



# AFGHANISTAN

Politics, Society and Regional Challenges

**Dr. Ramesh Raut** | Dr. Mohammad Yusuf

Dr. Md Kamal Hossain



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Editors: Dr. Ramesh Raut, Dr. Mohammad Yusuf,  
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# Tourism Development and Planning

Dr. Vilas Pandurang Ugale





# Tourism Development and Planning

## About the author



Dr. Vilas Pandurang Ugale has been teaching Geography from last 30 years in Bhonsala Military College Nashik. He has completed his doctorate in Tourism Development and its Planning. He is currently working as Head, Department of Geography in CHMES Bhonsala Military College, Nashik. He has published many Research papers in national and international journals. He worked for Tsunami relief camp in 2004 in Kerala. He is the vice president of registered trekking institute 'Giridurg Trekking Bhauuddeshiya Sanstha', Nashik and has organised more than 160 treks for various enthusiastic groups around Nashik. He has completed 150+ treks at various forts on Sahyadri Mountain range of Maharashtra and Himalaya. Trekking, traveling, travelogues and photography are among his areas of interest.

## About the book

Tourism is a geographic phenomenon that deals with the physiography, culture, climate and other significant aspects of a tourist site. The book explores various tourist places in Nashik district and the travel options for tourists. The sites selected by the author have their significance including flora and fauna, unique location and ancient history. Most of these sites have great potential for becoming popular destinations for national and international tourists. The book is written in a manner that will be useful for the common man as well as scholars who are interested in research in the subject. Various studies by researchers and geographers all over the world have been reviewed. The tourist sites selected for the study have been analyzed to assist policy makers to design strategic plans for further development and promotion of the sites.

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# TOURISM IN NASHIK DISTRICT

A GEOGRAPHICAL ANALYSIS

Dr. Vilas Pandurang Ugale





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# INDIA'S INTERNAL SECURITY




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# GENDER EQUALITY AND TRANSGENDER RIGHTS IN INDIAN SOCIETY

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# 75 YEARS OF INDIAN INDEPENDENCE

and Changing Nature of  
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# भारतीय स्त्री काल, आज आणि उद्या



संपादक

प्रा. डॉ. तुकाराम फिसफिसे  
प्रा. डॉ. विधनाथ सूर्यवंशी

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# “VASUDHAIVA KUTUMBAKAM : INDIA'S NEIGHBOURHOOD FOREIGN POLICY”

77  
  
Azadi Ka  
Amrit Mahotsav



Edited by :  
Dr. Partha Biswas  
Prof. (Dr.) C. B. Bhange  
Devidas Vijay Bhosale



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**Title :** "Vasudhaiva Kutumbakam : India's Neighbourhood Foreign Policy"

**Editors :** Dr. Partha Biswas, Prof. (Dr) C.B Bhange, Devidas Vijay Bhosale

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# DEMOCRACY AND INDIAN POLITICS

*Edited by: Ashima Sahni*



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पंडीत जवाहरलाल नेहरूंचे  
योगदान



डॉ. माधव वाघमारे



भारताच्या जडणघडणीत पंडित जवाहरलाल नेहरुंचे योगदान

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# **Environmental Issues in 21st Century**

**Prof. Dr. Chandrakant Bansidhar Bhange  
Prof. Dr. Mandeep Khalsa  
Mrs. Deepmala Suryavanshi  
Mrs. Kanta Lilhare Verma**



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# FEMINISM

(NATURE & RELEVANCE)



Editor  
**Dr. Prakash S. Tale**



## **Feminism**

(Nature and Relevance)

■ Dr. Prakash S. Tale

■ *First published*, – 8<sup>th</sup> March , 2022

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A portrait of Dr. B. R. Ambedkar, a man with glasses, wearing a blue suit jacket, a white shirt, and a red tie. He is resting his chin on his hand in a thoughtful pose. The background is a textured, abstract pattern of blue and green.

# DR. B. R. AMBEDKAR

## History, Visions, Identity and Relevance

*Edited by:*

Dr. Vasudha N | Prof. D. Thirumaran  
Dr. Ranjana Shringarpure | Ajay Kumar

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Title: Dr. B. R. Ambedkar: History, Visions, Identity and Relevance

Editors: Dr. Vasudha N, Prof. D. Thirumaran, Dr. Ranjana Shringarpure,  
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# HUMAN SECURITY

Prof. (Dr.) Chandrakant Maheshwar Bhange

Prof. (Dr.) Shikha Srivastava

Dr. V.M. Suneela Shyam | Dr. Divya Rana

Mr. Devidas Vijay Bhosale | Dr. Krishna Singh

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**Editors :** Prof. (Dr.) Chandrakant Bansidhar Bhange  
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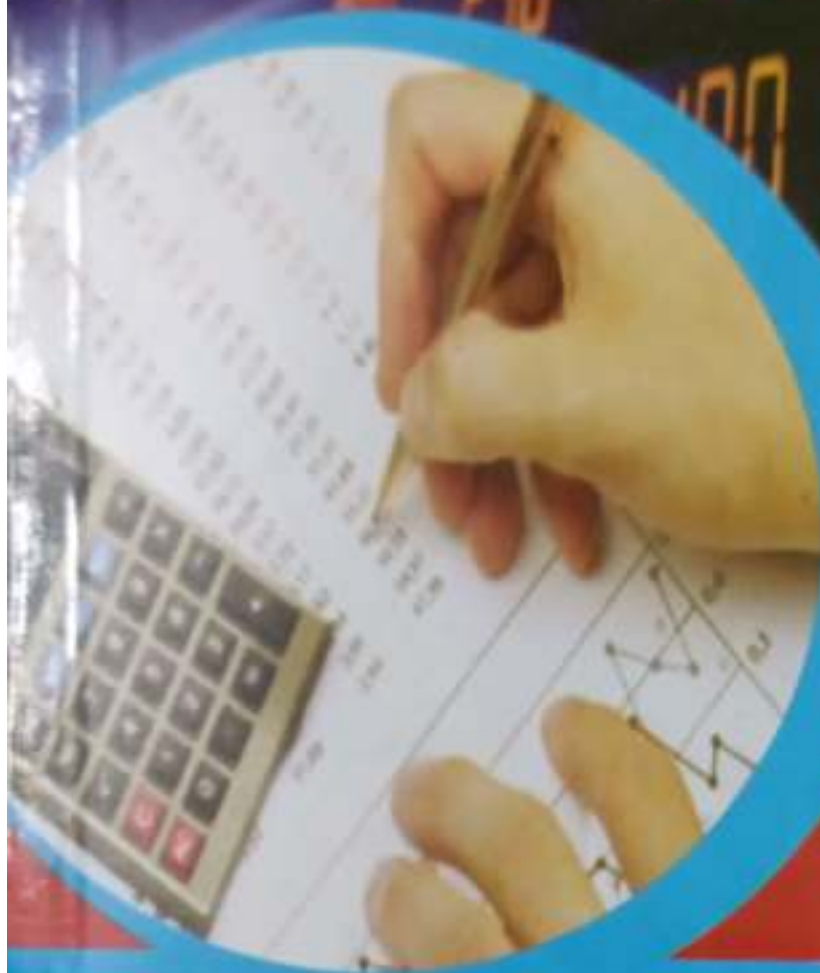
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1)	<b>Financial Accounting</b>	Definition and Scope, objectives, Accounting concepts, principles and conventions, Classification of accounts
2)	<b>Accounting Transactions and Final Accounts</b>	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book, subsidiary books, Trial Balance, preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)
3)	<b>Bank Reconciliation Statements</b>	Meaning, importance and preparation of Bank Reconciliation Statement
4)	<b>Computerised Accounting</b>	Role of computers and Financial application, Accounting Software packages

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द्वितीय वर्ष वाणिज्य

सत्र-3

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## S.Y.B.Com. BUSINESS ADMINISTRATION - I

(Course Code 236 - A)

New Syllabus From June 2020

### SEMESTER - III

#### 1. INTRODUCTION TO BUSINESS ADMINISTRATION

- Business : Definition, Characteristics, Scope
- Objectives of Business Economic & Social Perspectives.
- Commerce : Meaning, Concept, Trade & Aids to Trade.
- Meaning & Definition of the Terms :  
Administration, Management and Organisation.
- Functions of Administration

#### 2. TYPES OF BUSINESS ORGANISATIONS

- Sole Proprietorship, Partnership Firm,  
Limited Liability Partnership, Joint Stock Company,  
Non-Profit Joint Stock Company under Section 25 of the  
Companies Act, NGO, One Person Company,  
MNC, MSME
- Unorganised (informal) v/s  
Organized Sector (registered/incorporated )
- Entrepreneurship : Meaning, Definition and Importance,  
Objectives
- Skills and Qualities required of an Entrepreneur
- Case Study of a Successful Local Entrepreneur.



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सत्र-३

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सत्र-१

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## 1. Introduction to Market and Marketing

- 1.1 Meaning and Definition of Market
- 1.2 Classification of Markets
- 1.3 Marketing Concept – Traditional and Modern
- 1.4 Importance of Marketing
- 1.5 Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardisation, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information
- 1.6 Selling Vs Marketing

## 2. MARKET SEGMENTATION AND MARKETING MIX

- 2.1 Market Segmentation
  - 2.1.1 Introduction
  - 2.1.2 Meaning and Definition
  - 2.1.3 Importance
  - 2.1.4 Limitations
  - 2.1.5 Bases of Segmentation
- 2.2 Marketing Mix
  - 2.2.1 Introduction
  - 2.2.2 Meaning and Definitions
  - 2.2.3 Elements of Marketing Mix – Product, Price, Place and Promotion
  - 2.2.4 Importance of Marketing Mix

## 3. PRODUCT MIX AND PRICE MIX

- 3.1 Product Mix
  - 3.1.1 Meaning and Definition
  - 3.1.2 Product Line and Product Mix
  - 3.1.3 Product Classification
  - 3.1.4 Product Life Cycle
  - 3.1.5 Factors Considered for Product Management

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# SYLLABUS

## S.Y.B.Com. BUSINESS ADMINISTRATION - II

(Course Code 246 - A)

New Syllabus From June 2020

### SEMESTER - IV

#### 1. LEGAL ASPECTS (RECENT TRENDS)

- Compliance of Legal requirements in promoting business unit, Licensing, Registration, Filing returns and Other Documents.

#### 2. PRODUCTIVITY

- Meaning, Importance and Measurements of Productivity, Factors affecting productivity, Role of National Productivity Council – Product Quality Control.

#### 3. BUSINESS LIASONING

- Interface between Business and Government, Society and Natural Environment etc.
- Business Strategy – Meaning and Importance and Steps in Developing Strategies

#### 4. BUSINESS ALLIANCES (GROWTH STRATEGIES)

- Mergers and Acquisition, Franchising, Outsourcing – Concept and Characteristics.
- Public – Private Partnership
- Business Engineering



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सत्र-६

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# व्यवसाय प्रशासन-III

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शोनाली लिगसे

डॉ. सुनील जोशी  
डॉ. प्रमोद बियाणी



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# SYLLABUS

## T. Y. B. Com. : BUSINESS ADMINISTRATION - III (Production and Operation Management)

(Special Paper - III) Course Code : 366 (a)

New Syllabus From June 2021

### SEMESTER - VI

#### 1. PRODUCTION MANAGEMENT FUNCTIONS

- 1.1 Meaning, Definition, Functions of Production Management, Responsibilities of Production Manager.
- 1.2 Production Planning – Objectives, Importance, Levels of Planning.
- 1.3 Routing and Scheduling – Meaning, Route sheets, Scheduling, Master and Sequential Scheduling, Scheduling devices.
- 1.4 Production Control – Definition and Meaning, Necessity, Objectives, Factors and Techniques of Production Control.

#### 2. PLANT LOCATION AND PLANT LAYOUT

- 2.1 Introduction, Importance, Factors Responsible for Plant Location
- 2.2 Plant Layout : Meaning, Definition, Importance of Good Layout, Factor relevant for choice of Layout. Line, Process and Product Layout.
- 2.3 Plant Layout : Advantages, Disadvantages and Techniques

#### 3. INVENTORY MANAGEMENT AND QUALITY MANAGEMENT

- 3.1 Inventory Management – Introduction, Methods, Economic Order Quantity, Use of Computers in Inventory Management, Material Requisition Planning (MRP), Just-in-Time (JIT), ABC Analysis
- 3.2 Recent Trends in Inventory Management – Radio Frequency Identification (RFID), Automated Guided Vehicles (AGVs) and Automated Mobile Robots (AMR), Artificial Intelligence (AI) and Machine Learning (ML), Distributed Inventory Management, Cloud based Solution Predictive Picking.
- 3.3 Quality Management – Features, Techniques of Quality Control
- 3.4 Total Quality Management, Six Sigma, International Organisation for Standardisation (ISO)

#### 4. SUPPLY CHAIN MANAGEMENT AND LOGISTICS MANAGEMENT

- 4.1 Supply Chain Concept : Objective of a Supply Chain, Stages of Supply Chain, Value Chain Process, Cycle view of Supply Chain Process, Key Issues in Supply Chain Management. Difference between Supply Chain Management and Logistics.
- 4.2 Logistics : Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges, Transportation – Functions, Costs and Mode, Network and Decision, Containerization, Cross Docking.



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सत्र-५

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(मानवी संसाधन व्यवस्थापन)

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डॉ. सुनील जोशी

डॉ. प्रमोद बिराणी



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# SYLLABUS

## **T. Y. B. Com. : BUSINESS ADMINISTRATION - II (Human Resource Management)**

**(Special Paper - II) Course Code : 355 (a)**

**New Syllabus From June 2021**

### **SEMESTER - V**

#### **INTRODUCTION TO HUMAN RESOURCE FUNCTION OF MANAGEMENT**

- 1.1 Meaning, Objectives and Functions of Human Resource; Difference between Human Resource Management and Human Resource Development
- 1.2 Organisation, Scope and Functions of Human Resource Department in Modern Business
- 1.3 Human Resource Planning : Nature and Scope, Job Analysis - Job Description - Job Specification.
- 1.4 Human Resource Planning : Role of Human Resource Planning, Steps in Human Resource Planning, Factors influencing Human Resource Planning.  
Essentials of a Good Human Resource Planning, Job Analysis - Process, Tools and Techniques, Job Description and Job Specification - Meaning and Distinguish between Job Description and Job Specification.
- 1.5 Emerging Concept of H.R.D.  
Quality Circles, Kaizen, Talent Management and Leadership Development, HRD as a Business Partner, Visionary and Transforming Leadership, E-learning Integration of IT and HR, HRIS (Human Resource Information Systems), Incorporation of career Development, Internal Consultancy and Linkage to Knowledge Management.

#### **RECRUITMENT AND SELECTION**

- 2.1 Recruitment : Meaning, Purpose / Importance, Sources of Recruitment and Factors Governing Recruitment Process
- 2.2 Selection : Meaning, Importance of Selection Procedure, Tools of Selection and Selection process
- 2.3 Distinguish between Recruitment and Selection
- 2.4 Types of Employment Tests, Types of Interviews

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सत्र-६

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# व्यवसाय प्रशासन-II

विषय

डॉ. महेश कुलकर्णी  
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  - 1.1.2 विपणनाची व्याप्ती
  - 1.1.3 विपणनाची उद्दिष्टे
  - 1.1.4 विपणनाची वैशिष्ट्ये
  - 1.1.5 विपणनाची कार्ये
  - 1.1.6 विपणनाचे महत्त्व
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  - 2.2.5 बाजार विभाजनाच्या पायऱ्या



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ગુણવત્તા

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# Syllabus

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- 1.2 Meaning of Green Marketing
- 1.3 Definition of Green Marketing
- 1.4 Objectives of Green Marketing
- 1.5 Importance of Green Marketing
- 1.6 Strategies of Green Marketing
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- 2.3 Definition of E-Marketing
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- 2.5 Advantages of E-Marketing
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## 3. DIGITAL MARKETING

- 3.1 Introduction
- 3.2 Meaning of Digital Marketing
- 3.3 Definition of Digital Marketing
- 3.4 Difference between Traditional Marketing and Digital Marketing

# WOMEN IN INDIAN SOCIETY

Edited by  
Dr. Seema Agrawal  
Dr. Ranjana Shringarpure  
Surajit Mandal  
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# **India's Foreign Policy, Internal Security and Climate Change**

## *Challenges and the Way Forward*

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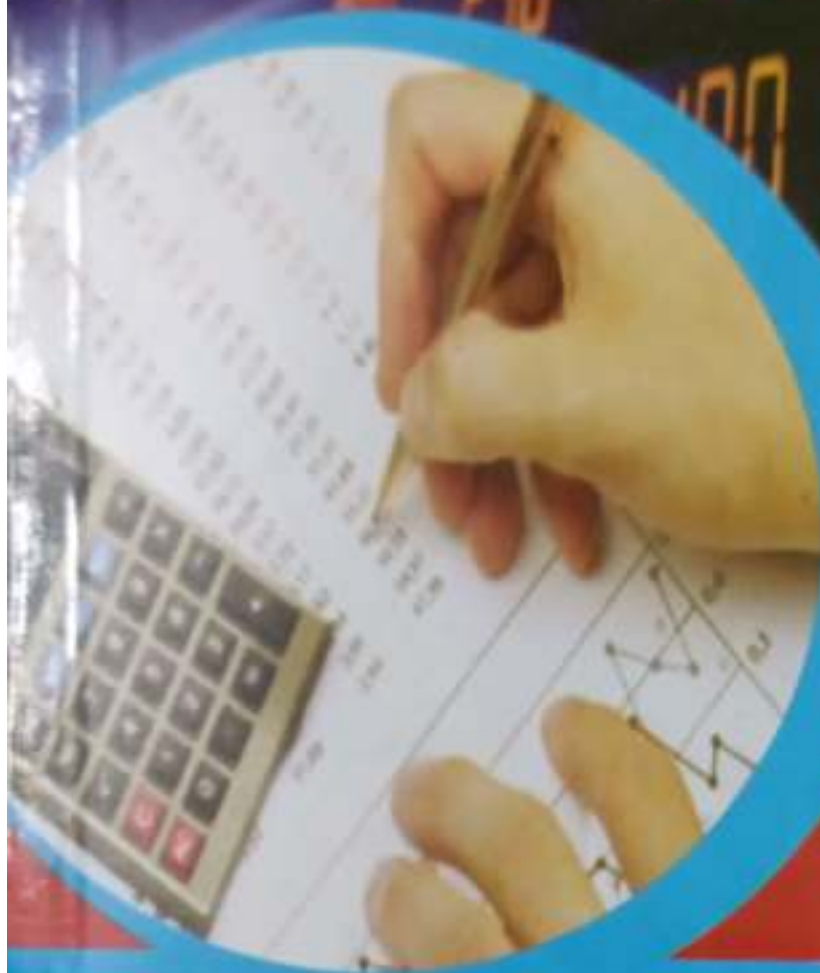
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3)	<b>Bank Reconciliation Statements</b>	Meaning, importance and preparation of Bank Reconciliation Statement
4)	<b>Computerised Accounting</b>	Role of computers and Financial application, Accounting Software packages

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- Meaning & Definition of the Terms :  
Administration, Management and Organisation.
- Functions of Administration

#### 2. TYPES OF BUSINESS ORGANISATIONS

- Sole Proprietorship, Partnership Firm,  
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Companies Act, NGO, One Person Company,  
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- Unorganised (informal) v/s  
Organized Sector (registered/incorporated )
- Entrepreneurship : Meaning, Definition and Importance,  
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- Skills and Qualities required of an Entrepreneur
- Case Study of a Successful Local Entrepreneur.



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सत्र-३

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S. Y. B. Com. : Semester-III

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- 1.2 Classification of Markets
- 1.3 Marketing Concept – Traditional and Modern
- 1.4 Importance of Marketing
- 1.5 Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardisation, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information
- 1.6 Selling Vs Marketing

## 2. MARKET SEGMENTATION AND MARKETING MIX

- 2.1 Market Segmentation
  - 2.1.1 Introduction
  - 2.1.2 Meaning and Definition
  - 2.1.3 Importance
  - 2.1.4 Limitations
  - 2.1.5 Bases of Segmentation
- 2.2 Marketing Mix
  - 2.2.1 Introduction
  - 2.2.2 Meaning and Definitions
  - 2.2.3 Elements of Marketing Mix – Product, Price, Place and Promotion
  - 2.2.4 Importance of Marketing Mix

## 3. PRODUCT MIX AND PRICE MIX

- 3.1 Product Mix
  - 3.1.1 Meaning and Definition
  - 3.1.2 Product Line and Product Mix
  - 3.1.3 Product Classification
  - 3.1.4 Product Life Cycle
  - 3.1.5 Factors Considered for Product Management

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सत्र-४

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# व्यवसाय प्रशासन-II

डॉ. महेश कुलकर्णी

डॉ. सुनील जोशी

डॉ. प्रमोद वियाणी



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# SYLLABUS

## S.Y.B.Com. BUSINESS ADMINISTRATION - II

(Course Code 246 - A)

New Syllabus From June 2020

### SEMESTER - IV

#### 1. LEGAL ASPECTS (RECENT TRENDS)

- Compliance of Legal requirements in promoting business unit, Licensing, Registration, Filing returns and Other Documents.

#### 2. PRODUCTIVITY

- Meaning, Importance and Measurements of Productivity, Factors affecting productivity, Role of National Productivity Council – Product Quality Control.

#### 3. BUSINESS LIASONING

- Interface between Business and Government, Society and Natural Environment etc.
- Business Strategy – Meaning and Importance and Steps in Developing Strategies

#### 4. BUSINESS ALLIANCES (GROWTH STRATEGIES)

- Mergers and Acquisition, Franchising, Outsourcing – Concept and Characteristics.
- Public – Private Partnership
- Business Engineering



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सत्र-६

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# व्यवसाय प्रशासन-III

उत्पादन आणि प्रक्रिया व्यवस्थापन

डॉ. महेश कुलकर्णी  
शोनाली लिगसे

डॉ. सुनील जोशी  
डॉ. प्रमोद बियाणी



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# SYLLABUS

## T. Y. B. Com. : BUSINESS ADMINISTRATION - III (Production and Operation Management)

(Special Paper - III) Course Code : 366 (a)

New Syllabus From June 2021

### SEMESTER - VI

#### 1. PRODUCTION MANAGEMENT FUNCTIONS

- 1.1 Meaning, Definition, Functions of Production Management, Responsibilities of Production Manager.
- 1.2 Production Planning – Objectives, Importance, Levels of Planning.
- 1.3 Routing and Scheduling – Meaning, Route sheets, Scheduling, Master and Sequential Scheduling, Scheduling devices.
- 1.4 Production Control – Definition and Meaning, Necessity, Objectives, Factors and Techniques of Production Control.

#### 2. PLANT LOCATION AND PLANT LAYOUT

- 2.1 Introduction, Importance, Factors Responsible for Plant Location
- 2.2 Plant Layout : Meaning, Definition, Importance of Good Layout, Factor relevant for choice of Layout. Line, Process and Product Layout.
- 2.3 Plant Layout : Advantages, Disadvantages and Techniques

#### 3. INVENTORY MANAGEMENT AND QUALITY MANAGEMENT

- 3.1 Inventory Management – Introduction, Methods, Economic Order Quantity, Use of Computers in Inventory Management, Material Requisition Planning (MRP), Just-in-Time (JIT), ABC Analysis
- 3.2 Recent Trends in Inventory Management – Radio Frequency Identification (RFID), Automated Guided Vehicles (AGVs) and Automated Mobile Robots (AMR), Artificial Intelligence (AI) and Machine Learning (ML), Distributed Inventory Management, Cloud based Solution Predictive Picking.
- 3.3 Quality Management – Features, Techniques of Quality Control
- 3.4 Total Quality Management, Six Sigma, International Organisation for Standardisation (ISO)

#### 4. SUPPLY CHAIN MANAGEMENT AND LOGISTICS MANAGEMENT

- 4.1 Supply Chain Concept : Objective of a Supply Chain, Stages of Supply Chain, Value Chain Process, Cycle view of Supply Chain Process, Key Issues in Supply Chain Management. Difference between Supply Chain Management and Logistics.
- 4.2 Logistics : Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges, Transportation – Functions, Costs and Mode, Network and Decision, Containerization, Cross Docking.



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सत्र-५

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# व्यवसाय प्रशासन-II

(मानवी संसाधन व्यवस्थापन)

डॉ. महेश कुलकर्णी

डॉ. सुनील जोशी

डॉ. प्रमोद बिराणी



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# SYLLABUS

## **T. Y. B. Com. : BUSINESS ADMINISTRATION - II** **(Human Resource Management)**

**(Special Paper - II) Course Code : 355 (a)**

**New Syllabus From June 2021**

### **SEMESTER - V**

#### **INTRODUCTION TO HUMAN RESOURCE FUNCTION OF MANAGEMENT**

- 1.1 Meaning, Objectives and Functions of Human Resource; Difference between Human Resource Management and Human Resource Development
- 1.2 Organisation, Scope and Functions of Human Resource Department in Modern Business
- 1.3 Human Resource Planning : Nature and Scope, Job Analysis - Job Description - Job Specification.
- 1.4 Human Resource Planning : Role of Human Resource Planning, Steps in Human Resource Planning, Factors influencing Human Resource Planning.  
Essentials of a Good Human Resource Planning, Job Analysis - Process, Tools and Techniques, Job Description and Job Specification - Meaning and Distinguish between Job Description and Job Specification.
- 1.5 Emerging Concept of H.R.D.  
Quality Circles, Kaizen, Talent Management and Leadership Development, HRD as a Business Partner, Visionary and Transforming Leadership, E-learning Integration of IT and HR, HRIS (Human Resource Information Systems), Incorporation of career Development, Internal Consultancy and Linkage to Knowledge Management.

#### **RECRUITMENT AND SELECTION**

- 2.1 Recruitment : Meaning, Purpose / Importance, Sources of Recruitment and Factors Governing Recruitment Process
- 2.2 Selection : Meaning, Importance of Selection Procedure, Tools of Selection and Selection process
- 2.3 Distinguish between Recruitment and Selection
- 2.4 Types of Employment Tests, Types of Interviews

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सत्र-६

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# व्यवसाय प्रशासन-II

विषय

डॉ. महेश कुलकर्णी  
प्रा. सोनाली लिमये

डॉ. सुनील जोशी  
डॉ. प्रमोद बियाणी



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## 1. विपणनाची ओळख

1.1 - 1.13

- 1.1 विपणन
  - 1.1.1 विपणन : ओळख व अर्थ
  - 1.1.2 विपणनाची व्याप्ती
  - 1.1.3 विपणनाची उद्दिष्टे
  - 1.1.4 विपणनाची वैशिष्ट्ये
  - 1.1.5 विपणनाची कार्ये
  - 1.1.6 विपणनाचे महत्त्व
- 1.2 बाजाराचे प्रकार : नियंत्रित, संघटित व असंघटित, आभासी/इंटरनेट, औद्योगिक, ग्राहक, वित्तीय, लिलाव, काळा बाजार
- 1.3 विक्री व विपणन यातील फरक
- 1.4 विपणन संकल्पनांची उत्क्रांती
  - 1.4.1 विनिमय संकल्पना
  - 1.4.2 उत्पादन व वस्तु संकल्पना
  - 1.4.3 विक्री संकल्पना
  - 1.4.4 विपणन संकल्पना
  - 1.4.5 सामाजिक संकल्पना
  - 1.4.6 संबंध विपणन संकल्पना
  - 1.4.7 समग्र संकल्पना
  - 1.4.8 गती संकल्पना

## 2. विपणन मिश्र आणि बाजार विभाजन

2.1 - 2.13

- 2.1 विपणन मिश्र
  - 2.1.1 विपणन मिश्र : अर्थ व वैशिष्ट्ये
  - 2.1.2 विपणन मिश्रचे 7 P's
  - 2.1.3 विपणन मिश्रवर परिणाम करणारे पर्यावरणीय घटक
- 2.2 बाजार विभाजन
  - 2.2.1 बाजार विभाजन - अर्थ
  - 2.2.2 बाजार विभाजन - फायदे व मर्यादा/तोटे
  - 2.2.3 प्रभावी बाजार विभाजनाचे महत्त्वाचे घटक
  - 2.2.4 बाजार विभाजनाच्या पद्धती/आधार
  - 2.2.5 बाजार विभाजनाच्या पायऱ्या



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ડૉ. અરૂણ વૃષભાણી

ડૉ. સુશીલા ઝોળી

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# Syllabus

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## 1. GREEN MARKETING

- 1.1 Introduction
- 1.2 Meaning of Green Marketing
- 1.3 Definition of Green Marketing
- 1.4 Objectives of Green Marketing
- 1.5 Importance of Green Marketing
- 1.6 Strategies of Green Marketing
- 1.7 Role of Marketing Manager in Green Marketing
- 1.8 Marketing Mix of Green Marketing
- 1.9 Principles of Success of Green Products
- 1.10 Case Studies

## 2. E-MARKETING

- 2.1 Introduction
- 2.2 Meaning of E-Marketing
- 2.3 Definition of E-Marketing
- 2.4 Utility of E-Marketing
- 2.5 Advantages of E-Marketing
- 2.6 Limitations of E-Marketing
- 2.7 Challenges before E-Marketing
- 2.8 Online and Offline Marketing
- 2.9 Present Status of E-Marketing in India
- 2.10 Scope for E-Marketing in Indian Scenario, Online Marketing Strategies

## 3. DIGITAL MARKETING

- 3.1 Introduction
- 3.2 Meaning of Digital Marketing
- 3.3 Definition of Digital Marketing
- 3.4 Difference between Traditional Marketing and Digital Marketing

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**SEMESTER-VI**

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# **AUDITING AND TAXATION-II**

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**(Course Code 364)**

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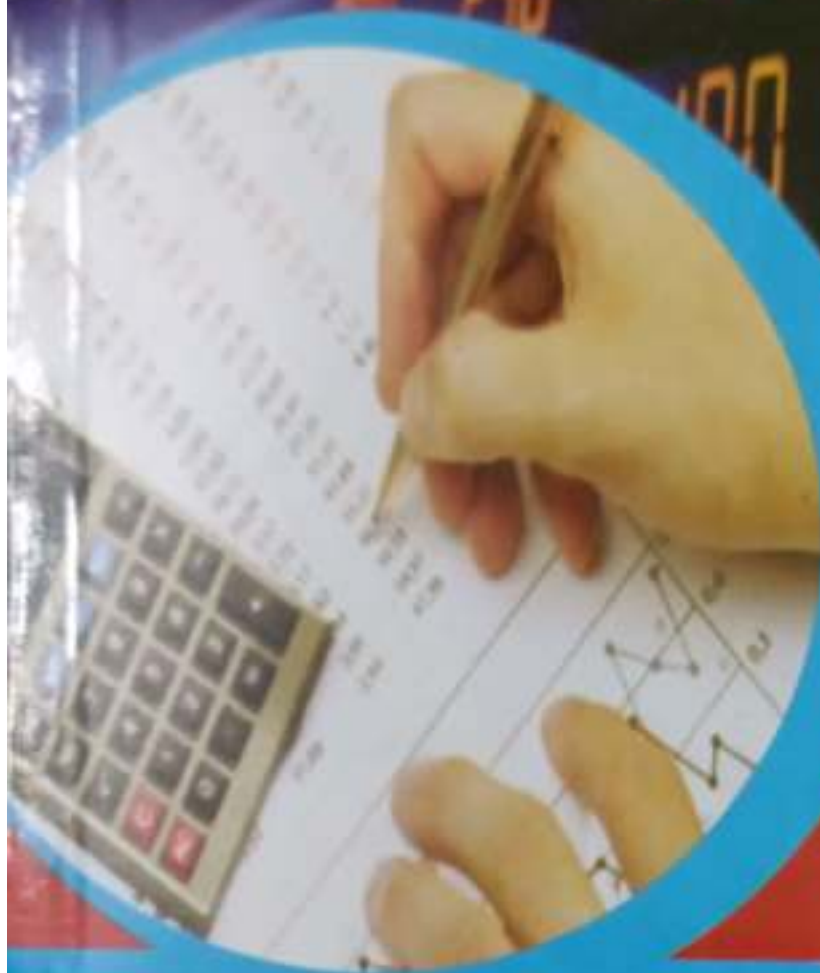
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# Business Accounting



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## BBA 103: BUSINESS ACCOUNTING

Unit No.	Unit Title	Contents
1)	<b>Financial Accounting</b>	Definition and Scope, objectives, Accounting concepts, principles and conventions, Classification of accounts
2)	<b>Accounting Transactions and Final Accounts</b>	Problems on Voucher system; Accounting Process, Journals, Ledger, Cash Book, subsidiary books, Trial Balance, preparation of Final Accounts of Sole Proprietorship (Trading and Profit & Loss Account and Balance Sheet)
3)	<b>Bank Reconciliation Statements</b>	Meaning, importance and preparation of Bank Reconciliation Statement
4)	<b>Computerised Accounting</b>	Role of computers and Financial application, Accounting Software packages



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सत्र-3

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# व्यवसाय प्रशासन

डॉ. महेश कुलकर्णी

डॉ. सुनील जोशी

डॉ. प्रमोद बियाणी



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# SYLLABUS

## S.Y.B.Com. BUSINESS ADMINISTRATION - I

(Course Code 236 - A)

New Syllabus From June 2020

### SEMESTER - III

#### 1. INTRODUCTION TO BUSINESS ADMINISTRATION

- Business : Definition, Characteristics, Scope
- Objectives of Business Economic & Social Perspectives.
- Commerce : Meaning, Concept, Trade & Aids to Trade.
- Meaning & Definition of the Terms :  
Administration, Management and Organisation.
- Functions of Administration

#### 2. TYPES OF BUSINESS ORGANISATIONS

- Sole Proprietorship, Partnership Firm,  
Limited Liability Partnership, Joint Stock Company,  
Non-Profit Joint Stock Company under Section 25 of the  
Companies Act, NGO, One Person Company,  
MNC, MSME
- Unorganised (informal) v/s  
Organized Sector (registered/incorporated )
- Entrepreneurship : Meaning, Definition and Importance,  
Objectives
- Skills and Qualities required of an Entrepreneur
- Case Study of a Successful Local Entrepreneur.

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सत्र-३

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# विपणन व्यवस्थापन-I

डॉ. महेश कुलकर्णी  
डॉ. प्रमोद वियाणी

डॉ. सुनील जोशी



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जून 2020 पासून बदललेल्या नवीन अभ्यासक्रमानुसार (CBCS Pattern)

# विपणन व्यवस्थापन-I MARKETING MANAGEMENT-I

द्वितीय वर्ष वाणिज्य : सत्र-3

S. Y. B. Com. : Semester-III

CBCS Pattern

■ लेखक ■

डॉ. महेश कुलकर्णी

M. Com., M. Phil.,  
Ph. D. (Mgt.), LL.B., D.T.L.

मुक्त प्राध्यापक

डॉ. सुनील जोशी

M. Com., M.A., Ph.D.,  
D.I.T.

विभागप्रमुख अकाउन्टन्सी,  
भोसला मिलिटरी कॉलेज, नाशिक.

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विपणन आणि विक्रयकला

# विपणनाची मूलतत्त्वे

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# Syllabus ...

## 1. Introduction to Market and Marketing

- 1.1 Meaning and Definition of Market
- 1.2 Classification of Markets
- 1.3 Marketing Concept – Traditional and Modern
- 1.4 Importance of Marketing
- 1.5 Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardisation, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information
- 1.6 Selling Vs Marketing

## 2. MARKET SEGMENTATION AND MARKETING MIX

- 2.1 Market Segmentation
  - 2.1.1 Introduction
  - 2.1.2 Meaning and Definition
  - 2.1.3 Importance
  - 2.1.4 Limitations
  - 2.1.5 Bases of Segmentation
- 2.2 Marketing Mix
  - 2.2.1 Introduction
  - 2.2.2 Meaning and Definitions
  - 2.2.3 Elements of Marketing Mix – Product, Price, Place and Promotion
  - 2.2.4 Importance of Marketing Mix

## 3. PRODUCT MIX AND PRICE MIX

- 3.1 Product Mix
  - 3.1.1 Meaning and Definition
  - 3.1.2 Product Line and Product Mix
  - 3.1.3 Product Classification
  - 3.1.4 Product Life Cycle
  - 3.1.5 Factors Considered for Product Management



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सत्र-४

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# व्यवसाय प्रशासन-II

डॉ. महेश कुलकर्णी

डॉ. सुनील जोशी

डॉ. प्रमोद वियाणी



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# SYLLABUS

## S.Y.B.Com. BUSINESS ADMINISTRATION - II

(Course Code 246 - A)

New Syllabus From June 2020

### SEMESTER - IV

#### 1. LEGAL ASPECTS (RECENT TRENDS)

- Compliance of Legal requirements in promoting business unit, Licensing, Registration, Filing returns and Other Documents.

#### 2. PRODUCTIVITY

- Meaning, Importance and Measurements of Productivity, Factors affecting productivity, Role of National Productivity Council – Product Quality Control.

#### 3. BUSINESS LIASONING

- Interface between Business and Government, Society and Natural Environment etc.
- Business Strategy – Meaning and Importance and Steps in Developing Strategies

#### 4. BUSINESS ALLIANCES (GROWTH STRATEGIES)

- Mergers and Acquisition, Franchising, Outsourcing – Concept and Characteristics.
- Public – Private Partnership
- Business Engineering

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सत्र-६

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# व्यवसाय प्रशासन-III

उत्पादन आणि प्रक्रिया व्यवस्थापन

डॉ. महेश कुलकर्णी  
शोनाली लिगसे

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# SYLLABUS

## T. Y. B. Com. : BUSINESS ADMINISTRATION - III (Production and Operation Management)

(Special Paper - III) Course Code : 366 (a)

New Syllabus From June 2021

### SEMESTER - VI

#### 1. PRODUCTION MANAGEMENT FUNCTIONS

- 1.1 Meaning, Definition, Functions of Production Management, Responsibilities of Production Manager.
- 1.2 Production Planning – Objectives, Importance, Levels of Planning.
- 1.3 Routing and Scheduling – Meaning, Route sheets, Scheduling, Master and Sequential Scheduling, Scheduling devices.
- 1.4 Production Control – Definition and Meaning, Necessity, Objectives, Factors and Techniques of Production Control.

#### 2. PLANT LOCATION AND PLANT LAYOUT

- 2.1 Introduction, Importance, Factors Responsible for Plant Location
- 2.2 Plant Layout : Meaning, Definition, Importance of Good Layout, Factor relevant for choice of Layout. Line, Process and Product Layout.
- 2.3 Plant Layout : Advantages, Disadvantages and Techniques

#### 3. INVENTORY MANAGEMENT AND QUALITY MANAGEMENT

- 3.1 Inventory Management – Introduction, Methods, Economic Order Quantity, Use of Computers in Inventory Management, Material Requisition Planning (MRP), Just-in-Time (JIT), ABC Analysis
- 3.2 Recent Trends in Inventory Management – Radio Frequency Identification (RFID), Automated Guided Vehicles (AGVs) and Automated Mobile Robots (AMR), Artificial Intelligence (AI) and Machine Learning (ML), Distributed Inventory Management, Cloud based Solution Predictive Picking.
- 3.3 Quality Management – Features, Techniques of Quality Control
- 3.4 Total Quality Management, Six Sigma, International Organisation for Standardisation (ISO)

#### 4. SUPPLY CHAIN MANAGEMENT AND LOGISTICS MANAGEMENT

- 4.1 Supply Chain Concept : Objective of a Supply Chain, Stages of Supply Chain, Value Chain Process, Cycle view of Supply Chain Process, Key Issues in Supply Chain Management. Difference between Supply Chain Management and Logistics.
- 4.2 Logistics : Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges, Transportation – Functions, Costs and Mode, Network and Decision, Containerization, Cross Docking.



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# व्यवसाय प्रशासन-II

(मानवी संसाधन व्यवस्थापन)

डॉ. महेश कुलकर्णी

डॉ. सुनील जोशी

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## **T. Y. B. Com. : BUSINESS ADMINISTRATION - II (Human Resource Management)**

**(Special Paper - II) Course Code : 355 (a)**

**New Syllabus From June 2021**

### **SEMESTER - V**

#### **INTRODUCTION TO HUMAN RESOURCE FUNCTION OF MANAGEMENT**

- 1.1 Meaning, Objectives and Functions of Human Resource; Difference between Human Resource Management and Human Resource Development
- 1.2 Organisation, Scope and Functions of Human Resource Department in Modern Business
- 1.3 Human Resource Planning : Nature and Scope, Job Analysis - Job Description - Job Specification.
- 1.4 Human Resource Planning : Role of Human Resource Planning, Steps in Human Resource Planning, Factors influencing Human Resource Planning.  
Essentials of a Good Human Resource Planning, Job Analysis - Process, Tools and Techniques, Job Description and Job Specification - Meaning and Distinguish between Job Description and Job Specification.
- 1.5 Emerging Concept of H.R.D.  
Quality Circles, Kaizen, Talent Management and Leadership Development, HRD as a Business Partner, Visionary and Transforming Leadership, E-learning Integration of IT and HR, HRIS (Human Resource Information Systems), Incorporation of career Development, Internal Consultancy and Linkage to Knowledge Management.

#### **RECRUITMENT AND SELECTION**

- 2.1 Recruitment : Meaning, Purpose / Importance, Sources of Recruitment and Factors Governing Recruitment Process
- 2.2 Selection : Meaning, Importance of Selection Procedure, Tools of Selection and Selection process
- 2.3 Distinguish between Recruitment and Selection
- 2.4 Types of Employment Tests, Types of Interviews



नवीन  
अभ्यासक्रम

तृतीय वर्ष वाणिज्य

सत्र-६

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PATTERN

# व्यवसाय प्रशासन-II

विषय

डॉ. महेश कुलकर्णी  
प्रा. सोनाली लिमये

डॉ. सुनील जोशी  
डॉ. प्रमोद बियाणी



 **NIRALI**  
PRAKASHAN  
ADVANCEMENT OF KNOWLEDGE

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  - 1.1.3 विपणनाची उद्दिष्टे
  - 1.1.4 विपणनाची वैशिष्ट्ये
  - 1.1.5 विपणनाची कार्ये
  - 1.1.6 विपणनाचे महत्त्व
- 1.2 बाजाराचे प्रकार : नियंत्रित, संघटित व असंघटित, आभासी/इंटरनेट, औद्योगिक, ग्राहक, वित्तीय, लिलाव, काळा बाजार
- 1.3 विक्री व विपणन यातील फरक
- 1.4 विपणन संकल्पनांची उत्क्रांती
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  - 1.4.7 समग्र संकल्पना
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## 2. विपणन मिश्र आणि बाजार विभाजन

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સર્વોત્તમ  
ગુણવત્તા

શિક્ષકો અને વિદ્યાર્થીઓ

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# વિપણન ત્યવરથાપન-II

ડૉ. અરૂણ વૃષભાણી

ડૉ. સુલભા ઝોળી

ડૉ. વાસુદેવ વિરખાણી



 **NIRALI**  
PRAKASHAN  
કચ્છીય સંસ્કૃતિ અને જ્ઞાનનો સંગ્રહાલય



# Syllabus

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- 1.2 Meaning of Green Marketing
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PERSONALITY TRAITS, LOCUS OF CONTROL,  
ACHIEVEMENT MOTIVATION AND EMOTIONAL  
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ENTREPRENEURS

DR. DNYANESHWAR P. PAWAR



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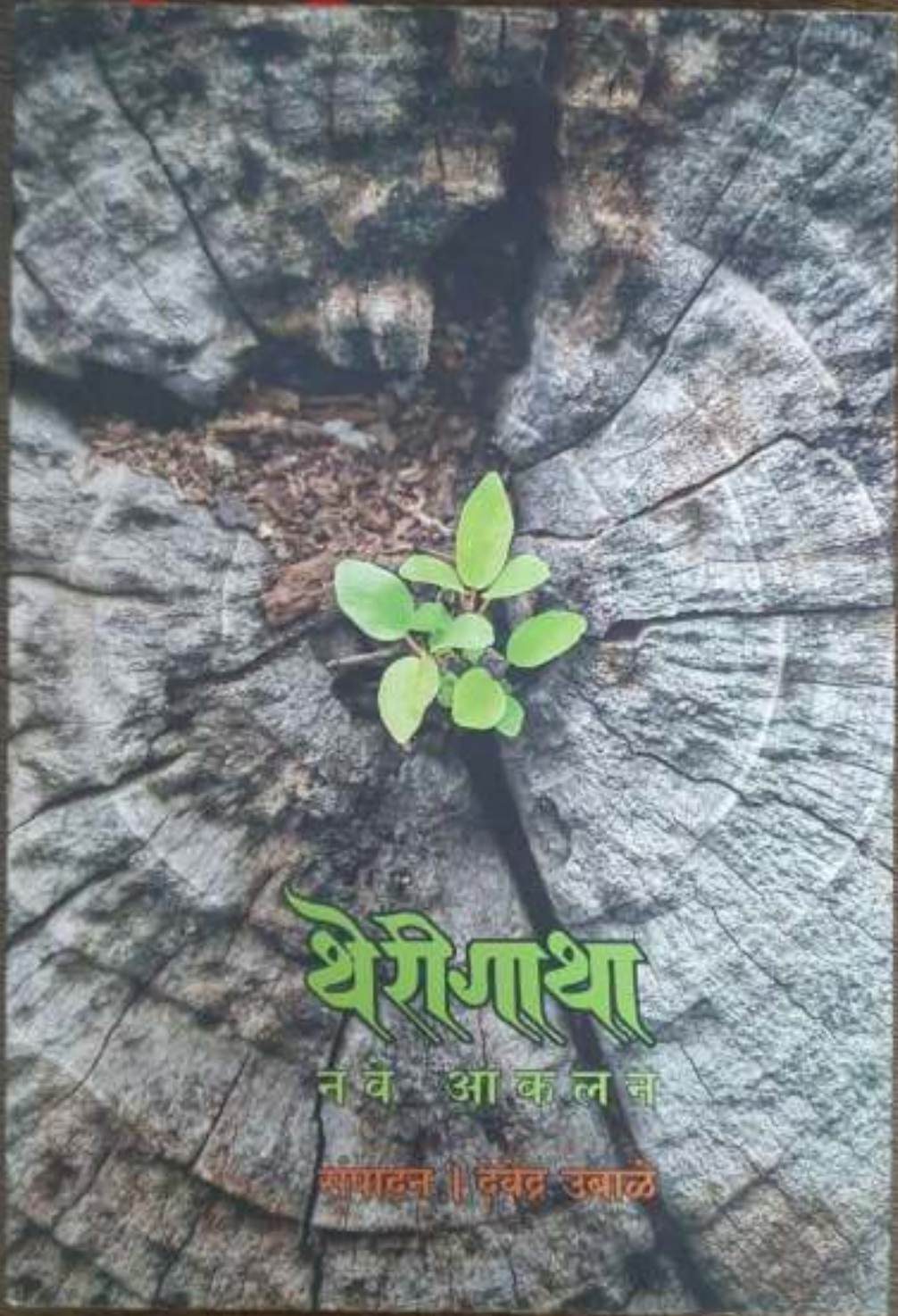
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# श्रेणीगाथा

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- लेखकांचा परिचय / १५१



पार्लि भाषेतील 'धेरीगाथा' हा संघ आग्निवा साहित्याच्या इतिहासात विकाराचे आत्मभान अकारित करणारा, शिवांनी निर्मितल्या पहिला संघ आहे. या शिवांनी स्वतःला धेरीगाथा मारोदतून मुक्त करून स्वतःचे गाणून माणून आत्मभान जपते. शीघ्रा आंतरिक सामर्थ्यावरचा विश्वास या संघातून प्रतीत होतो. 'धेरीगाथा' या संघातील विविध केंद्रांवर अभ्यासपूर्ण चर्चा करून या संघाचे सकारात्मक मूल्य जाणव करेमात परिप्रेक्ष्यात विविध वादींचा अदाया 'धेरीगाथा' नवे वाचकान या संघात घेतलेल्या आहे.



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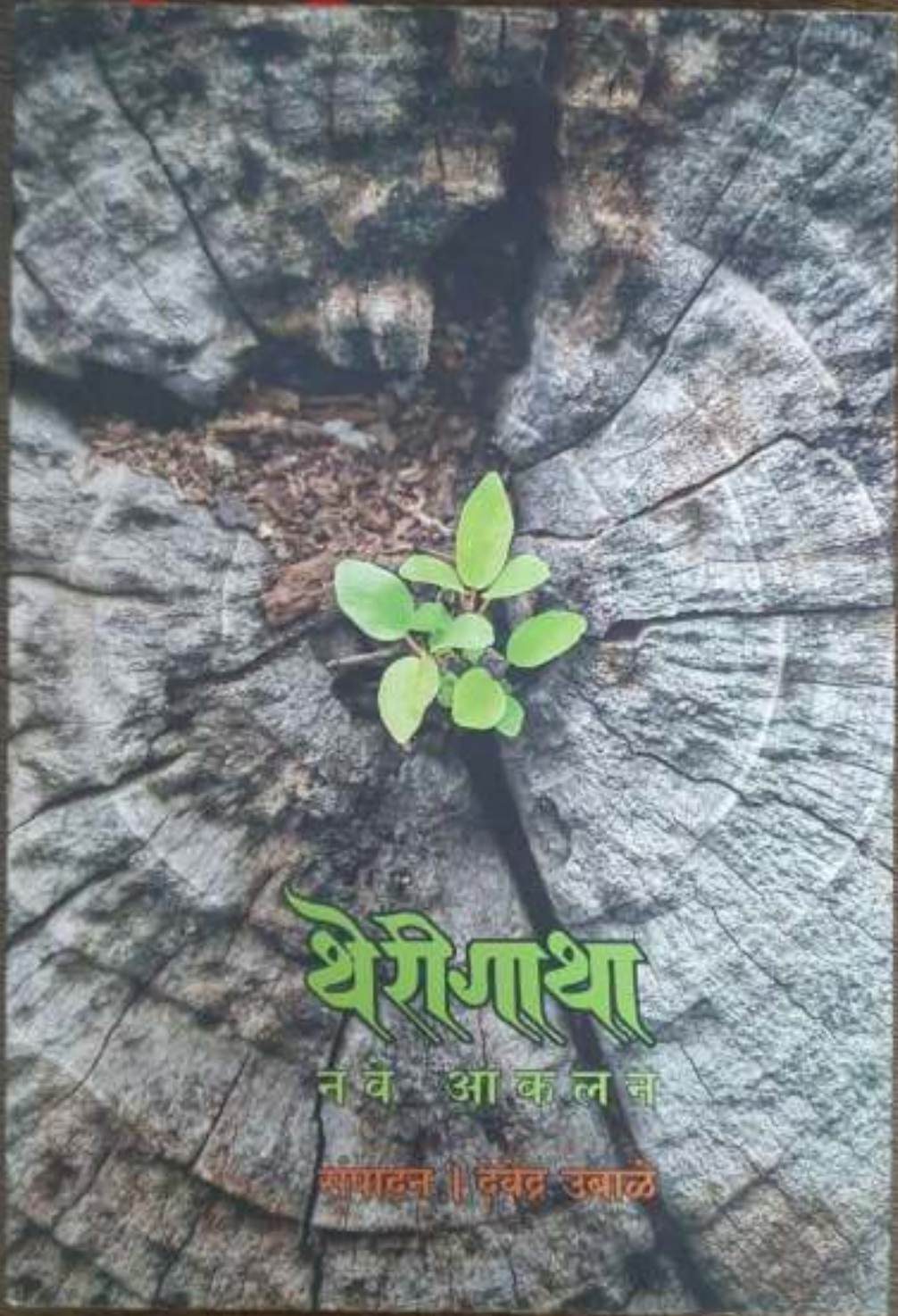
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निर्मितल्या पहिल्या संघ आहे. या शिवांनी स्वतःला धेरीगाथा  
मार्गदर्शन मूल करून स्वतःचे गाणून बांधून आत्मभूत  
जपते. शिवांच्या आधुनिक सामर्थ्यावरचा विश्वास या संघातून  
प्रतीत होतो. 'धेरीगाथा' या संघातील विविध केंद्रांवर अभ्यासपूर्ण  
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