – 4 Bill of Exchange. Sec – 5 Cheque Sec – 6 Meaning of terms – Drawer, Drawee, Drawee in case of need, Payee and Acceptor. Sec – 7</p>					
B			<p>Definition of Holder Sec-8 Holder in Due Course and his privileges. Sec – 9</p>					
C			<p>Kinds of Endorsements (Endorsement in Blank and restrictive Endorsement in Full, Restrictive Endorsement, Conditional Endorsement, Endorsement.</p> <p>Liability of Drawee of a Cheque, Sec.30, when Banker is justified in</p>					

			requesting the payment of a cheque Sec 31.					
D			Noting and Protest Sec.99 to 104 – A. Reasonable Time Sec.105 – 106 - 107.					
E			Crossing of a cheque Sec.123, 124 & 125. Who can cross? Kinds of Crossing of a Cheque					
UNIT 3	4	To understand in detail the Consumer Protection Act & its provisions, Various consumer rights and working of consumer dispute redressal agencies at District, State and	The Consumer Protection Act,1986	25	15	1	7	19

			National Level.					
A				Meanings and Definitions.				
B				Rights of Consumers.				
C				Establishment of Consumer Dispute Redressal Agencies. District Forums in Districts. State Commissions in States. National Commission in Delhi.				
D				Penalties and Frivolous Complaints.				

Evaluation Scheme:**A. Internal Examination:**

The internal testing should be continual and spread over the semester

The pattern of the internal exam would be as follows:

- 2 Class Test (Written) exam of 25 Marks
- Class Assignments of 25 Marks

Out of above three the average of best two will be considered as internal marks.

B. External Examination:

The pattern of the written exam would be as follows:

- The Theory exam of 75 Marks:
- Seven questions of 15 marks each will be asked. Students have to attempt any five out of seven.

Essential Reading:

- 1) Business and Commercial Laws, by Sen and Mitra 2016 Publisher: World Press Pvt Limited.
- 2) Introduction to Mercantile Law 2016 by N. D. Kapoor Publisher: Sultan Chand and Publication.
- 3) Companies Act, 2013 Author Dr. T. P. Ghosh 2017 Taxman Publication.

Additional Reading:

- 1) Business Law, K.R. Bulchandani, 2013, Publisher Himalaya Publishing House.
- 2) Commentary on Consumer Protection Act, 1986 by: Y.V. Rao, 2017.
- 3) Bare Text of relevant Act.

SEVA MANDAL EDUCATION SOCIETY'S

Smt Maniben M. P. Shah Women's College of Arts and Commerce (Autonomous)

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex

338, RA Kidwai Road, Matunga, Mumbai 400019.

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Adjudged Best College (2017-18) by SNDT Women's University

Bachelor of Arts

Syllabus for Core Component (CC) English (English Medium) -Semester IV

Proposed Syllabus
Title of the Paper : Reading, Writing and Thinking in English II
Subject Code 40401

Reading, Writing and Thinking in English II	Cr	L	T	D (EE)	EE	IE	T
	04	03	01	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Proposed Syllabus

Course Objectives:

1. To introduce students to literary writing that addresses social/cultural problems of our society
2. To improve students reading comprehension skills and vocabulary with the help of a fiction/non-fiction
3. To teach students the skill to make a digital slide presentation
4. To prepare students to face an interview with the help of mock interviews and group discussions
5. To reinforce grammar and punctuations learnt in the previous semesters
6. To learn to write complaint letters, job application letters and writing short composition on 'process description'

Course Outcomes:

At the end of Semester IV, students would be able to acquire the following competencies:

1. To read a text and analyse it for social/cultural contexts
2. To make effective digital slides for a presentation
3. To write job application letters and present themselves in interviews
4. To write clear sentences by using correct grammar and punctuations
5. To face interviews and group discussions

Proposed Syllabus

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Module I: Reading, Listening and Vocabulary Enhancement	To read a literary text for analysing social /cultural contexts; learn new words; prepare digital slides on a historical/cultural topic.	<p>Texts:</p> <p>1. <i>Mothering a Muslim</i> by Nazia Erum. Published by Juggernaut. 2018. ISBN: 8193876717</p> <p>OR</p> <p>2. <i>Insights: A Course in English Literature and Language</i> by K Elango. Orient Black Swan. 2009. ISBN: 8125036342 (Any four passages that deal with social/cultural issues)</p> <p>Note to the teacher: Ask students to make power point presentations of 15 slides on various social/cultural/historical topics and send them to you as an email attachment.</p>	25	15	1	5	20

Module II : To prepare students to participate debates and discussions.	To prepare students to listen to spoken English, to speak English required for public speaking. To teach students to participate in debates and public speaking through language lab and e content.	Focus on public speaking skills. Topics that can be included are: 1) Writing Speeches 2) Debates 3) Public Speaking OR Students can opt for an online course, available on learning platforms like SWAYAM. Specimen Courses: 1) Communication Skills Body language: Key to Success	25	15	1	5	20
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Module III: Grammar, Punctuation and Sentence Writing	Since we want to emphasise on the grammar and punctuation usage, in this module we shall do an overview of the last three semesters and test students in identifying errors focusing on tenses, articles, prepositions and punctuation marks. Moreover, students will learn to write patterned sentences.	Students will learn the following sentences of particular patterns: Pattern I: Compound sentences: semicolon, no conjunctions; Compound Sentences with explanation: clauses separated with a colon; Sentences with a series of balanced pairs.	25	15	1	5	20
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Module IV: Writing Skills	To teach students to write letters that they are going to use the most throughout their lives. Besides, teaching them to describe processes and thus teach them to use transitional phrases to indicate chronology, emphasis, addition, contrast and conclusion.	<p>Note to the Teacher: Teach students to write processes and developments of various facilities/products/phenomena.</p> <p>For example, the growth of computers, the development of cities, the use of mobile phones, the development of a child during a particular phase, changes that took place in a locality, changes in sartorial styles and so on.</p> <p>The module also includes job application letter with resume/CV and Complaint Letter.</p>	25	15	1	5	20
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Evaluation Scheme:

A. Internal Exams: Total Marks: 25

1. A written test focusing on process description: 25 Marks
2. Debates and Public Speaking: 25 Marks
3. A project of book review, chart display on social issues, PPT presentation, role play or assignment book assessment: 25 Marks

(The internal marks would be an average of these three methods of evaluation.)

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

1. Questions based on the text taught in Module I. The student is expected to write an essay of about 750 words. Attempt one out of two given questions. (Marks 15)
- 2A. Job application with resume. No options. (Marks 15)
- 2B Complaint letter. No options. (Marks 10)
3. A. Find out errors in the given sentences and re-write the corrected sentences. The students should be tested for punctuation, tenses, articles, prepositions (Marks 10) 3B. Sentence forming skill (Marks 10)
4. Descriptive Passage writing (On two out of given four topics). (Marks 15)

References:

A. Essential Reading:

1. Longknife Ann, *The Art of Styling Sentences*, Barrons, 2002.
2. Navneet, *Navneet Speakwell English*. Navneet Publications. 2017.
3. Strunk, William, EB White. *The Elements of Style*. (Fourth Edition). Pearson. 1999.
4. Olson, Judith, *Writing Skill Success*. Learning Express. 1998.
5. Kumar Sanjay, *Communication Skills*, Oxford, 2017.

B. Additional Reading:

1. Hale, Constance, *Sin and Syntax*. Three Rivers Press. 2013.
2. Swan, Michael, *Practical English Usage*. Oxford University Press. 2017
3. Swan, Michael, Walter, Catherine. *Oxford English Grammar Course*. Oxford. 2012
4. Hoge, AJ, *Effortless English*. LLC. 2014
5. Killgallon Don, *Sentence Composing for Hight School*, Boynton/Cook, 1998.
6. Strong, William, *Sentence Combining*, Ranom Houe, 2016.

SEVA MANDAL EDUCATION SOCIETY'S

Smt Maniben M. P. Shah Women's College of Arts and Commerce (Autonomous)

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex

338, RA Kidwai Road, Matunga, Mumbai 400019.

NAAC Reaccredited B++ Grade, CGPA 2.88/4.00

UGC Status: College with Potential for Excellence

Adjudged Best College (2017-18) by SNDT Women's University

Bachelor of Arts

Syllabus for Core Component (CC) English (Non-English Medium) -Semester IV

Proposed Syllabus
Title of the Paper : Advancing with English- Paper IV
Subject Code 40402

Advancing with English- Paper IV	Cr	L	T	D (EE)	EE	IE	T
	04	03	01	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Proposed Syllabus

Course Objectives:

1. To make students read literary texts, to focus on improving students' reading, writing, listening and speaking skills in English.
2. Make students read prose passages fiction/ non-fiction, to teach them to read and think critically and improve students' vocabulary.
3. Teach how to analyze, synthesize and interpret ideas presented in prose.
4. Improve written language by teaching them to write reports and descriptive prose.
5. Prepare students to listen to spoken English with the help of Information and Communication Technology (ICT) as well as direct reading aloud/speaking.
6. Teach students to speak English required for various purposes.
7. Specifically focus on grammar topics to improve writing and speaking skills.

Course Outcomes:

At the end of Semester IV, students would be able to acquire the following competencies:

1. Critical reading of fiction/ non-fiction texts to ask relevant questions about it
2. Write letters, reports and descriptive paragraphs
3. Practice English speaking skills, covering variety of topics
4. Acquire of grammatical skills for effective communication

Proposed Syllabus							
Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Module I: Reading Comprehension and Vocabulary Enhancement	To inform about issues and utilize the literary texts to improve students' listening skills, vocabulary and also their ability to skim and scan written material	<p>Select short fictions from the following</p> <p><i>The Inner Courtyard: Stories by Indian Women</i>, Holmstrom, Lakshmi (ed), Rupa & Company, New Delhi, 2002.</p> <ol style="list-style-type: none"> 'The Library Girl', Vishwapriya L. Iyengar 'My Beloved Charioteer', Shashi Deshpade <p>OR</p> <p><i>Karukku</i>, Bama <i>Holmstrom Lakshmi (trans)</i>, Oxford India Paperbacks (2nd Edition), 2014.</p> <p>OR</p> <p><i>Inside the Haveli</i>, Rama Mehta, Penguin Books, 2000.</p> <p>The teacher may select any one section from the recommended texts.</p> <p>The teacher is expected to make a glossary of words with their meanings relevant to the story.</p>	25	15	1	5	20

Module II A: Writing Skills	To prepare students to write formal letters on various topics	<p>Some of the specimen topics are as follows. The teacher is free to use any other topic in class; the letters should be properly paragraphed:</p> <ol style="list-style-type: none"> 1) Enquiry 2) Complaints <p>The teacher must make the students send the above letters as an email, once they learn to write it in the structure of a conventional letter. This will make the students familiar with the process of sending emails and the interface of popular email services</p>	25	15	1	5	20
Module II B: Writing Skills	To prepare students to write reports on various topics	<p>The teacher should select topics for report writing and give enough hints to develop a composition of about 750 words.</p> <ol style="list-style-type: none"> 1) Annual Day 2) Sports Day 3) Blood Donation Camps 4) Cleanliness Drives 5) NSS Special Camps <p>The teacher must instruct students about the understanding of the topic, consistency of the topic, unity of ideas in a paragraph, coherence of ideas through the essay and correct language.</p>					

Module III: Understanding English Grammar	To focus on grammar to improve writing and speaking skills	Students will learn the following patterns of sentences: Pattern I: Compound sentences: semicolon, no conjunctions; Compound Sentences with explanation: clauses separated with a colon; Sentences with a series of balanced pairs.	25	15	1	5	20
Module IV: Speaking Skills	To prepare students to listen to spoken English, to speak English required for public speaking	<p>Make students speak the sentences used in Module III of the grammar section. Over and above this, focus on public speaking skills.</p> <p>Topics that can be included are:</p> <ol style="list-style-type: none"> 1) Writing Speeches 2) Debates 3) Public Speaking <p style="text-align: center;">OR</p> <p>Students can opt for an online course, available on learning platforms like SWAYAM. Specimen Courses:</p> <ol style="list-style-type: none"> 1) Communication Skills 2) Body language: Key to Success 	25	15	1	5	20

Evaluation Scheme:

A. Internal Exams: Total Marks: 25

1. Speaking skills (25 Marks)
2. Letter Writing (25 Marks)
3. Project (s): Book review/Film review/Presentations/ Assignment Journal- These are not an exhaustive list (25

Marks) (The internal marks would be an average of these three methods of evaluation.)

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

1. A. Comprehension passage from the fiction/non-fiction taught in class. The questions about the passage should test skills to find out data, interpret information and write a personal response. (Marks 15)
1. B. Comprehension passage from the fiction/non-fiction not taught in class. The questions about the passage should test skills to find out data, interpret information and write a personal response. (Marks 15)
2. Letter writing. Students will attempt any two of the three given questions. (Marks 20)
3. Do as directed (Grammar based questions) (Marks 20)
4. Report writing (Marks 15)

References:

A. Essential Reading:

1. Bama. *Karukku*. Holmstrom Lakshmi (*trans*). Oxford India Paperbacks (2nd Edition): 2014.
2. Holmstrom, Lakshmi (ed). *The Inner Courtyard: Stories by Indian Women*. Rupa & Company. New Delhi, 2002.
3. Kumar Sanjay, *Communication Skills*, Oxford, 2017.
4. Longknife Ann, *The Art of Styling Sentences*, Barrons, 2002
5. Mehta, Rama. *Inside the Haveli*, Penguin Books, 2000.
6. Navneet, *Navneet Speakwell English*. Navneet Publications. 2017.
7. Olson, Judith. *Writing Skill Success*. Learning Express. 1998.
8. Strunk, William, EB White. *The Elements of Style*. (Fourth Edition). Pearson. 1999.

9. Taylor, Grant, *English Conversation Practice*. Macgraw Hill Education. 2001.

B. Additional Reading:

1. Hale, Constance, *Sin and Syntax*. Three Rivers Press. 2013.
2. Swan, Michael, *Practical English Usage*. Oxford University Press. 2017.
3. Swan, Michael, Walter, Catherine. *Oxford English Grammar Course*. Oxford. 2012.
4. Kumar, Sanjay, Lata, Pushpa, *Communication Skills*. Oxford University Press.
5. Hoge, AJ, *Effortless English*. LLC. 2014.

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Bachelor of Commerce

Syllabus for Core Component (CC) English (English Medium) -Semester IV

Proposed Syllabus
Title of the Paper : English for Business- Paper IV
Subject Code 40411

English for Business- Paper IV	Cr	L	T	D (EE)	EE	IE	T
	04	03	01	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Proposed Syllabus

Course Objectives:

1. Focus on improving students' reading, writing, listening and speaking skills in English.
2. Enhance students' reading comprehension and vocabulary through reading imaginative literature.
3. Make students aware about gender related issues through imaginative literature.
4. Teach students to participate in debates and public discussions through online platforms.
5. Instruct students to write business/official letters related to workplace.
6. Train students to face job interviews.
7. Focus on sentence-writing skills.

Course Outcomes:

At the end of Semester IV, students would be able to acquire the following competencies:

1. Critical reading of short fictions to ask relevant questions about it.
2. Learn to use technology for business communication
3. Write correspondence required for business and office jobs
4. Practice English speaking skills and participate in debates and discussions

Proposed Syllabus							
Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Module I: Reading Comprehension and Vocabulary Enhancement	To make students understand gender issues through imaginative literature and train them in reading comprehension and vocabulary	<p>Note to the teacher: Students will be studying four short stories related to gender issues. The teacher is expected to prepare an exhaustive vocabulary, noting down every word that students may not know. The teacher may use any four stories from the following:</p> <p>Texts:</p> <ol style="list-style-type: none"> 1. <i>Inner Courtyard</i>. Ed. Lakshmi Holmstrom. Virago. 1990. ISBN: 1853810444 (Suggested Stories: 'Girls', Mrinal Pande; 'Chouti ka Jura', Ismat Chughtai; 'The Meeting', Shama Futehally; 'The First Party', Atia Hussain) OR 2. <i>Katha: Short Stories by Indian Women</i>. Ed. Urvashi Butalia. Rev Media. 2007. ISBN: 8189632086 (Suggested Stories: 'Mother', Urmila Pawar; 'Teaser' Manjula Padmanabhan'; 'The Story of a Poem', Chadrika B.; 'A Large Girl' Mridula Koshy) OR 3. <i>First There Was Woman and Other Stories</i>. Ed. Sres Marija. Zubaan. 2007. ISBN: 817596247X 	25	15	1	5	20

Module II : Letter Writing	Teach students to write correspondence related to jobs, right from those used for seeking a job to quitting a job.	Note to the teacher: Although teachers should make students practise writing letters, ask students to send the same letters in the email format as well so that they become familiar with the interface and structure of emails. Job-related letters: Application with a CV; Job Acceptance and Rejection Letter; Applying for Leave; Resignation Letter.	25	15	1	5	20
Module III: Interview Skills and Meetings	Prepare students for interviews and give them theoretically about meetings their purposes and structures	Students should be given an idea about job hunting, placement-websites and placement agencies, preparation for an interview. Hold mock interview sessions to instruct them about how to conduct themselves for an interview. They should also be informed about how to and what to prepare for an interview. Introduce students to types of business meetings.					

Module IV: Speaking Skills	To prepare students to listen to spoken English, to speak English required for public speaking. To teach students to participate in debates and public speaking through language lab and e content.	Focus on public speaking skills. Topics that can be included are: 1) Writing Speeches 2) Debates 3) Public Speaking Students can opt for an online course, available on learning platforms like SWAYAM. Specimen Courses: 1) Communication Skills 2) Body language: Key to Success	25	15	1	5	20
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Evaluation Scheme:**A. Internal Exams: Total Marks: 25**

1. A written test focusing on Letter Writing: 25 Marks
2. Debates and Public Speaking: 25 Marks
3. A project of book review, chart display on social issues, PPT presentation, role play or assignment book assessment: 25 Marks

(The internal marks would be an average of these three methods of evaluation.)

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

1. Questions based on the text taught in Module I. The student is expected to write an essay of about 750 words. Attempt one out of two given questions. (Marks 15)
- 2 Job application with resume. No options. (Marks 15)
3. Job Acceptance/Rejection; Application for Leave; Resignation. (Marks 15)
4. Questions related to business meetings (Marks 15)
5. Questions related to interview skills (On two out of given four topics). (Marks 15)

References:**A. Essential Reading:**

1. Taylor, Shirley, *Model Business Letters*, Pearson Education, 2013
2. Rai Urmila, SM Rai. *Business Communication*. Himalaya Publication. 2015
3. Paul DS, *Interview Skills*, Goodwill, 2019.
4. Kumar, Sanjay, *Communication Skills*, Oxford, 2016.

B. Additional Reading:

1. Storey, James, *The Art of Interview*, Lifestyle Initiative, 2016.
2. Sharma, RC. *Business Correspondence and Report Writing*. McGraw Hill, 2020.
3. Baker, Heather, *Successful Business Writing*, University Learning, 2012.