



Royal College of Arts Science and Commerce (Autonomous)

Affiliated to University of Mumbai

Program: B.Com(Accountancy and Commerce)

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from
the academic year 2024-2025

NEP Credit Structure for Department of Commerce-2024-25

| Level | Sem | Major | | Minor | OE | VS C | SE C | AE C | IKS | VE C | OJT /FP /RP /CC /CE P | Cumulative Credits | |
|--|--------------|-------------|----------|-----------|-----------|-----------|----------|----------|----------|----------|--------------------------------------|-----------------------|---|
| | | DSC | DS E | | | | | | | | | | |
| 4.5 | I | 2+2 | | 4 | 2+2 | 2 | 2 | 2 | 2 | 2 | | 22 | UG Certificate Cumulative Credit: 44 |
| | II | 2+2 | | 4 | 2+2 | 2 | 2 | 2 | | 2 | 2-cc | 22 | |
| Exit Option: Award of UG Certificate in Major with 40 -44 Credits and an Additional 4 Credits Core NSQF Course / Internship OR Continue with Major and Minor | | | | | | | | | | | | | |
| 5 | III | 4+4 | | 4 | 2 | | 2 | 2 | | | 2-cc 2FP | 22 | UG Diploma Cumulative Credit: 88 |
| | IV | 4+4 | | 4 | 2 | 2 | | 2 | | | 2 cep 2 FP | 22 | |
| Exit Option: Award of UG Diploma in Major and Minor with 80-88 Credits and an Additional 4 Credits Core NSQF Course / Internship OR Continue with Major and Minor | | | | | | | | | | | | | |
| 5.5 | V | 4+4+2+ 2 | 2+2 | 2 | | 2 | | | | | 2 OJTI | 22+ | UG Degree Cumulative Credit: 132 |
| | VI | 4+4+2+ 2 | 2+2 | 2 | | 2 | | | | | 2 OJTI | 22 | |
| | Total | 48 | 8 | 20 | 12 | 10 | 6 | 8 | 2 | 4 | 14 | 132 | |

Proposed List of Major, Elective, Minor, Vocational Skill, and Open Elective Courses

Name of the department: **Commerce & Accounts**

MAJOR COURSES

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|---|---------------|----------------------|---------------|
| I | I | MJ1 | Accountancy and Financial Management I | 2 | 2 | 2 |
| | | MJ2 | Commerce I-Business & Entrepreneurship | 2 | 2 | 2 |
| | II | MJ1 | Accountancy and Financial Management II | 2 | 2 | 2 |
| | | MJ2 | Commerce II-Service Management | 2 | 2 | 2 |
| II | III | MJ1 | Introduction to Management Accounting | 4 | 4 | 4 |
| | | MJ2 | Commerce III- Principles of Management | 4 | 4 | 4 |
| | IV | MJ1 | Cost and Management Accounting | 4 | 4 | 4 |
| | | MJ2 | Commerce IV- Introduction to Production & Finance | 4 | 4 | 4 |
| III | V | MJ1 | Financial Accounting I | 4 | 4 | 4 |
| | | MJ2 | Cost Accounting | 2 | 2 | 2 |
| | | MJ3 | Commerce V- Introduction to Marketing | 4 | 4 | 4 |
| | | MJ4 | Business Ethics (IKS) | 2 | 2 | 2 |
| | VI | MJ1 | Financial Accounting II | 4 | 4 | 4 |
| | | MJ2 | Cost Accounting and Auditing | 2 | 2 | 2 |
| | | MJ3 | Commerce VI- Introduction to HRM | 4 | 4 | 4 |
| | | MJ4 | Industrial Psychology | 2 | 2 | 2 |
| | | | | | | |

ELECTIVE COURSES

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|--------------------|---------------|----------------------|---------------|
| III | V | EL1 | Direct Tax | 4 | 4 | 4 |
| | | EL2 | Marketing Research | 4 | 4 | 4 |
| | VI | EL1 | Indirect Tax | 4 | 4 | 4 |
| | | EL2 | Business Law | 4 | 4 | 4 |

MINOR COURSES

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|----------------------------|---------------|----------------------|---------------|
| I | I | MN1 | Managerial Economics-I | 4 | 4 | 4 |
| | II | MN1 | Managerial Economics-II | 4 | 4 | 4 |
| II | III | MN1 | Macro Economics | 4 | 4 | 4 |
| | IV | MN1 | Money Management | 4 | 4 | 4 |
| III | V | MN1 | Indian Financial System-I | 2 | 2 | 2 |
| | VI | MN1 | Indian Financial System-II | 2 | 2 | 2 |

VOCATIONAL/SKILL COURSES

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|--|---------------|----------------------|---------------|
| I | I | VSC | Basic of Excel-I | 2 | 1Th + 1P | 2 |
| | | SEC | Introduction to Digital Marketing-I | 2 | 2 | 2 |
| | II | VSC | Basic of Excel-2 | 2 | 1Th + 1P | 2 |
| | | SEC | Introduction to Digital Marketing-II | 2 | 2 | 2 |
| II | III | VSC | NIL----- | --- | --- | --- |
| | | SEC | Advertising | 2 | 2 | 2 |
| | IV | VSC | Business Etiquets and Corporate Grooming | 2 | 1Th + 1P | 2 |
| | | SEC | --- | --- | ---- | --- |

| | | | | | | |
|-----|----|-----|--------------------------------|---|----------|---|
| III | V | VSC | Introduction to Basic Tally | 2 | 1Th + 1P | 2 |
| | | | | | | |
| | VI | VSC | Introduction to Advanced Tally | 2 | 1Th + 1P | 2 |
| | | | | | | |

| | |
|-----------------------------------|-----------------------------|
| VSC credits can be distributed as | complete practical |
| | 1 Theory and 1 practical |
| | 2 theory and two practicals |

Open Electives (OE)

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|----------------------------|---------------|----------------------|---------------|
| I | I | OE1 | Financial Literacy | 2 | 2 | 2 |
| | | | | | | |
| | II | OE2 | Introduction to IPR | 2 | 2 | 2 |
| II | III | OE3 | Introduction to Mass Media | 2 | 2 | 4 |
| | | | | 2 | 2 | |
| | IV | OE4 | Advertising | 2 | 2 | 4 |
| | | | | 2 | 2 | |

AEC

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|----------------------------------|---------------|----------------------|---------------|
| I | I | AEC1 | Communication Skill—I (English) | 2 | 2 | 2 |
| | | | | | | |
| | II | AEC2 | Communication Skill—II (English) | 2 | 2 | 2 |
| II | III | AEC3 | Media Writing I (hindi) | 2 | 2 | 2 |
| | | | | | | |
| | IV | AEC4 | Media writing II (hindi) | 2 | 2 | 2 |
| | | | | | | |

VEC

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|-----------------------|---------------|----------------------|---------------|
| I | I | VEC1 | Responsible Citizen | 2 | 2 | 2 |
| | | | | | | |
| | II | VEC2 | Environmental Studies | 2 | 2 | 2 |

IKS

| Year | Sem | Course | Course Title | No of Credits | No of Lectures Hours | Total Credits |
|------|-----|--------|----------------|---------------|----------------------|---------------|
| I | I | IKS1 | Indian Theatre | 2 | 2 | 2 |
| | | | | | | |

Programme Outcomes (POs) for B.Com

| PO NO. | PO (ON COMPLETION OF BCOM PROGRAMME THE LEARNER WILL BE ABLE TO :) |
|--------|---|
| PO1 | Demonstrate knowledge and understanding of fundamental principles of commerce, accounting, economics, and management. |
| PO2 | Analyze business issues and financial statements using logic and reasoning. |
| PO3 | Develop effective written and oral business communication. |
| PO4 | Understand and apply ethical practices in business and finance |
| PO5 | Demonstrate the use of digital tools, spreadsheets, and accounting software (e.g., EXCEL, Tally, ERP) |
| PO6 | Identify and evaluate business opportunities and demonstrate entrepreneurial mindsets. |
| PO7 | Understand global trade, international finance, and global market trends. |
| PO8 | Demonstrate the ability to work effectively in teams and lead in organizational settings. |
| PO9 | Recognise the need for continuous personal and professional development. |
| PO10 | Apply creative skills in real life situations and generate innovative ideas and effective solutions. |
| PO11 | Demonstrate a sense of equity and growth for all and engage in environmental sustainability and community development initiatives |

Programme Specific Outcomes (PSOs) for BCOM (Accountancy n Commerce)

| PSO NO | PSO (ON COMPLETION OF BCOM STUDENTS WILL BE ABLE TO:) |
|--------|--|
| PSO1 | Understand and apply core concepts in accounting, taxation, finance, and auditing. |

| | |
|------|---|
| PSO2 | Analyze and interpret financial statements and reports for decision-making. |
| PSO3 | Demonstrate proficiency in income tax, GST and business law. |
| PSO4 | Apply marketing, human resource, and operations management principles to real-world business cases. |
| PSO5 | Gain practical skills in e-commerce, digital marketing, and financial modeling . |
| PSO6 | Understand the structure and functioning of capital markets, stock exchanges , and mutual funds. |
| PSO7 | Use statistical tools and software (like MS Excel n TALLY ,ERP) for business data analysis. |
| PSO8 | Prepare for careers in banking , insurance,accounting, corporate finance , Management and public service . |
| PSO9 | Apply principles of inclusive growth, sustainable business practices, and ethical decision-making in commerce and management to promote environmental sustainability and social well-being. |



Royal College of Arts Science and Commerce (Autonomous)

Affiliated to University of Mumbai

Program: B.Com
(Accountancy and
Commerce)

Course: Commerce I & II (Major)

Syllabus for
Semester: I and II

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from
the academic year 2024-2025

| | |
|---------------------------|---|
| Course/ Paper Title | Commerce 1 (Introduction to Business and Entrepreneurship) |
| Course offered as | Major |
| Course Code | RUCMJ102 |
| Semester | 1 |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 |

| Sr No. | Course Objectives: |
|--------|--|
| 1 | To Acquire necessary <i>knowledge, skills</i> and <i>attitude</i> for the development of oneself as an entrepreneur. |
| 2 | To Understand business and its functions. |
| 3 | To Appreciate the role of business in society. |
| 4 | To Understand the role of government in promotion of entrepreneurship. |

Course Outcome

| | |
|-----|--|
| | On completing the course, the student will be able to: |
| CO1 | Understand entrepreneurial traits and business opportunities. |
| CO2 | Develop business plans with market analysis and financial estimates. |
| CO3 | Explain government schemes and institutional support for entrepreneurs |
| CO4 | Promote ethical and sustainable entrepreneurship practices. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|---|-----------------|
| I | Business | 15 |
| | <p>Business: Concept, Functions, Scope, Significance of business relating to business firm, customers, society and other stakeholders.</p> <p>Objectives of Business: classification of business objectives, Reconciliation of Economic and Social Objectives, Corporate social responsibility- Concept and Importance</p> <p>Forms of Business organization: sole trading, partnership, Joint stock company, co- operative society, Strategy alternatives in the changing scenario - Growth, stability, Retrenchment, Restructuring and Turnaround strategies</p> | |
| II | Entrepreneurship | 15 |
| | Entrepreneurship: Concept, importance, Factors Contributing to Growth of | |

| | | |
|--|---|-----------|
| | <p>Entrepreneurship, challenges in Entrepreneurship in India.</p> <p>Entrepreneur: Competencies of an Entrepreneur, Types of Entrepreneurs , Entrepreneur and Manager, Entrepreneur and Intrapreneur, Woman entrepreneurs and their problems</p> <p>Role of government in promotion of entrepreneurship: Important</p> <p>Entrepreneurship Training and Development centers in India (NIESBUD, SIDO, EDII, DIC, IIE), Startup India campaign – Action plan for startups, Special Schemes for promotion of Women Entrepreneurs</p> | |
| | Total | 30 |

(Two units for a two credit course and four units for a four credit course. 1 credit = 1 lecture hour/week
1 credit = 2 practical hours/week)

References:

1. Business Organisation Management Maheshwari, Rajendra P Mahajan, J.P., International Book House
2. Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
3. Introduction To Commerce, Vikram, Amit, Atlantic Pub
4. Entrepreneurship, Hisrich, Robert D, McGraw Hill
5. Entrepreneurship Development, Sharma, K.C., Regal Book Depot

| | |
|---------------------------|--|
| Course/ Paper Title | Commerce 2 (Introduction to Service sector) |
| Course offered as | Major |
| Course Code | RUCMJ202 |
| Semester | 2 |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 |

| Sr No. | Course Objectives: |
|--------|---|
| 1 | To Articulate the nature of service and service process. |
| 2 | To Explain the basic concepts and theories of service management. |
| 3 | To provide insights into the key requirement, opportunities and challenges in the services sectors. |
| 4 | To make learners aware about designing service strategies for improving service quality. |

Course Outcome

| | |
|-----|--|
| | On completing the course, the student will be able to: |
| CO1 | Define and list services, their types, and their role in the Indian economy. |
| CO2 | Explain the 7Ps of service marketing, service development, and sector challenges. |
| CO3 | Differentiate organized and unorganized retailing and describe trends like franchising and FDI. |
| CO4 | Apply ITES, banking, insurance, logistics, and e-commerce concepts to analyze the modern service sector. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|------------------|--|-----------------|
| Module: 1 | Concept of Services | 15 |
| | <p>Service: Meaning, Characteristics, Scope and classification of service . Importance of service sector in the Indian context</p> <p>Marketing Mix for Services: - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people,</p> <p>Service Strategies: Marketing Research and Service development Cycle, Managing demand and capacity, opportunities and challenges in service sector.</p> <p>Retailing : Concept of organized and unorganized retailing, Recent Trends in retailing: Retail Franchising, FDI in Retailing.</p> | |
| Module: 2 | Recent Trends in Service Sector | 15 |

| | | |
|--|--|----|
| | <p>ITES Sector: Concept and scope of BPO, KPO, LPO, Enterprise Resource Planning. – Importance</p> <p>Banking and Insurance Sector: Internet Banking, UPI, Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India</p> <p>Logistics Sector: Elements– Importance – Challenges</p> <p>E-commerce : concept, Functions, Importance and Limitations of E-Commerce</p> <p>Types of E-Commerce: B2C, B2B, C2C – Concept and activity involved</p> | |
| | Total | 30 |

(Two units for a two credit course and four units for a four credit course. 1 credit = 1 lecture hour/week
1 credit = 2 practical hours/week)

REFERENCE BOOKS:

1. Service Marketing, Temani, V.K., Prism Pub
2. Service Marketing, Temani, V.K., Prism Pub
3. Management Of Service Sector, Bhatia, B S, V P Pub Introduction To E – Commerce, Dhawan, Nidhi, International Book House
4. Introduction To Retailing, Lusch,RobertF.,Dunne, Patrick M., Carver, James R.,Cengage Learning
5. Retailing Management, Levy Michael., Weitz Barton A, Tata Mcgraw Hill

Examination pattern (Internal) (20 Marks):

**Royal College of Arts, Science and Commerce
(Autonomous)**

Theory Examination Pattern for
(Major/ Minor and VSC/SEC/ Open Elective)

| | | |
|---|--|-----------------|
| I | Internal Assessment | |
| a | One class test (Short answers/Objectives/ Multiple Choice) | 10 |
| b | Assignment/ Project/ Presentation/Book or research paper Review/Group Discussion | 10 |
| | | |
| | Total | 20 marks |

Paper Pattern (Semester End) (30 Marks):

| Q. No. | Questions | Marks |
|--------|---|----------|
| 1 | Case Study Analysis[Based on module I n II] | 10 Marks |
| 2 | Answer the following (Any two) - [Based on module I] a. b. c. | 10 Marks |
| 3 | Answer the following (Any two) - [Based on module II] a. b. c. | 10 Marks |
| | TOTAL | 30 Marks |



**Royal College of Arts Science and
Commerce (Autonomous)**
Affiliated to University of Mumbai

Program: BCom
Course: Accountancy and Financial Management-I (MAJOR)
Syllabus for Semester: I

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from the
academic year 2024-2025

| | |
|---------------------------|--|
| Course/ Paper Title | Accountancy and Financial Management-I |
| Course offered as | MAJOR |
| Course Code | RUCMJ101 |
| Semester | I |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 hrs/week |

| Sr No. | Course Objectives: |
|--------|--|
| 1 | To improve the learners ability to understand how to prepare Manufacturers Final Accounts. |
| 2 | To understand concepts of Revenue and Capital transactions |
| 3 | To understand concepts of departmental Final Accounts |
| 4 | To make the learners able to prepare Final Accounts of departmental store. |

Course Outcomes

| | |
|-----|---|
| | On completing the course, the student will be able to: |
| CO1 | Understand and Interpret features of Revenue and Capital Transactions |
| CO2 | Prepare Final Accounts of a manufacturer. |
| CO3 | Prepare Final Accounts of a departmental store. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|--|-----------------|
| I | Manufacturers Final Accounts <ul style="list-style-type: none"> ● Meaning: Revenue transactions and Capital transactions ● Features: Revenue Receipt, Revenue Expenditure, Capital Receipt and Capital Expenditure ● Adjustments in Manufacturers Final Accounts ● Practical questions on Manufacturing Account, Final Accounts of Manufacturer. | 15 |
| II | Final Accounts of Departmental Store. <ul style="list-style-type: none"> ● Meaning ● Adjustments in Departmental Store Final Accounts ● Practical questions on Final Accounts of Departmental Store. | 15 |

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References

1. **"Principles of Accounting"** by Belverd E. Needles, Marian Powers, and Susan V. Crosson
2. **"Intermediate Accounting"** by Donald E. Kieso, Jerry J. Weygandt, and Terry D. Warfield
3. **"Cost Accounting: A Managerial Emphasis"** by Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan
4. **"Financial Accounting"** by Walter T. Harrison Jr., Charles T. Horngren, and C. William Thomas
5. **"Financial Accounting: An Introduction to Concepts, Methods, and Uses"** by Clyde P. Stickney, Roman L. Weil, and Katherine Schipper:
6. **"Financial Accounting for MBAs"** by Peter D. Easton, John J. Wild, and Robert F. Halsey:.
7. **"Accounting Made Simple: Accounting Explained in 100 Pages or Less"** by Mike Piper:

| | |
|---------------------------|---|
| Course/ Paper Title | Accountancy and Financial Management-II |
| Course offered as | MAJOR |
| Course Code | RUCMJ201 |
| Semester | II |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 hrs/week |

| Sr No. | Course Objectives: |
|--------|---|
| 1 | To improve the learners ability to understand how to calculate Fire Insurance Claim. |
| 2 | To understand concepts of Under Insurance, Abnormal goods, normal goods, Average Clause, GPR etc. |
| 3 | To understand various concepts of Consignment Accounting. |
| 4 | To make the learners able to prepare ledgers and record journal entries under Consignment Accounting. |

Course Outcomes

| | |
|-----|--|
| | On completing the course, the student will be able to: |
| CO1 | Calculate Fire Insurance Claim and prepare necessary ledgers. |
| CO2 | Understand various concepts of Fire Insurance Claim calculation. |
| CO3 | Prepare necessary ledgers under Consignment Accounting. |
| CO4 | Record journal entries under Consignment Accounting. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|---|-----------------|
| I | Accounting of Fire Insurance Claim <ul style="list-style-type: none"> ● Meaning: Under Insurance, Abnormal goods, normal goods, Average Clause, GPR, Fire Insurance Claim etc. ● Adjustments in Memorandum Trading Accounts ● Practical questions on Fire Insurance Claim calculation. | 15 |
| II | Consignment Accounting <ul style="list-style-type: none"> ● Meaning: Consignment, Consignor, Consignee, Commission and Del-Credere, Pro-forma Invoice, Accounts Sales etc. ● Valuation of closing Stock in Consignment Accounting. ● Practical questions on Consignment Accounting. | 15 |

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

References

1. "Financial Accounting" by Walter T. Harrison Jr., Charles T. Horngren, and C. William Thomas:
2. "Financial Accounting: An Introduction to Concepts, Methods, and Uses" by Clyde P. Stickney, Roman L. Weil, and Katherine Schipper:
3. "Financial Accounting for MBAs" by Peter D. Easton, John J. Wild, and Robert F. Halsey:
4. "Intermediate Accounting" by Donald E. Kieso, Jerry J. Weygandt, and Terry D. Warfield:

5. "Accounting Made Simple: Accounting Explained in 100 Pages or Less" by Mike Piper:
6. "Principles of Accounting" by Belverd E. Needles, Marian Powers, and Susan V. Crosson
7. "Cost Accounting: A Managerial Emphasis" by Charles T. Horngren, Srikant M. Datar, and Madhav V. Rajan

Royal College of Arts, Science and Commerce (Autonomous)

Theory Examination Pattern for
(Major/ Minor and VSC/SEC/ Open Elective)

| | | |
|-----------|---|-----------------|
| I | Internal Assessment | |
| a | One class test (Short answers/Objectives/ Multiple Choice) | 10 |
| b | Assignment/ Project/ Presentation/Book or research paper Review/Group Discussion | 10 |
| | | |
| | Total | 20 marks |
| II | Semester End Examination | 30 Marks |
| | Duration | 1 hrs |

Question Paper Pattern: Semester End Examination: External

To attempt any 2 questions from following 3 questions:

Q1. Practical Question of 15 marks from unit 1.

Q2. Practical Question of 15 marks from unit 2.

Q3. Practical/Theory Question of 8 marks from unit 1 and Practical/Theory Question of 7 marks from unit 2.



Royal College of Arts Science and Commerce (Autonomous)

Affiliated to University of Mumbai

Programme: B.Com(Accountancy and Commerce)

Course: SEC—Introduction to Digital Marketing
Semester I and II

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from
the academic year 2024-2025

| | |
|---------------------------|-------------------------------------|
| Course/ Paper Title | Introduction to Digital Marketing I |
| Course offered as | SEC |
| Course Code | RUCSEC101 |
| Semester | 1 |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 |

| Sr No. | Course Learning Objectives: |
|--------|--|
| 1 | To familiarize students with the concept of digital marketing. |
| 2 | To Examine search engine optimisation tactics to enhance a website's position and ranking. |
| 3 | To Understand current and future evolutions of digital media. |
| 4 | To Understand the role of digital media for optimization media reach. |

Course Outcome

| | |
|-----|--|
| | On completing the course, the student will be able to: |
| CO1 | Understand the concept of digital marketing and its real-world iterations |
| CO2 | Demonstrate their understanding of the various new medias such as; social media, mobile technology, web analytics, search engine optimization, viral advertising |
| CO3 | Explore the influencer collaboration strategy for affiliate markets. |

| Module | Title with content | No. of lectures |
|--------|--|-----------------|
| I | Introduction to digital Marketing | 15 |
| | Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing. | |
| | | |
| II | Introduction to Google Ads | 15 |
| | Google Ad Basics Ad Rank & Quality Score Keyword Match types and Extensions Influencer Marketing: Identifying influencers in the industry Collaboration strategies Measuring influencer marketing ROI | |
| | Total | 30 |

(Two units for a two credit course and four units for a four credit course. 1 credit = 1 lecture hour/week
1 credit = 2 practical hours/week)

References:

1. Dodson, Ian: The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley
2. Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging
3. Gupta, Sunil: Driving Digital Strategy. Harvard Business Review Press
4. Tuten, Tracy L. and Solomon, Michael R.: Social Media Marketing. Sage
5. Bhatia, Puneet S.: Fundamentals of Digital Marketing. Pearson
6. Kotler, Philip: Marketing 4.0: Moving from Traditional to Digital. Wiley



Royal College of Arts Science and Commerce (Autonomous)

Affiliated to University of Mumbai

Program: B.Com
(Accountancy and
Commerce)

Course: Introduction to Digital Marketing II
(SEC)

Syllabus for Semester: II

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020)
with effect from the academic year
2024-2025

| | |
|---------------------------|--------------------------------------|
| Course/ Paper Title | Introduction to Digital Marketing II |
| Course offered as | SEC |
| Course Code | RUCSEC201 |
| Semester | 2 |
| No. of Credits | 2 |
| No. of lecture Hours/week | 1L+1P |

| Sr No. | Course Objectives: |
|--------|--|
| 1 | To Understand behaviour of online consumers. |
| 2 | To familiarise digital media campaigns through an understanding of e-mail, content and social media marketing. |
| 3 | To enable students acquire the ability to create strategic and targeted campaigns using digital media tools |
| 4 | To make learners aware about designing promotional service strategies for improving service quality. |

Course Outcome

| | |
|-----|---|
| | On completing the course, the student will be able to: |
| CO1 | Understand professional ethics, privacy issues with social media, conflicts and fundamentals of using social media. |
| CO2 | Understand the integrity in their work and actions, honor confidentiality, articulate the integration of their faith and understand and follow generally accepted codes of conduct in the field of marketing and in business. |
| CO3 | Understand how to create and run digital media-based campaigns |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|--|-----------------|
| I | Digital Content Creation -II | 7L+7P |
| | Content Marketing: - Blogging and article writing - Video marketing -Website Designing - Creating effective content using ChatGPT - Introduction to SEO - Keyword Research | |
| II | Social Media Marketing | 8L+8P |
| | Introduction to Social Media Marketing Social Media Marketing Basics | |

| | | |
|--|---|-----------|
| | Organic Vs Paid Marketing Setting up of Business Profiles in various social media platforms Tools: Google and the Search Engine, Facebook, Twitter, YouTube and LinkedIn. Building E-mail Marketing Campaign Affiliate Marketing Process. | |
| | Total | 30 |

(Two units for a two credit course and four units for a four credit course. 1 credit = 1 lecture hour/week
1 credit = 2 practical hours/week)

REFERENCE BOOKS:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

1. Write a 500-word blog post on a trending topic related to a product or service.(1 hour)
2. Identify 10 high-performing blog titles from competitors and analyze why they work.(30 mins)
3. Create a one-month blogging calendar with topic ideas and target keywords. .(30 mins)
4. Rewrite an existing blog post to improve SEO and engagement. .(30 mins)
5. Create a script and storyboard for a 1-minute promotional video.(1 hour)
6. Record a short promotional video and optimize it for YouTube SEO (title, tags, description). .(30 mins)
7. Design a basic landing page for a product/service using a website builder. .(30 mins)
8. Use ChatGPT to generate content ideas for a blog and social media post.(1 hour)
9. Write a 300-word AI-generated blog post and refine it manually for tone and engagement.(30 mins)
10. Conduct an SEO audit of a website (title tags, meta descriptions, keyword usage). .(30 mins)
11. Optimize an existing blog post using targeted keywords. .(30 mins)
12. Use Google Keyword Planner to find 10 relevant keywords for a product.(30 mins)

13. Create a content strategy based on keyword research findings. .(30 mins)
14. Set up business profiles on Facebook, Twitter, YouTube, and LinkedIn. .(30 mins)
15. Analyze the social media strategy of a competitor (post frequency, engagement). .(30 mins)
16. Create 3 social media posts (including visuals and text) for a product launch.(1 hour)
17. Schedule posts using a social media management tool (e.g., Buffer, Hootsuite). .(30 mins)
18. Create a sample Facebook ad campaign with a budget, target audience, and ad copy.(30 mins)
19. Develop an organic growth strategy for a business page (content types, engagement) .(30 mins)
20. Design an email marketing campaign (welcome email + promotional email). .(30 mins)
- 21 Segment an email list based on customer behavior and demographics. .(30 mins)
22. Identify 3 potential affiliates for a product and create a recruitment strategy. .(30 mins)



**Royal College of Arts Science and
Commerce (Autonomous)**
Affiliated to University of Mumbai

Program: FYBCom/ FYBA/ FYBSc
Course: VEC--Responsible Citizen (VEC)
Syllabus for Semester: I

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from the
academic year 2024-2025

| | |
|---------------------------|-----------------------------|
| Course/ Paper Title | Responsible Citizen |
| Course offered as | VEC- Value Education Course |
| Course Code | RUVEC101 |
| Semester | I |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 hrs/week |

| Sr No. | Course learning Objectives: |
|--------|---|
| 1 | To make learner realize the significance of values and ethics in becoming conscious citizen |
| 2 | To guide the learners' to be responsible towards their fundamental and moral responsibilities for the betterment of community. |
| 3 | To Enrich students with knowledge and relevance of the Constitution.. |
| 4 | To bring perspective to the current economic, social and political climate in the country using constitution as the parameter.. |

Course Outcomes

| | |
|-----|---|
| | On completing the course, the student will be able to: |
| CO1 | Evaluate the relation between action and consequences of humans on the society and country. |
| CO2 | Use a rational approach to improve quality of life of the human community thru effective leadership skills. |
| CO3 | Develop scientific temper to address the social problems, obey the laws of their land and participate in the process of democracy |
| CO4 | know the importance of Constitution and Government. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|--|-----------------|
| I | a) Values and Ethics--Definitions, b) Significance of values and ethics in one's personality development, c) ways of healthy living in society d) Qualities of good citizen, e) how to become good citizen | 15 |
| II | a) Introduction to constitution of India, b) Sources and making of the constitution, c) Preamble, features of the constitution, d) Fundamental rights and duties of citizens. e) importance of research scientific temper. | 15 |

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Citizenship and Social Class, by T. H. Marshall and Tom Bottomore
2. Constitution of india : a contextual analysis, Hart Publishing India (28 December 2017), 9387146553
3. Theory of Political Obligation: Membership, Commitment, and the Bonds of Society, Gilbert, Oxford University Press

4. Being an Indian Citizen - A guide to our Fundamental Duties, Prashant Solomon, Thinking Tree Publishers,
5. The oxford handbook of the Indian constitution, Oxford University Press; Edition , 2016,

**Royal College of Arts, Science and Commerce
(Autonomous)**

Continuous Assessment

| Continuous Assessment- VEC | | |
|-----------------------------------|--|----------|
| a | One class test (Short answers/Objectives/ Multiple Choice) | 25 |
| b | Assignment/ Project/ case study/Presentation/seminar/Book or research paper Review | 20 |
| c | Exhibiting leadership qualities in organizing academic related activities | 05 |
| Total | | 50 marks |



Royal College of Arts Science and Commerce
(Autonomous)

Affiliated to University of Mumbai

Program: FYBCom /FYBA /FYBSc
Course: VEC—Environmental Studies
Syllabus for Semester: II

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from the
academic year 2024-2025

| | |
|---------------------------|-----------------------------|
| Course/ Paper Title | Environmental Studies |
| Course offered as | VEC- Value Education Course |
| Course Code | RUVEC201 |
| Semester | II |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 hrs/week |

Course learning objectives:

| | |
|---|---|
| 1 | The ability to recognize the need and importance of solid waste management. |
| 2 | To create awareness about the different methods of waste disposal and recycling. |
| 3 | To familiarize learners with the application of geo spatial technology in environmental management. |
| 4 | To introduce learners to major environmental movements and their significance |
| 5 | The ability to recognize the role of individuals and communities in environmental protection. |

Course Outcomes

| | |
|-----|---|
| | On completing the course, the student will be able to: |
| CO1 | Define solid waste and classify its different types and demonstrate the importance of 3Rs in sustainable development. |
| CO2 | Explain impact and methods of solid waste management.. |
| CO3 | Use the basic components of geo spatial technology such as GIS,GPS and remote sensing for sustainable development. |
| CO4 | Describe the major environmental movements and suggest practical solutions for environmental problems. |
| CO5 | Interpret case studies related to environmental conservation. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|---|-----------------|
| I | Solid Waste Management for Sustainable Society 1. Concept, Classification of wastes – Types and Sources of Solid Waste; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; disposal methods, effective waste management strategies, 2. Solid waste management in Mumbai and Mira bhayandar- Schemes and initiatives run by MCGM and BMC – role of citizens in waste management in Mumbai. 3. Entrepreneurship in waste material management.—case studies of entrepreneurs in waste material. | 15 |
| II | Environmental Movements and Management in India 1. Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and jungle bachao Andolan. 2. Environment Protection Acts –Environmental Impact Assessment, carbon emission and trading, International conventions and protocols, 3. Environmental management-- Concept and components of Geospatial Technology-- Applications of GST in Environmental Management. | 15 |

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Citizenship and Social Class, by T. H. Marshall and Tom Bottomore
2. Social Problems in India, Ahuja Ram, Rawat Publications, 2021
3. Social Problems In India, Sukanta Sarkar, Kalpaz Publications
4. The Conservation Of The Indian Heritage, edited by Bridget Allchin, F.R. Allchin and B.K. Thapar.
5. Mental and physical health Get access Arrow,
6. R. Rajagopalan, Environmental Studies, Oxford IBH Pub, 2011.
7. Environmental Studies ,Seth publication

**Royal College of Arts, Science and Commerce
(Autonomous)**

Continuous Assessment

| Continuous Assessment- VEC | | |
|-----------------------------------|--|----------|
| a | One class test (Short answers/Objectives/ Multiple Choice) | 25 |
| b | Assignment/ Project/ case study/Presentation/seminar/Book or research paper Review | 20 |
| c | Exhibiting leadership qualities in organizing related academic activities | 05 |
| | Total | 50 marks |
| | | |
| | | |



**Royal College of Arts Science and
Commerce (Autonomous)**
Affiliated to University of Mumbai

Program: FYBCom/FYBA/FYBSc
Course: Communication Skills I (AEC)
Syllabus for Semester: I

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from the
academic year 2024-2025

| | |
|---------------------------|---------------------------------|
| Course/ Paper Title | Communication Skills I |
| Course offered as | AEC- Ability Enhancement Course |
| Course Code | RUAEC101 |
| Semester | I |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 hrs/week |

| Sr No. | Course Objectives: |
|--------|--|
| 1 | To improve the learners' communicative ability. |
| 2 | To enhance the learners' ability to use correct English pronunciation. |
| 3 | To enhance the Listening, Speaking, Reading, and Writing(LSWR) skills of the learners. |
| 4 | To guide learners in the effective use of Grammar Skills. |

Course Outcomes

| | |
|-----|---|
| | On completing the course, the student will be able to: |
| CO1 | Acquire fluency in English Pronunciation. |
| CO2 | Recognize and identify differences in American and British English. |
| CO3 | Identify grammatical structures for correct English usage. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|--|-----------------|
| I | Basics of Communication: <ul style="list-style-type: none"> ● Alphabets and Sounds of English Language ● Phonetic Transcription ● Distinction between American and British English ● Indian English ● Listening Skills | 15 |
| II | Remedial English Grammar and Vocabulary <ul style="list-style-type: none"> ● Homophones and Homonyms ● Synonyms and Antonyms ● Word Formation- Prefixes, Base and Suffixes ● Articles ● Prepositions ● Subject- Verb Agreement | 15 |

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Jenkins J. 2007. *English as a Lingua Franca: Attitude and Identity*. Oxford: Oxford University Press.

2. Melchers, G. and Shaw P. 2003. *World Englishes*. London: Arnold.
3. Deterding, D. and Poedjosoedarmo, G. 1998. *The Sounds of English: Phonetics & Phonology for English Teachers in Southeast Asia*. Singapore: Prentice Hall.
4. T Balasubramanian. 1981. *A Textbook of English Phonetics for Indian Students*. Macmillan.
5. Rajinder Pal and Prem Lata. *English Grammar and Composition*, Sultan Chand Publication.

**Royal College of Arts, Science and Commerce
(Autonomous)**

Theory Examination Pattern for
(Major/ Minor and VSC/SEC/ Open Elective)

| | | |
|---|--|----------|
| I | Internal Assessment- AEC | |
| a | One class test (Short answers/Objectives/ Multiple Choice) | 25 |
| b | Assignment/ Project/ Presentation/Book or research paper Review/ | 20 |
| C | Conduct and attendance | 05 |
| | Total | 50 marks |



**Royal College of Arts Science and
Commerce (Autonomous)**
Affiliated to University of Mumbai

Program: FYBCom/FYBA/FYBSc
Course: Communication Skills II (AEC)
Syllabus for Semester: II

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from the
academic year 2024-2025

| | |
|---------------------------|---------------------------------|
| Course/ Paper Title | Communication Skills II |
| Course offered as | AEC- Ability Enhancement Course |
| Course Code | RUAEC201 |
| Semester | II |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 hrs/week |

| Sr No. | Course Objectives: |
|--------|---|
| 1 | To improve the learners' communicative ability. |
| 2 | To introduce learners to different perspectives of looking at a text/passage. |
| 3 | To equip learners in the functional aspect of English. |
| 4 | To guide learners in developing formal and creative writing skills. |

Course Outcomes

| | |
|-----|--|
| | On completing the course, the student will be able to: |
| CO1 | Interpret text/passages from different perspectives. |
| CO2 | Develop good speaking skills. |
| CO3 | Enhance formal and creative writing skills. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|--|-----------------|
| I | Developing Comprehension and Speaking Skills in English <ul style="list-style-type: none"> ● Scanning and Skimming a passage ● Interpretation of Unseen passages/poems ● Conversational English- Elevator Pitch, Opening and closing a conversation, Developing a Dialogue ● Speaking at an Event- Compering an Event, Introducing Speakers/Dignitaries, Proposing Vote of Thanks. | 15 |
| II | Formal and Creative Writing Skills <ul style="list-style-type: none"> ● Job Application with CV ● Drafting of E-Mails ● Principles of Creative Writing ● Story and Memoir Writing | 15 |

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

References:

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011 2.
2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011
3. Sen, Leena. Communication Skills, Prentice Hall of India, New Delhi.
4. Freeman, Sarah: Written Communication. New Delhi: Orient Longman, 1977.

5. Glendinning, Eric H. and Beverley Holmstrom. Second edition. Study Reading: A Course in Reading Skills for Academic Purposes. Cambridge: CUP,2004.
6. Grellet, F. Developing Reading Skills, Cambridge: CambridgeUniversityPress,1981
7. Mohan Krishna & Banerji, Meera: Developing Communication Skills. New Delhi: Macmillan India,1990.
8. Mohan Krishna &Singh, N. P. Speaking English Effectively. New Delhi: Macmillan India, 1995.

**Royal College of Arts, Science and Commerce
(Autonomous)**

Theory Examination Pattern for
(Major/ Minor and VSC/SEC/ Open Elective)

| I | Internal Assessment | |
|---|--|----------|
| a | One class test (Short answers/Objectives/ Multiple Choice) | 25 |
| b | Assignment/ Project/ Presentation/Book or research paper Review/ | 20 |
| c | Conduct and attendance | 05 |
| | Total | 50 marks |

**Royal College of Arts Science and
Commerce (Autonomous)**
Affiliated to University of Mumbai

Program: FYBCom/FYBA/FYBSc

Course: Indian Theatre I(IKS)

Syllabus for Semester: I

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with effect from the
academic year 2024-2025

| | |
|---------------------------|------------------------------|
| Course/ Paper Title | Indian Theatre I |
| Course offered as | IKS- Indian Knowledge System |
| Course Code | RUIKS101 |
| Semester | I |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 hrs/week |

| | |
|--------|--------------------|
| Sr No. | Course Objectives: |
|--------|--------------------|

| | |
|---|--|
| 1 | To make the learners understand the nature and relevance of Theatre. |
| 2 | To introduce the learners to different elements of Theatre. |
| 3 | To make the learners understand the difference between traditional and Modern Theatre. |
| 4 | To guide the learners in producing and performing a play. |

Course Outcomes

| | |
|-----|---|
| | On completing the course, the students will be able to: |
| CO1 | Understand and appreciate the relevance of theatre. |
| CO2 | Gain an understanding of various elements of theatre. |
| CO3 | Produce and perform a play. |

Detailed Syllabus

| Module | Title with content | No. of lectures |
|--------|--|-----------------|
| I | <ul style="list-style-type: none"> ● Introduction to Indian Theatre ● Theatre: Characteristics of Performing Arts ● Traditional and Modern Indian Theatre ● Popular Indian Playwrights | 15 |
| II | <ul style="list-style-type: none"> ● Traditional Folk Theatre ● Elements of Visual Arts: Set Design, Light, Make up, Costumes, Music. ● Practical work: Play Production and Performance. | 15 |

(Two units for a two credit course and four units for a four credit course.

1 credit = 1 lecture hour/week

1 credit = 2 practical hours/week)

Suggested Readings:

1. Gupta, Chandra Bhan. 1954. The Indian Theatre. Benares: Motilal Benarasi Das.
2. Lal, Ananda. 2004. The Oxford Companion to Indian Theatre. New Delhi: Oxford Univ. Press.
3. Rangacharya, Adya. 1971. The Indian Theatre. New Delhi: National Book Trust.

4. Pande, Anupa. A Historical and Cultural Study of the Natyasastra of Bharata. Jodhpur: Kusumanjali Prakashan.
5. Adler, Stella. 2000. The Art of Acting. New York: Applause Theatre and Cinema Books

**Royal College of Arts, Science and Commerce
(Autonomous)**

Theory Examination Pattern for
(Major/ Minor and VSC/SEC/ Open Elective)
Continuous evaluation

| | | |
|---|--|----------|
| I | Internal Assessment- IKS | |
| a | One class test (Short answers/Objectives/ Multiple Choice) | 25 |
| b | Script writing | 10 |
| c | Play Performance two plays | 15 |
| | Total | 50 marks |



Royal College of Arts Science

and Commerce (Autonomous)

Affiliated to University of Mumbai

Program: B.Com

Accountancy and Commerce

Course: Eco -Tourism (OE)

Semester I—FYBA

Semester II--FYBsc

Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020) with
effect from the academic year 2025-2026

| | |
|---------------------------|--------------|
| Course/ Paper Title | Eco--Tourism |
| Course offered as | OE |
| Course Code | RUCOE101/201 |
| Semester | I and II |
| No. of Credits | 2 |
| No. of lecture Hours/week | 2 |

| | |
|--------|-----------------------------|
| Sr No. | Course learning Objectives: |
|--------|-----------------------------|

| | |
|---|---|
| 1 | The course aims at making the students introduced to concept principles and importance of tourism. |
| 2 | To develop understanding about sustainable tourism practices and environment conservation. |
| 3 | The course focus on making students understand the economic and social benefits of eco tourism for local communities. |
| 4 | To develop understanding of eco-tourism policies and initiatives in India. |

Course Outcome

| | |
|-----|--|
| | On completing the course, the student will be able to: |
| CO1 | Explain the concept, principles and significance of eco tourism. |
| CO2 | Describe the relationship between ecotourism, environmental conservation and sustainable development. |
| CO3 | Evaluate the role of eco-tourism in developing various employment opportunities . |
| CO4 | Examine the role of government policies in promoting eco tourism and controlling negative impact of tourism. |

Detail Syllabus

| |
|---|
| Module – I-- Module – I: Tourism Overview—(15 hrs) |
| <ul style="list-style-type: none"> ● Definition and Historical Development of Tourism, its Structure, Components and Elements, Significance of Tourism Industry, types and motive of travelers. ● Forms of Tourism, Factors Influencing Tourism ● Tourism development in India- Evolution, Social & Electronic Media and its impact on tourism, Growth of tourism in India ● PEDAGOGICAL APPROACH:- Visit, Case Study Lecture. |
| Module–II–Infrastructure and Sustainability in tourism –15(hrs) |
| <ul style="list-style-type: none"> ● Need, Importance and Role of Infrastructure for tourism • Facilities- Accommodation, Safety, Logistic • Services required for tourism- Ancillary and Supplementary services. ● Impact of Tourism • Environmental and Socio-Cultural Impacts • Economic and Other Impacts ● Sustainable Tourism- Concept, Need & Importance, Current Scenario , Maharashtra Tourism Policy 2016 . <p>REFERENCES:-</p> <ul style="list-style-type: none"> ● Mill and Morrison, The Tourism System: An Introductory Text. Prentice ● Jayapalan. N., An Introduction to Tourism. Atlantic Publishers. ● Mill R.C., Tourism, the International Business, Prentice Hall. New Jersey. ● Swarbrooke, J. Sustainable Tourism Management. CABI Publishers ● Bhatia, A K., The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited ● Gupta, V. K., Tourism in India. Neha Publishers and Distributor ● Aggarwal, A. Travel and Tourism in India. Sublime Publishers |

- Batra K. L. – Problems and prospects of Tourism. Printwell Publisher, Jaipu. • Chopra
- Sunita Tourism Development of India, Ashish Publishing House, New Delh.
- Usha Bala – Tourism in India, Policy and Perspective, Arushi Publishers, New delhi.

Royal College of Arts, Science and Commerce
(Autonomous)

Theory Examination Pattern for
(Major/ Minor and VSC/SEC/ Open Elective)
Continuous evaluation

| I | Internal Assessment- IKS | |
|---|--|----------|
| a | One class test (Short answers/Objectives/ Multiple Choice) | 25 |
| b | Assignment/presentation/skit/model making | 15 |
| c | Conduct and attendance | 05 |
| | Total | 50 marks |

