

Principal : Dr. Manju Lalwani Pathak

Ref. No.: CHM (A) AC/01/2026-27

Date: 27th June, 2026

CIRCULAR

The immediate attention of all concerned is invited to this Office Circular No. CHM (A) AC 10/2025-26 dated 15th April, 2026 regarding Choice Based and Credit Based Syllabus (CBCS), of Smt. CHM College (Autonomous), under the guidelines of University of Mumbai, as per Academic Framework of NEP 2020, for all subjects of F.Y.B.Com in AI & Digital Marketing SEM-I and SEM-II.

It is hereby communicated that the recommendations of the curriculum designed by the Ad-hoc Board of Studies in Management Studies coordinated by the Dean, Faculty of Commerce in the meeting of Academic Council held on 16th April, 2026 have been approved.

In accordance therewith, the syllabus as per the CBCS has been brought into force with effect from the Academic Year 2026–27 and accordingly the same is attached for reference and is available on the College's website www.chmcollege.in.

Ulhasnagar – 421003

27th June 2026



Dr. Manju Lalwani Pathak
Principal & Chairperson, Academic Council

Copy forwarded for information to:

1. The Office of Chairperson, Academic Council
2. The Dean, Faculty of Commerce
3. The Chairperson, Ad-hoc Board of Studies
4. The Controller of Examination
5. The Registrar

PREAMBLE

The contemporary business environment is rapidly transforming due to advancements in Artificial Intelligence (AI) and digital technologies. Organizations are increasingly relying on digital platforms to operate, engage customers, and create value, leading to a growing demand for professionals who combine strong commerce knowledge with technological skills. The B.Com in AI and Digital Marketing program is designed to address this need by integrating traditional business concepts with modern digital competencies. It focuses on developing analytical thinking, creativity, and problem-solving abilities, enabling students to understand digital trends, consumer behavior, and data-driven decision-making.

The program emphasizes practical learning and industry relevance through application-based approaches, preparing students to adapt to dynamic business environments. It also highlights ethical practices, data privacy, and responsible technology use. By fostering an entrepreneurial mindset and encouraging continuous learning, the program equips students to explore opportunities in emerging digital domains. Overall, it aims to develop competent, innovative, and socially responsible professionals capable of contributing to modern business growth.

Program Objectives

On completion of the programme, the learner will be able to:

PO1. Disciplinary Knowledge

Demonstrate comprehensive knowledge of the chosen discipline, their concepts, theories, methods, and its interdisciplinary applications.

PO2. Communication Skills

Communicate ideas effectively in oral, written, digital, and interpersonal contexts using appropriate language and communication skills.

PO3. Critical Thinking and Problem Solving

Analyse issues critically, apply logical reasoning, and develop appropriate solutions to real-life and discipline-specific problems.

PO4. Research with Digital Competence

Apply scientific inquiry and basic research skills to collect, analyse, interpret, and present information using appropriate methods and evidence. Use digital technologies, information resources, relevant AI tools, and media responsibly for learning, research, communication, and professional development.

PO5. Ethics and Professional Values

Demonstrate ethical behaviour, integrity, constitutional values, social responsibility, and respect for diversity in personal and professional life.

PO6. Leadership and Teamwork

Work collaboratively in diverse teams, demonstrate leadership qualities, and contribute effectively to achieving common goals.

PO7. Social, Cultural and Environmental Responsibility

Demonstrate empathy, appreciate cultural diversity, engage in community service, and promote environmental sustainability.

PO8. Employability and Entrepreneurship

Apply disciplinary knowledge and transferable skills to pursue higher education, employment, entrepreneurship, and other professional opportunities.

PO9. Lifelong Education

Engage in self-directed lifelong education for continuous personal and professional development.



HSNC Board's
Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar
(Autonomous)
Affiliated to the University of Mumbai

Bachelor of Commerce
(AI and Digital Marketing)
(Self-Financing Course)

Semester I

Choice Based and Credit Based syllabus
as per NEP 2020 with effect from the
Academic Year 2026-2027

Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar – 421003

(Autonomous)

Program Structure

B.Com (AI and Digital Marketing)

First Year: SEMESTER – I

| Level | Sem | Major (Mandatory) | Minor | OE | VSC, SEC (VSEC) | AEC, VEC, IKS | CC | Cum. Cr./Sem. |
|-------|-----|--|-------------------|---|--|---|-----------------------------------|------------------|
| 4.5 | I | 2+2+2 Fundamentals of Business in Digital Age (2) Principles of Marketing (2) Introduction to Data & AI (2) | Not applicable | 2+2 Economics for Professional careers-I (2) Choice based (2) | 2+2 Branding Essentials (2) Foundations of Orange Economy (2) | 2+2+2 Business Communication Skills (2) OR Communication Skills in Sindhi (2) Environment Management – I (2) Indian Knowledge System (2) | 2 Co- curricular (2) | 22 |

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - I**

Title: Fundamentals Of Business in Digital Age

**Vertical - 1
Major Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Fundamentals Of Business in Digital Age
Course Code: CHMDMI1

| Sr. No. | Heading | Particulars |
|---------|--|--|
| 1 | Description the Course: | This course introduces students to the fundamental concepts of business within the context of the modern digital economy. It covers the nature, scope, and objectives of business, various forms of business organization, and the influence of the business environment. The course also explores key management principles and examines how digital transformation is reshaping traditional business practices. Further, it provides insights into the digital economy, e-business models, and the role of technology in business operations. Through real-world examples and case studies, students gain an understanding of how businesses operate and compete in the digital era. |
| 2 | Vertical 1 | Major |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To develop a foundational understanding of business concepts, types of activities, and organizational structures. CO(A) 2: To examine the impact of internal and external business environment factors on business operations. CO(A) 3: To understand the role of management principles and digital transformation in modern business. CO(A) 4: To analyze the functioning of businesses in the digital economy, including e-commerce and digital business models. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain basic business concepts, forms of organization, and types of business activities. CO2: Analyze the influence of business environment factors on organizational decisions. CO3: Identify the role of technology and digital transformation in shaping business practices. CO4: Evaluate digital business models and the functioning of firms in the digital economy. | |
| 9 | Syllabus UNIT I: Business Foundations <ul style="list-style-type: none"> • Business: Meaning, Scope, Role in Society, Objectives, Types of Business Activities – Industry and Commerce – Trade and Aids to Trade. • Forms Of Business Organization: Sole Proprietorship, Partnership Including LLP, Joint Hindu Family Business, Company Form, Cooperative Organization • Business Environment: Micro Environment Factors, Macro Environment Forces, Economic Conditions, Technological Influence, Political and Legal Factors, Global Environment • Management: Meaning, Scope, Importance, Scientific Management & Its Principles, Functional Management – 14 Principles, | |

| | |
|--|--|
| | <ul style="list-style-type: none"> • Digital Transformation in Business: Meaning of Digitalization, Role of Internet, Automation in Business, Digital Platforms, Impact on Traditional Business, Examples of Transformation <p>UNIT II: Business In Digital Era</p> <ul style="list-style-type: none"> • Digital Economy: Concept Of Digital Economy, Characteristics, Role of Data, Internet-Based Transactions, Global Connectivity, Emerging Trends, Challenges & Opportunities • E-Business and E-Commerce: Meaning and Differences, Types of E-Commerce, Online Transactions, Benefits and Limitations, Examples, Growth of Online Business • Technology In Business Operations: Use of IT Systems, Automation Tools, ERP Basics, Cloud Computing, Efficiency Improvement, Cost Reduction • Digital Business Models: Platform-Based Models, Subscription Services, Freemium Strategies, Aggregator Model, Revenue Generation, Case Illustrations • Case Studies of Digital Firms: Business Models of Amazon, Swiggy Operations, Zomato Strategy, Customer Experience, Innovation, Competitive Advantage • Challenges And Opportunities: Cybersecurity Issues, Digital Divide, Competition, Innovation Opportunities, Scalability, Future Prospects |
|--|--|

| 10 | <p>Scheme of Examination and Assessment Pattern Paper – 50 Marks</p> <p>External Examination: Semester End External - 30 marks Time: 1:00 hours Format of Question Paper</p> <p>Attempt all questions.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Question No</th> <th style="width: 65%;">Nature of Questions</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Any two out of three (Unit 1)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Any two out of three (Unit 2)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">30</td> </tr> </tbody> </table> <p>Internal Examination: Continuous Evaluation - 20 marks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 65%;">Assessment / evaluation</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>Online Test / Quiz / Case Study</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Project / Presentation / Viva / Role Play (Any 2)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">20</td> </tr> </tbody> </table> | Question No | Nature of Questions | Marks | Q1 | Any two out of three (Unit 1) | 15 | Q2 | Any two out of three (Unit 2) | 15 | TOTAL | | 30 | | Assessment / evaluation | Marks | 1. | Online Test / Quiz / Case Study | 10 | 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 | TOTAL | | 20 |
|--------------|---|-------------|---------------------|-------|----|-------------------------------|----|----|-------------------------------|----|--------------|--|-----------|--|-------------------------|-------|----|---------------------------------|----|----|---|----|--------------|--|-----------|
| Question No | Nature of Questions | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| Q1 | Any two out of three (Unit 1) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| Q2 | Any two out of three (Unit 2) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 30 | | | | | | | | | | | | | | | | | | | | | | | |
| | Assessment / evaluation | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Online Test / Quiz / Case Study | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 20 | | | | | | | | | | | | | | | | | | | | | | | |

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|----|---|
| 11 | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Gupta, C. B. (2022). Business organization and management (15th ed.). Sultan Chand & Sons. 2. Sherlekar, S. A., & Sherlekar, V. S. (2019). Modern business organization and management. Himalaya Publishing House. 3. Pillai, R. S. N., & Bagavathi. (2021). Modern business organization and management. S. Chand Publishing. 4. Kapoor, N. D. (2020). Elements of business organization. Sultan Chand & Sons. |
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**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - I**

Title: Principles of Marketing

**Vertical - 1
Major Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Principles of Marketing
Course Code: CHMDMI2

| Sr. No. | Heading | Particulars |
|---------|---|---|
| 1 | Description the Course: | This course provides a comprehensive understanding of fundamental marketing concepts and their application in modern business environments. It introduces students to the nature, scope, and evolution of marketing, along with key elements such as service marketing, marketing environment, and marketing research. The course further explores strategic aspects including product, pricing, distribution, and promotion decisions. It also emphasizes segmentation, targeting, and positioning strategies, while incorporating emerging trends such as digital marketing, influencer marketing, and the role of artificial intelligence in marketing. The course equips students with both theoretical knowledge and practical insights into contemporary marketing practices. |
| 2 | Vertical 1 | Major |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To develop a strong foundation in marketing concepts, principles, and evolving marketing philosophies. CO(A) 2: To understand the role of marketing environment, research, and service marketing in business decision-making. CO(A) 3: To analyze key marketing strategies related to product, pricing, distribution, and promotion. CO(A) 4: To examine modern marketing approaches including STP strategies and emerging digital marketing trends. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain core marketing concepts, marketing environment, and service marketing principles. CO2: Apply marketing research techniques and marketing mix concepts in practical situations. CO3: Analyze marketing strategies related to product development, pricing, promotion, and distribution. CO4: Evaluate modern marketing trends including digital marketing, personalization, and AI in marketing. | |
| 9 | Syllabus Unit 1: Marketing Basics | |

1. **Meaning And Scope of Marketing:** Meaning, Nature, Scope and Importance, Concepts of Needs, Wants and Demand
2. **Evolution Of Marketing Concepts:** Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing, Holistic Marketing.
3. **Service Marketing:** Meaning Of Services, Characteristics of Service Marketing, Need for Service Marketing.
4. **Marketing Environment:** Internal Environment, External Environment, Competition Analysis, Technological Changes, Economic Factors, Market Dynamics
5. **Marketing Research:** Meaning, Need, Types and Steps
6. **Marketing Mix:** Meaning, 4Ps Of Marketing, 7Ps Of Service Marketing

Unit 2: Marketing Strategies

1. **Product Strategy:** Product Levels, Product Life Cycle Stages, Reasons for Product Failure, New Product Development, Branding Decisions, Packaging.
2. **Pricing Strategies:** Pricing Objectives, Factors Affecting Pricing Decisions, Methods of Pricing, Pricing Strategies
3. **Place Mix:** Distribution Channels -Traditional and Modern T
4. **Promotion Mix:** Advertising Tools, Sales Promotion Techniques, Public Relations Role, Personal Selling, Integrated Communication, Examples
5. **STP Strategy:** Segmentation and Its Need and Basis, Targeting and Positioning Strategies
6. **Emerging Marketing Trends:** Influencer Marketing, Social Media Growth, Personalization, Mobile Marketing, AI In Marketing, Future Trends

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt all questions.

| Question No | Nature of Questions | Marks |
|--------------|-------------------------------|-----------|
| Q1 | Any two out of three (Unit 1) | 15 |
| Q2 | Any two out of three (Unit 2) | 15 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|---|-----------|
| 1. | Online Test / Quiz / Case Study | 10 |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 |
| TOTAL | | 20 |

REFERENCES:

1. Saxena, R. (2020). *Marketing management* (6th ed.). McGraw Hill Education India.
2. Sherlekar, S. A., & Sherlekar, V. S. (2019). *Marketing management*. Himalaya Publishing House.
3. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Global perspective, Indian context* (5th ed.). McGraw Hill Education India.
4. Pillai, R. S. N., & Bagavathi. (2021). *Modern marketing: Principles and practices*. S. Chand Publishing.
5. Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson.
6. Armstrong, G., & Kotler, P. (2021). *Principles of marketing* (18th ed.). Pearson.

**Smt. Chandibai Himathmal Mansukhani
College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - I**

Title: Introduction to Data & AI

**Vertical - 1
Major Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Introduction to Data & AI
Course Code: CHMDMI3

| Sr. No. | Heading | Particulars |
|---------|---|--|
| 1 | Description the Course: | This course introduces students to the fundamentals of data and artificial intelligence in the context of modern business. It covers the nature and types of data, methods of data collection, and basic techniques of data processing and visualization. The course emphasizes the role of data in informed decision-making across business functions. It also provides an introductory understanding of artificial intelligence, including its concepts, evolution, and applications in business and marketing. Students are exposed to commonly used AI tools and develop awareness of ethical issues associated with AI. The course builds a strong foundation for advanced studies in data analytics and AI-driven business applications. |
| 2 | Vertical I | Major |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To develop an understanding of data types, sources, and methods of data collection in business contexts. CO(A) 2: To introduce basic techniques of data processing, cleaning, and visualization for effective data handling. CO(A) 3: To provide foundational knowledge of artificial intelligence and its applications in business and marketing. CO(A) 4: To create awareness of AI tools and ethical issues related to data usage and artificial intelligence. | |
| 8 | Course Outcomes: Student will be able to CO1: Identify different types of data and apply appropriate methods for data collection. CO2: Perform basic data processing, cleaning, and visualization using simple tools. CO3: Explain the concepts of AI, machine learning, and their applications in business functions. CO4: Evaluate the use of AI tools and recognize ethical challenges in AI-based systems. | |
| 9 | Syllabus Unit 1: Data Fundamentals <ul style="list-style-type: none"> • Data Fundamentals and Types: meaning of data, importance in business decision-making, structured data, unstructured data, semi-structured data, qualitative and quantitative data • Sources and Methods of Data Collection: primary data methods such as surveys, interviews and observation, secondary data sources such as reports and databases, internal and external data sources, digital tools like Google Forms and SurveyMonkey • Data Processing, Cleaning and Visualization: data organization using tables and | |

spreadsheets, identification of missing values and duplicates, data cleaning techniques such as correction and standardization, basic charts including bar, pie and line charts using Excel.

- **Introduction to Artificial Intelligence:** meaning and evolution of AI, relationship between AI, machine learning and deep learning, applications of AI in business functions such as marketing, HR and finance
- **AI Applications in Marketing and Business:** personalization techniques, recommendation systems, chatbots and virtual assistants, AI in advertising and targeting, examples such as Amazon and Netflix
- **AI Tools and Ethical Issues:** practical exposure to tools such as ChatGPT and Canva, use in content creation and productivity, issues of bias, privacy concerns, data security, transparency and responsible use of AI

Unit 2: Kaushal Camp – “Learning by Doing: Building Data and AI Skills” & Utkarsh Camp – “Showcasing Excellence: Demonstrating Skills and Insights”:

- **Kaushal Camp – “Learning by Doing: Building Data and AI Skills”:** hands-on training in designing surveys using digital tools such as Google Forms, collecting real-world data, performing data cleaning and basic analysis using Excel, creating charts and visualizations, applying AI tools such as ChatGPT and Canva for generating insights and content
- **Utkarsh Camp – “Showcasing Excellence: Demonstrating Skills and Insights”:** presentation and demonstration of the complete project including data collection, analysis and visualization, showcasing AI-generated outputs, interpretation of findings, viva and peer evaluation, assessment based on practical skills, creativity and application

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt all questions.

| Question No | Nature of Questions | Marks |
|--------------|-------------------------------|-----------|
| Q1 | Any two out of three (Unit 1) | 15 |
| Q2 | Any two out of three (Unit 2) | 15 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|---|-----------|
| 1. | Online Test / Quiz / Case Study | 10 |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 |
| TOTAL | | 20 |

REFERENCES:

1. Goyal, D. P. (2021). *Management information systems*. Macmillan Education India.
2. Sharma, S. (2020). *Fundamentals of data science and analytics*. Khanna Publishing House.
3. Gupta, B., & Gupta, A. (2019). *Data analytics: Concepts and applications*. BPB Publications.
4. Kumar, V. (2022). *Artificial intelligence: Concepts and applications*. Wiley India.
5. Russell, S., & Norvig, P. (2021). *Artificial intelligence: A modern approach* (4th ed.). Pearson.
6. Provost, F., & Fawcett, T. (2013). *Data science for business*. O'Reilly Media.

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year B.Com.
(Commerce & Management)**

Semester - I

Title: Economics for Professional Careers - I

**Vertical - 3
OE Subject - 2 Credits**

**With effect from
Academic Year 2025-2026**

Title: Economics for Professional Careers - I
Course Code: CHMECOI4

| Sr. No. | Heading | Particulars |
|---------|---|---|
| 1 | Description the Course: | This course is designed to equip students with essential economic concepts and tools relevant to decision-making in a professional and business environment. It introduces students to core aspects of business economics, cost estimation, market dynamics and price determination. By integrating theory with real-life examples, the course enables learners to analyse how market forces operate in various competitive settings. The course is tailored to develop critical thinking and economic reasoning skills needed for effective participation in the professional world. |
| 2 | Vertical 3 | Open Elective |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To understand the scope and importance of Business Economics.</p> <p>CO(A)2: To identify and differentiate between cost concepts and analyze their relevance in economic decision-making</p> <p>CO(A)3: To evaluate the factors influencing demand and supply and apply the laws of demand and supply to business scenarios.</p> <p>CO(A)4: To analyze price determination in various market structures and interpret real-world pricing decisions using case studies.</p> |
| 8 | Course Outcomes: Student will be able to | <p>CO1: Explain the role of business economics in solving fundamental economic problems and guiding business strategy.</p> <p>CO2: Identify and differentiate between various types of costs and analyse their relevance in economic decision-making</p> <p>CO3: Evaluate the factors influencing demand and supply and apply the laws of demand and supply to business scenarios.</p> <p>CO4: Analyse price determination in various market structures and interpret real-world pricing decisions using case studies.</p> |




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| 9 | <h2>Syllabus</h2> <p>UNIT I: Business Economics: An Overview</p> <ul style="list-style-type: none"> • Business Economics: Meaning, scope and importance of Business Economics, Basic Problems of Business in an Economy. • Cost Estimation: Meaning & Types of Cost, Importance of understanding Costs. <p>UNIT II: Market Forces and Price Determination</p> <ul style="list-style-type: none"> • Market Forces: Demand - Meaning and Factors affecting Demand & Law of Demand, Supply - Meaning and Factors affecting Supply & Law of Supply. AI Tools: Claude AI • Price Determination: Process, Market Equilibrium, Price Determination under Oligopoly & Monopolistic Competition. Real Life Case Study of a Product - Parle-G. |
|---|--|


| 10 | <h3>Scheme of Examination and Assessment Pattern</h3> <p>Paper – 50 Marks</p> <p>External Examination: Semester End External - 30 marks Time: 1:00 hours Format of Question Paper</p> <p>Attempt all questions.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Question No</th> <th style="width: 65%;">Nature of Questions</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Any two out of three (Unit I) a) b) c)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Any two out of three (Unit II) a) b) c)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">30</td> </tr> </tbody> </table> <p>Internal Examination: Continuous Evaluation - 20 marks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 70%;">Assessment / evaluation</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>Class Test during the lectures. (MCQs Based)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Project / Presentation / Viva / Case Study / Role Play (Any 2)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">20</td> </tr> </tbody> </table> | Question No | Nature of Questions | Marks | Q1 | Any two out of three (Unit I) a) b) c) | 15 | Q2 | Any two out of three (Unit II) a) b) c) | 15 | TOTAL | | 30 | | Assessment / evaluation | Marks | 1. | Class Test during the lectures. (MCQs Based) | 10 | 2. | Project / Presentation / Viva / Case Study / Role Play (Any 2) | 10 | TOTAL | | 20 |
|--------------|--|-------------|---------------------|-------|----|---|----|----|--|----|--------------|--|-----------|--|-------------------------|-------|----|--|----|----|--|----|--------------|--|-----------|
| Question No | Nature of Questions | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| Q1 | Any two out of three (Unit I) a) b) c) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| Q2 | Any two out of three (Unit II) a) b) c) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 30 | | | | | | | | | | | | | | | | | | | | | | | |
| | Assessment / evaluation | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Class Test during the lectures. (MCQs Based) | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Project / Presentation / Viva / Case Study / Role Play (Any 2) | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 20 | | | | | | | | | | | | | | | | | | | | | | | |

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| 11 | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Bradley R. Schiller, <i>The Macro Economics Today</i>, Tata McGraw-Hill, 2011. 2. B. Douglas Bernheim and Michael D. Whinston, <i>Microeconomics</i>, Tata McGraw-Hill, 2011. 3. Lipsey, R.G. and A.K. Chrystal, <i>Economics</i>, Oxford Univ. Press, 2007. |
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4. Mankiw, N.G., *Economics: Principles and Applications*, Cengage Learning, 2009.
5. Pindyck, R.S. and D.L. Rubinfeld, *Microeconomics*, Pearson Education, 2008.
6. Stiglitz, J.E. and C.E. Walsh, *Principles of Economics*, W.W. Norton, 2002.
7. Salvatore, D.L., *Microeconomics: Theory and Applications*, Oxford Univ. Press, 2008.
8. Suma Damodaran, *Managerial Economics*, Oxford University Press, 2006.
9. Varian, H.R., *Intermediate Microeconomics: A Modern Approach*, W.W. Norton, 2002.
10. Sen, Anindya, *Microeconomic Theory*, Oxford Univ. Press, 1999.
11. Koutsoyiannis, A., *Modern Microeconomics*, MacMillan Press, 1979.
12. H.L. Ahuja, *Business Economics*, 1999.
13. H.L. Ahuja, *Principles of Microeconomics*.

Department of Economics:

| Sr No | Name of the Faculty | Designation and College | Signature |
|-------|----------------------------------|---|---|
| 1. | Prin. (Dr.) Manju Lalwani Pathak | Head, Department of Economics, Smt. CHM College, Ulhasnagar |  |
| 2. | Dr. Usha P. Oomman | Associate Professor, Smt. CHM College, Ulhasnagar |  |
| 3. | Prof. (Dr.) Gaikar Vilas B. | Professor, Smt. CHM College, Ulhasnagar |  |

Name & Signature of the Ad-hoc BoS, Chairperson: 
(Prin. (Dr.) Manju Lalwani Pathak)

Name & Signature of the Dean:  Dr. Prashant Kelkar.





HSNC Board's

Smt. Chandibai Himathmal Mansukhani College

(Autonomous)

(Affiliated to the University of Mumbai)

University College Code: 217 | JD Office: T14



Faculty of Interdisciplinary

Vertical 3: List of Open Elective Skill Based Courses for First Year: Semester - I

| Sr. No. | Nomenclature of the Paper |
|---------|---|
| 1 | Basic Computer Skills for Digital Age |
| 2 | Visual Design and Digital Tools : A Foundation For Animation |
| 3 | Basic Tools of AI for Economics and Education |
| 4 | Communicative English |
| 5 | Urbanization and Real Estate: Concepts and Contemporary Scenarios |
| 6 | Business of Travel and Tours |
| 7 | Managing Family Wealth Through Family Office |
| 8 | Web Designing Essentials: HTMLI and CSS Styling Techniques |
| 9 | Basics of Nutrition |
| 10 | Lessons of Reel Making |
| 11 | Performing Arts |
| 12 | Data Analysis with Excel |
| 13 | Political Communication and Media Skills |
| 14 | Stress Management-I |
| 15 | Social Media and Communication |
| 16 | Mushroom Cultivation: Training and Trading |
| 17 | Yoga and Fitness |
| 18 | Basic Perfumeries Course (Level-I) |
| 19 | Soft Skills for Corporate Readiness |
| 20 | Beautician : Strategic Business Planning |
| 21 | Current Trends of Fashion Design: Financial Perspective |
| 22 | Basics of Accounting-I |
| 23 | Digital Marketing |
| 24 | Online Trading in Stock Market |
| 25 | Event Management Course in Sindhi |



**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - I**

Title: Branding Essentials

**Vertical - 4
VSC Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Branding Essentials
Course Code: CHMDMI4

| Sr. No. | Heading | Particulars |
|---------|---|---|
| 1 | Description the Course: | This course introduces students to the fundamental concepts of branding and its strategic importance in modern business. It focuses on the development of brand identity, positioning, and differentiation in competitive markets. The course also explores the transition of branding from traditional approaches to digital platforms, highlighting the role of social media, storytelling, and visual elements in brand building. Students gain insights into both personal and corporate branding, along with practical exposure through case studies of successful brands. The course equips learners with the knowledge and skills required to create, manage, and sustain brands in the digital era. |
| 2 | Vertical 4 | VSC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To develop an understanding of branding concepts, elements, and their role in business success. CO(A) 2: To differentiate between product and brand and analyze the importance of brand identity and positioning. CO(A) 3: To examine the role of digital platforms and storytelling in building strong brands. CO(A) 4: To introduce strategies for developing and maintaining consistent branding in digital environments. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain key branding concepts, elements, and their importance in creating brand value. CO2: Analyze brand identity, positioning strategies, and differences between product and brand. CO3: Apply digital tools and storytelling techniques for effective brand building. CO4: Evaluate branding strategies used by successful brands and develop basic digital branding plans. | |
| 9 | Syllabus Unit 1: Basics of Branding <ul style="list-style-type: none"> • Meaning and Importance of Branding: Concept of branding, role in creating differentiation, building trust, and enhancing business value • Brand vs Product: Distinction between a product and a brand, role of perception, emotional connect, and customer loyalty • Elements of a Brand: Brand name, logo, tagline, symbols, and their significance in brand recognition | |

| | |
|--|---|
| | <ul style="list-style-type: none"> • Brand Identity and Brand Image: Concept of brand identity, brand image, and the gap between intended and perceived image • Brand Positioning: Techniques of positioning, target audience identification, and creating a unique value proposition • Case Studies of Popular Brands: Analysis of successful brands and their branding strategies in different industries <p>Unit 2: Building Brands in Digital Era</p> <ul style="list-style-type: none"> • Personal Branding and Corporate Branding: Differences, importance, and strategies for individuals and organizations • Role of Social Media in Branding: Use of digital platforms for brand building, engagement, and communication • Brand Storytelling: Crafting compelling brand narratives to connect emotionally with the audience • Visual Branding Elements: Use of colours, typography, and design principles in creating brand identity • Brand Consistency Across Platforms: Maintaining uniformity in messaging, visuals, and tone across digital channels • Introduction to Digital Brand Strategy: Basics of planning, execution, and monitoring of branding strategies in digital environments |
|--|---|

| 10 | <p>Scheme of Examination and Assessment Pattern Paper – 50 Marks</p> <p>External Examination: Semester End External - 30 marks Time: 1:00 hours Format of Question Paper</p> <p>Attempt all questions.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Question No</th> <th style="width: 65%;">Nature of Questions</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Any two out of three (Unit 1)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Any two out of three (Unit 2)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">30</td> </tr> </tbody> </table> <p>Internal Examination: Continuous Evaluation - 20 marks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 70%;">Assessment / evaluation</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>Online Test / Quiz / Case Study</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Project / Presentation / Viva / Role Play (Any 2)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">20</td> </tr> </tbody> </table> | Question No | Nature of Questions | Marks | Q1 | Any two out of three (Unit 1) | 15 | Q2 | Any two out of three (Unit 2) | 15 | TOTAL | | 30 | | Assessment / evaluation | Marks | 1. | Online Test / Quiz / Case Study | 10 | 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 | TOTAL | | 20 |
|--------------|---|-------------|---------------------|-------|----|-------------------------------|----|----|-------------------------------|----|--------------|--|-----------|--|-------------------------|-------|----|---------------------------------|----|----|---|----|--------------|--|-----------|
| Question No | Nature of Questions | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| Q1 | Any two out of three (Unit 1) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| Q2 | Any two out of three (Unit 2) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 30 | | | | | | | | | | | | | | | | | | | | | | | |
| | Assessment / evaluation | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Online Test / Quiz / Case Study | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 20 | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Kumar, S. R. (2017). <i>Branding: A key marketing tool</i>. Himalaya Publishing House. 2. Sengupta, S. (2015). <i>Brand positioning: Strategies for competitive advantage</i> (2nd ed.). McGraw Hill Education India. 3. Mathur, U. C. (2019). <i>Brand management: Text and cases</i>. Macmillan Education India. 4. Kapferer, J. N. (Indian ed.). (2020). <i>The new strategic brand management</i>. Kogan Page India. | | | | | | | | | | | | | | | | | | | | | | | | |

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - I**

Title: Foundation of Orange Economy

**Vertical - 4
SEC Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Foundation of Orange Economy
Course Code: CHMDMI5

| Sr. No. | Heading | Particulars |
|---------|---|---|
| 1 | Description the Course: | This course introduces students to the concept of the Orange Economy, focusing on creative industries driven by ideas, innovation, and intellectual capital. It explores the evolution, scope, and key sectors of the creative economy, including media, entertainment, design, and digital content creation. The course highlights the economic significance of creative industries in terms of employment generation and contribution to GDP, particularly in the digital age. It further examines the role of digital platforms, entrepreneurship, and monetization strategies in enabling creators to build sustainable careers. Emphasis is also placed on personal branding, digital presence, and the use of AI and technology in enhancing creativity and content production. |
| 2 | Vertical 4 | SEC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To develop an understanding of the concept, scope, and economic importance of the Orange Economy and creative industries. CO(A) 2: To analyze key sectors and the role of creativity and intellectual capital in value creation. CO(A) 3: To examine digital platforms, business models, and monetization strategies in the creative economy. CO(A) 4: To understand the role of personal branding, entrepreneurship, and AI tools in building digital creative careers. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain the concept, components, and economic significance of the Orange Economy. CO2: Identify key creative sectors and evaluate their contribution to economic development. CO3: Analyze digital business models and monetization strategies used in creative industries. CO4: Apply basic concepts of personal branding, digital presence, and AI tools for content creation and entrepreneurship. | |
| 9 | Syllabus Unit 1: Foundations Of Orange Economy and Creative Industries <ul style="list-style-type: none"> • Concept And Evolution of Orange Economy: Meaning, Definition, Origin of The Term, Transition from Traditional Economy to Creative Economy, Importance in The Digital Age | |

| | |
|--|--|
| | <ul style="list-style-type: none"> • Scope And Components of Creative Industries: Cultural Industries, Creative Industries, Digital Creative Sectors, And Their Interlinkages • Key Sectors in Orange Economy: Media, Entertainment, Advertising, Design, Fashion, Gaming, Performing Arts, And Digital Content Creation • Role Of Creativity and Intellectual Capital: Innovation, Talent, Ideas, And Intellectual Property as Drivers of Value Creation • Economic Contribution of Orange Economy: Global Trends, Contribution To GDP, Employment Generation, And Indian Scenario • Challenges And Opportunities: Issues Of Monetization, Piracy, Funding Constraints, Digital Disruption, And Emerging Opportunities in Creator Economy <p>Unit 2: Digital Platforms, Entrepreneurship and Monetization</p> <ul style="list-style-type: none"> • Digital Platforms in Orange Economy: Role of Social Media, Content Platforms, Marketplaces, And Digital Ecosystems in Enabling Creative Industries • Business Models and Revenue Streams: Advertising, Subscription, Licensing, Royalties, Brand Collaborations, And Direct Monetization Strategies • Personal Branding and Digital Presence: Building Online Identity, Audience Engagement, Content Positioning, And Influence Creation • Role Of AI And Technology in Creativity: AI Tools In Content Generation, Design, Automation, And Enhancement of Creative Processes |
|--|--|

| 10 | <p>Scheme of Examination and Assessment Pattern Paper – 50 Marks</p> <p>External Examination: Semester End External - 30 marks Time: 1:00 hours Format of Question Paper</p> <p>Attempt all questions.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Question No</th> <th style="width: 65%;">Nature of Questions</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Any two out of three (Unit 1)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Any two out of three (Unit 2)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">30</td> </tr> </tbody> </table> <p>Internal Examination: Continuous Evaluation - 20 marks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 70%;">Assessment / evaluation</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>Online Test / Quiz / Case Study</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Project / Presentation / Viva / Role Play (Any 2)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">20</td> </tr> </tbody> </table> | Question No | Nature of Questions | Marks | Q1 | Any two out of three (Unit 1) | 15 | Q2 | Any two out of three (Unit 2) | 15 | TOTAL | | 30 | | Assessment / evaluation | Marks | 1. | Online Test / Quiz / Case Study | 10 | 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 | TOTAL | | 20 |
|--------------|---|-------------|---------------------|-------|----|-------------------------------|----|----|-------------------------------|----|--------------|--|-----------|--|-------------------------|-------|----|---------------------------------|----|----|---|----|--------------|--|-----------|
| Question No | Nature of Questions | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| Q1 | Any two out of three (Unit 1) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| Q2 | Any two out of three (Unit 2) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 30 | | | | | | | | | | | | | | | | | | | | | | | |
| | Assessment / evaluation | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Online Test / Quiz / Case Study | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 20 | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Das, S. (2021). <i>Creative industries and digital economy in India</i>. Routledge India. 2. Khandekar, A. (2020). <i>Media, entertainment and creative industries in India</i>. Sage Publications India. 3. Gupta, A. (2019). <i>Digital entrepreneurship and creative economy</i>. BPB Publications. 4. Bansal, R. (2018). <i>Stay hungry stay foolish: The inspiring stories of India's young</i> | | | | | | | | | | | | | | | | | | | | | | | | |

entrepreneurs. HarperCollins India.

5. Buitrago Restrepo, F., & Duque Márquez, I. (2013). *The orange economy: An infinite opportunity*. Inter-American Development Bank.
6. Howkins, J. (2013). *The creative economy: How people make money from ideas* (2nd ed.). Penguin.

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year B. Com.

Semester- I

Vertical – 5

Ability Enhancement Course (AEC) -2 Credits

**with effect from
Academic Year 2025-2026**

Title: Business Communication Skills

Course Code: CHMBCOMAECI




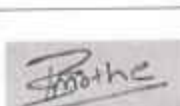



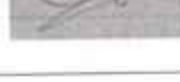
| Sr. No. | Heading | Particulars |
|---------|--------------------------------|---|
| 1 | Description the Course: | <p>In the contemporary business environment, communication is the cornerstone of success. Effective business communication enhances operational efficiency, fosters meaningful workplace relationships, and builds a strong public image. The evolution of digital tools and platforms has revolutionized traditional communication, making it crucial for aspiring professionals to master both conventional and modern techniques.</p> <p>This course equips learners with a comprehensive understanding of business communication- verbal, non-verbal, and digital- along with practical writing skills needed for professional documentation and correspondence. The aim is to prepare learners for real-world business interactions through a focus on clarity, conciseness, tone, structure, and etiquette across multiple communication formats and platforms.</p> |
| 2 | Vertical 4 | Ability Enhancement Course |
| 3 | Type | Theory+ Practicum (Lecture/ Discussion/ Presentation/ Reading sessions/ Worksheets/ etc.) |
| 4 | Teaching Methods: | |
| 5 | Credit | 2 Credits |
| 6 | Hours allotted | 30 Hours |
| 7 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To introduce learners to the theoretical foundations and principles of effective business communication.</p> <p>CO(A)2: To develop skills in digital, interpersonal, and cross-cultural communication essential for the workplace.</p> <p>CO(A)3: To enhance learners' proficiency in writing business documents such as emails, reports, notices, and letters.</p> <p>CO(A)4: To build awareness of professional communication etiquette and practical problem-solving in organizational settings.</p> |

| | |
|---|--|
| 8 | <p>Course Outcomes: Student will be able to</p> <p>CO-1: Understand and apply the core concepts and models of business communication in real-world contexts.</p> <p>CO-2: Demonstrate the ability to communicate professionally in digital and in-person formats.</p> <p>CO-3: Develop job-ready communication skills for writing effective business documents.</p> <p>CO-4: Exhibit awareness of communication dynamics in diverse, collaborative, and hierarchical workplace settings.</p> |
| 9 | <p style="text-align: center;">Syllabus</p> <p>UNIT I: Foundations of Business Communication</p> <p>1. Basics of Communication in a Business Context</p> <ul style="list-style-type: none"> • Meaning, definition, objectives, and elements of communication • The communication process: sender, message, channel, receiver, feedback • Barriers to communication and strategies to overcome them <p>2. Types and Flows of Workplace Communication</p> <ul style="list-style-type: none"> • Internal communication: downward, upward, horizontal • External communication: stakeholders, clients, public • Verbal vs. non-verbal communication; formal vs. informal channels • Role of emotional intelligence in workplace communication <p>3. Digital and Social Media Communication</p> <ul style="list-style-type: none"> • Professional use of email, MS Teams, and Zoom • Workplace etiquette on WhatsApp, LinkedIn, Slack • Writing for digital media: brevity, tone, and clarity • Data privacy, cyber etiquette, and responsible sharing <p>UNIT II: Professional Business Correspondence and Documentation</p> <p>1. Business Letters</p> <ul style="list-style-type: none"> • Key components and formats • Common types: Inquiry, Complaint, Order, Resignation <p>2. Job-Related Correspondence</p> <ul style="list-style-type: none"> • Job application with resume • Appointment, appreciation, and resignation letters |

| | <p>3. Professional Emails</p> <ul style="list-style-type: none"> • Job applications via email • Writing and responding to official emails (e.g., meeting requests, follow-ups) | | | | | | | | | | | | | | | | | | | | | |
|------------------|---|-------------|---------------------|-------|------|--|----|------|--|----|--|--------------|-----------|--|-------------------------|-------|----|--|----|--|--------------|-----------|
| <p>10</p> | <p align="center">Scheme of Examination and Assessment Pattern Paper – 50 Marks</p> <p>External Examination: Semester End External - 30 marks Time: 1:00 hour Format of Question Paper</p> <table border="1" data-bbox="331 506 1490 842"> <thead> <tr> <th>Question No</th> <th>Nature of Questions</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Q. 1</td> <td>Short Notes (Attempt any 3 out of 5) - Unit 1 OR Essay-Type Question (Attempt any 1 out of 2)- Unit 1</td> <td>15</td> </tr> <tr> <td>Q. 2</td> <td>Short Notes (Attempt any 3 out of 5) - Unit 2 OR Essay-Type Question (Attempt any 1 out of 2)- Unit 2</td> <td>15</td> </tr> <tr> <td></td> <td align="right">Total</td> <td>30</td> </tr> </tbody> </table> <p>Internal Examination: Continuous Evaluation - 20 marks</p> <table border="1" data-bbox="347 953 1490 1251"> <thead> <tr> <th></th> <th>Assessment / evaluation</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Students are required to draft a job application letter along with a resume using the following AI assistance: Canva Resume Builder, Resume.oi, Zety, Novopresume, Rezi etc OR Prepare an effective LinkedIn profile for professional networking and career opportunities.</td> <td>20</td> </tr> <tr> <td></td> <td align="right">Total</td> <td>20</td> </tr> </tbody> </table> | Question No | Nature of Questions | Marks | Q. 1 | Short Notes (Attempt any 3 out of 5) - Unit 1 OR Essay-Type Question (Attempt any 1 out of 2)- Unit 1 | 15 | Q. 2 | Short Notes (Attempt any 3 out of 5) - Unit 2 OR Essay-Type Question (Attempt any 1 out of 2)- Unit 2 | 15 | | Total | 30 | | Assessment / evaluation | Marks | 1. | Students are required to draft a job application letter along with a resume using the following AI assistance: Canva Resume Builder, Resume.oi, Zety, Novopresume, Rezi etc OR Prepare an effective LinkedIn profile for professional networking and career opportunities. | 20 | | Total | 20 |
| Question No | Nature of Questions | Marks | | | | | | | | | | | | | | | | | | | | |
| Q. 1 | Short Notes (Attempt any 3 out of 5) - Unit 1 OR Essay-Type Question (Attempt any 1 out of 2)- Unit 1 | 15 | | | | | | | | | | | | | | | | | | | | |
| Q. 2 | Short Notes (Attempt any 3 out of 5) - Unit 2 OR Essay-Type Question (Attempt any 1 out of 2)- Unit 2 | 15 | | | | | | | | | | | | | | | | | | | | |
| | Total | 30 | | | | | | | | | | | | | | | | | | | | |
| | Assessment / evaluation | Marks | | | | | | | | | | | | | | | | | | | | |
| 1. | Students are required to draft a job application letter along with a resume using the following AI assistance: Canva Resume Builder, Resume.oi, Zety, Novopresume, Rezi etc OR Prepare an effective LinkedIn profile for professional networking and career opportunities. | 20 | | | | | | | | | | | | | | | | | | | | |
| | Total | 20 | | | | | | | | | | | | | | | | | | | | |
| <p>11</p> | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Bovee, Courtland L., and John V. Thill. <i>Business Communication Today</i>. 14th ed., Pearson, 2021. 2. Lesikar, Raymond V., Marie E. Flatley, and Kathryn Rentz. <i>Business Communication: Making Connections in a Digital World</i>. 12th ed., McGraw-Hill Education, 2015. 3. Guffey, Mary Ellen, and Dana Loewy. <i>Essentials of Business Communication</i>. 11th ed., Cengage Learning, 2021. 4. Murphy, Herta A., Herbert W. Hildebrandt, and Jane P. Thomas. <i>Effective Business Communication</i>. 7th ed., McGraw-Hill, 1997. 5. Sharma, R. C., and Krishna Mohan. <i>Business Correspondence and Report Writing</i>. 4th ed., Tata McGraw-Hill, 2007. 6. Kaul, Asha. <i>Business Communication</i>. 2nd ed., PHI Learning, 2009. | | | | | | | | | | | | | | | | | | | | | |

7. Rai, Urmila. *Business Communication*. Himalaya Publishing House, 2010.
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10. Krizan, A. C., Patricia Merrier, Joyce Logan, and Karen Williams. *Business Communication*. 8th ed., Cengage Learning, 2010.
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15. Gerson, Steven M., and Sharon J. Gerson. *Technical Communication: Process and Product*. 9th ed., Pearson, 2021.
16. Mohan, Krishna, and Meera Banerji. *Developing Communication Skills*. Macmillan India, 2001.
17. Balan, K. R. *Effective Communication*. Himalaya Publishing House, 2004.
18. Sehgal, M. K., and Vandana Khetarpal. *Business Communication*. Excel Books, 2006.
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20. Mitra, Barun K. *Effective Technical Communication: A Guide for Scientists and Engineers*. Oxford University Press, 2007.

Syllabus Committee:

| Sr. No | Name of the Faculty | Designation and College | Signature |
|--------|-----------------------------|--|--|
| 1. | Prof. (Dr.) Kailas Aute | Professor & Head, Dept. of English, Smt. CHM College |  |
| 2. | Prof. (Dr.) B. R. Hiramani, | (VC Nominee, University of Mumbai) Pancham Khemraj College, Sawantwadi |  |
| 3. | Prof. (Dr.) Vikas Raskar | (Subject Expert outside University) Hutatma Rajguru Mahavidyalay, Rajguru Nagar, Khed, (Affiliated to Savitribai Phule University) |  |
| 4. | Prof. (Dr.) Prashant Mothe | (Subject Expert outside University) Aadarsh Mahavidyalay, Umerga, Dharashiv, (Affiliated to Dr. Baba Saheb Ambedkar Marathwada University) |  |
| 5. | Mr. Ananda Pandhare | Asst. Professor, Dept. of English, Smt. CHM College |  |
| 6. | Ms. Sana Khan | Asst. Professor, Dept. of English, Smt. CHM College |  |
| 7. | Dr. Micky Barua | Faculty Vidyalankar Institute of technology, Alumni Member |  MICKY BARUA |
| 8. | Ms. Sofy Verghese | Accenture, Industry Representative |  |

Name & Signature of the Ad-hoc BoS Chairperson: Prof. (Dr.) Kailas Aute

Name & Signature of the Dean: Prof. (Dr.) Nitin Arekar



**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

UG First Year

Semester - I

Title: Communication Skills in Sindhi

**Vertical - 5
AEC Subject - 2 Credits**

**With effect from
Academic Year 2025-2026**

Title: Communication Skills in Sindhi
Course Code: CHMSINAECI

| Sr. No. | Heading | Particulars |
|---------|--|--|
| 1 | Description the Course: | Communication is the core component of the commerce and trade. In communication, language plays very significant role. If a student has mastered the skills of language, undoubtedly, he or she would be able to communicate in the best manner. In this course basic part of Sindhi language would be taught based on the NEP 2020. The innovative approach likes critical thinking, creative mind, use of technology will lead to communicating and participating with the different groups. The vocabulary section would be given prominence. The course would be in the Devanagari script so that it can attract majority of the students. Even non-Sindhi students shall have opportunity to adopt this course. |
| 2 | Vertical 5 | AEC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A)1: The learner will get understanding of communication skills. CO(A)2: The learner will understand how to accurate the pronunciation of special words in Sindhi CO(A)3: The learner will improve the conversation skill in Sindhi. CO(A)4: The learner will become best communicator in Sindhi language | |
| 8 | Course Outcomes: Student will be able to CO1: Know the basic special features of Sindhi language. CO2: Understand the skills of communication. CO3: Knowing the conversation with businessmen and customers CO4: Know the etiquettes with parents, relatives, friends and others in effective way | |

Syllabus

Unit I – Fundamental of Sindhi Communication

- Introduction of Communication skill through Pictorial Presentation
- Importance of Language
- Basic aspects of language
 - i) Types of Language, ii) Role of Language, iii) Changes in Language
 - iv) Non-violent aspects of language v) Language & New generation
 - vi) Language & Modern Technology
- New Education Policy (NEP) & Importance of language
- Sindhi language: (Special features of spoken Sindhi language with pronunciation through audio visual presentation)

Unit II – Functional Communication

- Importance of Communication
- Types of Communication (Presentation through video clips)
 - i) Verbal, ii) Non-verbal, iii) Written iv) Digital Communication
- Characteristics of Communication
- Obstacles in Communication of Sindhi Language
- Methods of Best Communication through role plays
- Spoken Sindhi in Business
- Conversation with customers and proprietors

यूनिट – 1

- समचारी भाषा : वक्फियत
- भाषा जी अहमियत
- भाषा जा बुनियादी पहल
 - i) किरम, ii) भाषा जो किरदार, iii) भाषा मे तबदीलियू iv) भाषा जा अहिसासाती पहलू v) भाषा एं नई नसल
- नई तैलीमी नीति एं बोलियुन जी अहमियत
- असां जी सिंधी बोली

यूनिट – 2

- राबते जी अहमियत
- राबते जा किरम
 - i) जिबानी राबतो, ii) गैर जिबानी राबतो, iii) लिख्त राबतो iv) डिजीटल राबतो
- राबते मां फायदा
- राबते मे रंडकू
- वेहतर राबते जा तरीका
- ग्राहकन सा सिंधी बोलीअ मे गुफ्तगू

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt all questions.

| Question No | Nature of Questions | Marks |
|--------------|---|-----------|
| Q1 | Objective Type – Fill in the Blanks / MCQs (Unit I) | 15 |
| Q2 | Question on reading skill (Unit II) | 07 |
| Q3 | Writing short story from outlines (Unit II) | 08 |
| TOTAL | | 30 |

Note:

1. Equal Weightage is to be given to all the modules.
2. Use of non-programmable scientific calculator is allowed in the examination

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|--|-----------|
| 1. | Speaking Activities: (Presentation) Making presentations in the classroom | 10 |
| 2. | Listening Activities: (Assignment) Listening to speeches, dialogues, announcement and summarizing them | 10 |
| TOTAL | | 20 |

11

REFERENCES:

1. Sanchari Basha – By Dr. Pushpa Kodwani
2. Sindhi Pahakaa – Dr. Jetly M.K.
3. Sindhi Muhavahra – By Hardwani Lachhman
4. Sindhi Adhyat mak Shabdhkesh – By Hardwani Lachhman
5. Acho Sindhi Sikhu – By Hardwani Lachhman

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year

Semester - I

**Title: Environmental Management and
Sustainable Development-I**

**Vertical - 5
VEC Subject - 2 Credits**

**With effect from
Academic Year 2025-2026**

Title: Environmental Management and Sustainable Development-I
Course Code: CHMVECI

| Sr. No. | Heading | Particulars |
|---------|---|--|
| 1 | Description the Course: | This course introduces students to the basics of environmental management and sustainable development. It explains how ecosystems work, the importance of biodiversity, and the need to protect our natural resources. Students will learn about different environmental problems, human impact on nature, and how to manage disasters. The course also covers Indian environmental movements, ethics, and the role of public awareness. Real-life examples and case studies help students understand the connection between nature and human communities in a simple and practical way. |
| 2 | Vertical 5 | VEC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To introduce about ecosystems, biodiversity and to make aware for the need of conservation.</p> <p>CO(A)2: To sensitize students towards environmental concerns, issues, and impacts of human population.</p> <p>CO(A)3: To analyze the impact of human population growth and development activities on the environment, including issues related to displacement, disaster response, and rehabilitation.</p> <p>CO(A)4: To foster awareness of environmental ethics and the role of cultural and social movements in shaping sustainable environmental practices through communication, policy, and activism.</p> |
| 8 | Course Outcomes: Student will be able to | <p>CO1: Explain the interrelationships within ecosystems and analyze energy flow and succession, using examples from various ecological zones.</p> <p>CO2: Critically evaluate biodiversity levels and conservation strategies, applying knowledge of endemic species, threats, and ecological services to real-world scenarios.</p> <p>CO3: Assess the socio-environmental implications of population growth, displacement, and disasters, incorporating case studies to understand sustainable development challenges.</p> <p>CO4: Demonstrate an understanding of environmental ethics and advocacy, by interpreting the influence of cultural values, environmental movements, and communication strategies on sustainability.</p> |

Syllabus

UNIT I: Ecosystems, Biodiversity and Conservation

- Introduction, structure, and function of ecosystems; Energy flow: food chains, food webs and ecological succession. Case studies of the following:
 - Forest ecosystem
 - Grassland ecosystem
 - Desert ecosystem
 - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
- Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns.
- India as a mega-biodiversity nation; Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value.

UNIT II: Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g. CNG vehicles in Delhi).

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

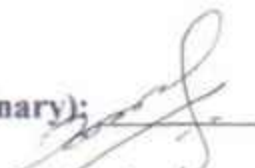
Attempt any 3 out of 4 questions.

| Question No | Nature of Questions | Marks |
|--------------|-------------------------|-----------|
| Q1 | Theory based on Unit I | 10 |
| Q2 | Theory based on Unit I | 10 |
| Q3 | Theory based on Unit II | 10 |
| Q4 | Theory based on Unit II | 10 |
| TOTAL | | 30 |

| Internal Examination: Continuous Evaluation - 20 marks | | |
|---|---|--------------|
| | Assessment / evaluation | Marks |
| 1. | Class Test, Creative writing/visits/role play (Short notes/ MCQ's/ Match the Pairs/ Answer in one sentence/ Quiz) | 10 |
| 2. | Project /Presentation / Viva/Group Discussion/Case study | 10 |
| TOTAL | | 20 |

| | |
|-----------|--|
| 11 | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Carson, R. (2002). <i>Silent Spring</i>. Houghton Mifflin Harcourt. 2. Gadgil, M., & Guha, R. (1993). <i>This Fissured Land: An Ecological History of India</i>. University of California Press. 3. Gleeson, B., & Low, N. (Eds.). (1999). <i>Global Ethics and Environment</i>. Routledge. 4. Gleick, P. H. (1993). <i>Water in Crisis</i>. Pacific Institute for Studies in Development, Environment & Security; Stockholm Environment Institute; Oxford University Press. 5. Sodhi, N. S., Gibson, L., & Raven, P. H. (Eds.). (2013). <i>Conservation Biology: Voices from the Tropics</i>. John Wiley & Sons. 6. Thapar, V. (1998). <i>Land of the Tiger: A Natural History of the Indian Subcontinent</i>. 7. Warren, C. E. (1971). <i>Biology and Water Pollution Control</i>. W. B. Saunders. 8. Wilson, E. O. (2006). <i>The Creation: An Appeal to Save Life on Earth</i>. W. W. Norton. 9. Harper, Charles L. (2017). <i>Environment and Society: Human Perspectives on Environmental Issues</i> (6th Edition). Routledge. 10. Rajagopalan, R. (2011). <i>Environmental Studies: From Crisis to Cure</i>. Oxford University Press. 11. Harris, Frances (2012). <i>Global Environmental Issues</i> (2nd Edition). Wiley-Blackwell. |
|-----------|--|

Name & Signature of the Dean & Ad-hoc BoS Chairperson (Interdisciplinary):


Dr. Nitin Arekar



**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year

Semester - I

Title: Indian Knowledge System

**Vertical - 5
IKS Subject - 2 Credits**

**With effect from
Academic Year 2025-2026**

Title: Indian Knowledge System
Course Code: CHMIKSI

| Sr. No. | Heading | Particulars |
|---------|------------------------------------|--|
| 1 | Description the Course: | This course introduces students to the Indian Knowledge System (IKS), emphasizing its historical depth, cultural relevance, and interdisciplinary value. Rooted in the context of Indian civilization, it explores the holistic development of knowledge from ancient to pre-modern times, including contributions in medicine, mathematics, logic, linguistics, governance, arts, and sciences. By revisiting the traditional education systems and intellectual heritage of India, the course encourages learners to connect ancient insights with contemporary disciplines. It aims to enhance awareness, foster appreciation of indigenous wisdom, and reveal the interconnectedness of various streams of knowledge, aligning with the goals of the NEP 2020. |
| 2 | Vertical 5 | IKS |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To sensitize the students about context in which they are embedded i.e. Indian culture and civilization including its Knowledge System and Tradition.</p> <p>CO(A)2: To help student to understand the knowledge, art and creative practices, skills and values in ancient Indian system.</p> <p>CO(A)3: To help to study the enriched scientific Indian heritage.</p> <p>CO(A)4: To introduce the contribution from Ancient Indian system & tradition to modern science & Technology.</p> |
| 8 | Course Outcomes: | <p>Student will be able to</p> <p>CO1: Understand and appreciate the rich Indian Knowledge Tradition.</p> <p>CO2: Understand the contribution of Indians in various fields.</p> <p>CO3: Experience increase subject-awareness and self-esteem.</p> <p>CO4: Develop a comprehensive understanding of how all knowledge is ultimately intertwined.</p> |

Syllabus

UNIT I: Introduction

- **Introduction to IKS** (What is knowledge System, Characteristic Features of Indian Knowledge System)
- **Why IKS?** (Macaulay's Education Policy and its impact, Need of revisiting Ancient Indian Traditions)
- **Scope of IKS** (The Universality of IKS (from Micro to Macro), development form Earliest times to 18th Century CE)
- **Tradition of IKS** (Ancient Indian Education System: Home, Gurukul, Pathashala, Universities and ancient educational centres)
- **Relevant sites in the vicinity of the Institute** (Water Management System at Kanheri, Temple Management of Ambernath, etc.)

UNIT II


- Medicine (Ayurveda)
- Alchemy
- Mathematics
- Logic
- Art of Governance (Arthashastra)

UNIT III (Select Any FIVE out of the following)

- Aesthetics
- Town Planning
- Strategic Studies
- Krishi Shastra
- Vyakaran & Lexicography
- Natyashastra
- Ancient Sports
- Astronomy
- Yoga and Wellbeing
- Linguistics
- Chitrasutra
- Architecture
- Taxation
- Banking
- Trade and Commerce

| 10 | Scheme of Examination and Assessment Pattern Paper – 50 Marks External Examination: Semester End External - 30 marks Time: 1:00 hours Format of Question Paper Attempt all questions. | | | | | | | | | | | | | | | |
|--------------|---|-------------|-------------------------|-------|----|--|----|----|--|----|--------------|----------------------------------|-----------|--------------|--|-----------|
| | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Question No</th> <th style="width: 65%;">Nature of Questions</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Attempt any two out of five</td> <td style="text-align: center;">06</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Attempt any three out of five</td> <td style="text-align: center;">12</td> </tr> <tr> <td style="text-align: center;">Q3</td> <td>Attempt any three out of fifteen</td> <td style="text-align: center;">12</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">30</td> </tr> </tbody> </table> | Question No | Nature of Questions | Marks | Q1 | Attempt any two out of five | 06 | Q2 | Attempt any three out of five | 12 | Q3 | Attempt any three out of fifteen | 12 | TOTAL | | 30 |
| Question No | Nature of Questions | Marks | | | | | | | | | | | | | | |
| Q1 | Attempt any two out of five | 06 | | | | | | | | | | | | | | |
| Q2 | Attempt any three out of five | 12 | | | | | | | | | | | | | | |
| Q3 | Attempt any three out of fifteen | 12 | | | | | | | | | | | | | | |
| TOTAL | | 30 | | | | | | | | | | | | | | |
| | Internal Examination: Continuous Evaluation - 20 marks <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 70%;">Assessment / evaluation</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>Class test during lectures (MCQ / Short notes / Match the pairs / Puzzles)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Participation in Workshop / Conference / Seminar / Case Study / Field Visit / Certificate Course / Project presentation / Viva</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">20</td> </tr> </tbody> </table> | | Assessment / evaluation | Marks | 1. | Class test during lectures (MCQ / Short notes / Match the pairs / Puzzles) | 10 | 2. | Participation in Workshop / Conference / Seminar / Case Study / Field Visit / Certificate Course / Project presentation / Viva | 10 | TOTAL | | 20 | | | |
| | Assessment / evaluation | Marks | | | | | | | | | | | | | | |
| 1. | Class test during lectures (MCQ / Short notes / Match the pairs / Puzzles) | 10 | | | | | | | | | | | | | | |
| 2. | Participation in Workshop / Conference / Seminar / Case Study / Field Visit / Certificate Course / Project presentation / Viva | 10 | | | | | | | | | | | | | | |
| TOTAL | | 20 | | | | | | | | | | | | | | |
| 11 | REFERENCES: <ol style="list-style-type: none"> 1. Concise history of science in India- D.M. Bose, S.N Sen, B.V. Subbarayappa. 2. Positive sciences of the Ancient Hindus- Brajendranatha seal, Motilal Banrasidas, Delhi 1958. 3. History of Chemistry in Ancient India & Medieval India, P. Ray- Indian Chemicals Society, Calcutta 1956. 4. Charaka Samhita- a scientific synopsis, P. Ray & H.N Gupta National Institute of Sciences of India, New Delhi 1965. 5. MacDonnell A.A- History of Sanskrit literature. 6. Winternitz M- History of Indian Literature Vol. I, II. 7. Dasgupta S.N & De S.K- History of Sanskrit literature Vol' I. 8. Ramkrishna Mission- cultural heritage of India Vol' I, II. 9. Majumdar R. C & Pushalkar A.D- History & culture of the Indian people, Vol. I, II & III. 10. Keith A.B- History of Sanskrit literature. | | | | | | | | | | | | | | | |

Name & Signature of the Dean & Adhoc BoS Chairperson (Interdisciplinary):


 (Dr. Nitin Arekar)



**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year

Semester - I

Title: Cocurricular Course I

**Vertical - 6
CC Subject - 2 Credits**

**With effect from
Academic Year 2025-2026**

Title: Cocurricular Course I
Course Code: CHMCCI6

| Sr. No. | Heading | Particulars |
|---------|------------------------------------|---|
| 1 | Description the Course: | <p>This student-friendly Co-Curricular Course is uniquely designed to promote holistic development through active participation in various college-based activities. Unlike traditional theory-based subjects, this course emphasizes hands-on involvement and experiential learning. Students are encouraged to explore their interests and talents by engaging in cultural, social, literary, sports, extension, or club-based events conducted by the college throughout the academic year.</p> <p>Participation will be recorded and assessed based on involvement, initiative, team spirit, creativity, and consistency. The aim is to nurture essential life skills such as leadership, communication, collaboration, and responsibility in a supportive, informal setting.</p> <p>This non-theory course offers students the opportunities and the freedom to learn beyond the classroom and grow into well-rounded individuals, contributing positively to campus life and society.</p> |
| 2 | Vertical 6 | CC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To inculcate a spirit of active participation in cultural, social, environmental, and creative activities.</p> <p>CO(A)2: To enhance personal and interpersonal skills through real-life experiences and teamwork.</p> <p>CO(A)3: To foster a sense of responsibility, leadership, and community engagement among students.</p> <p>CO(A)4: To develop self-confidence and emotional well-being through creative expression and collaboration.</p> <p>CO(A)5: To integrate classroom learning with experiential learning for holistic growth.</p> |

| | |
|----------|--|
| 8 | <p>Course Outcomes: Student will be able to</p> <p>CO1: Participate meaningfully in diverse co-curricular activities and reflect on their learning experiences.</p> <p>CO2: Demonstrate improved communication, leadership, and teamwork skills.</p> <p>CO3: Exhibit increased awareness of social responsibility and civic engagement.</p> <p>CO4: Build confidence through creative, cultural, and intellectual expressions.</p> <p>CO5: Maintain a portfolio or activity log to track participation and personal development.</p> |
|----------|--|

| | |
|----------|--|
| 9 | <h2>Syllabus</h2> |
| | <p>Unit I – Suggested Areas of Participation in the Activities</p> <ul style="list-style-type: none"> • Cultural Events: Drama, dance, music, literary events, debates, etc. • Social Outreach: Blood donation, awareness campaigns, cleanliness drives. • Clubs & Societies: Photography, quiz, environment club, shram club, etc. • Sports & Fitness: College tournaments, yoga, marathons, fitness challenges. • Institutional Events: Foundation Day, Annual Day, College Festivals, Intercollegiate events. • National Festivals: Independence Day, Republic Day, etc. <p>Unit II – Program Specific Topics</p> <ul style="list-style-type: none"> • Workshops/Seminars: Report Writing, Personality Development, Soft Skills, Leadership Talks. • Speak, Show, Shine: Presentation / Poster Presentation / Viva and Learning Experience. <p>Mode of Evaluation</p> <ul style="list-style-type: none"> • Faculty Coordinator: To guide and evaluate student progress. • Participation Proof: Certificates, photos, attendance records. • Reflective Journal: Minimum 2–3 pages summarizing experiences, learning, and growth. • Final Viva/Presentation: 5-minute talk on poster presentation and on overall learning. |

| 10 | <p>Scheme of Examination and Assessment Pattern Based on 3 approved activities</p> <p>External Examination: Semester End External - 30 marks</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Activity No</th> <th>Nature of Activities</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Title of approved activity 1</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Title of approved activity 1</td> <td style="text-align: center;">10</td> </tr> </tbody> </table> | Activity No | Nature of Activities | Marks | Q1 | Title of approved activity 1 | 10 | Q2 | Title of approved activity 1 | 10 |
|-------------|--|-------------|----------------------|-------|----|------------------------------|----|----|------------------------------|----|
| Activity No | Nature of Activities | Marks | | | | | | | | |
| Q1 | Title of approved activity 1 | 10 | | | | | | | | |
| Q2 | Title of approved activity 1 | 10 | | | | | | | | |

| | | | |
|---|--------------|---|--------------|
| | Q3 | Title of approved activity 1 | 10 |
| | TOTAL | | 30 |
| Internal Examination: Continuous Evaluation - 20 marks | | | |
| | | Assessment / evaluation | Marks |
| | 1. | Reflective journal | 10 |
| | 2. | Presentation / Poster presentation / Viva | 10 |
| | TOTAL | | 20 |

Suggested Readings

- *How to Win Friends and Influence People*
- *The 7 Habits of Highly Effective People*
- *Thinking, Fast and Slow*
- *Leaders Eat Last*
- *Talk Like TED*

Name & Signature of the Principal & Chairperson, Academic Council:



Dr. Manju Lalwani Pathak





HSNC Board's
Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar
(Autonomous)
Affiliated to the University of Mumbai

Bachelor of Commerce
(AI and Digital Marketing)
(Self-Financing Course)

Semester II

Choice Based and Credit Based syllabus
as per NEP 2020 with effect from the
Academic Year 2026-2027

Smt. Chandibai Himathmal Mansukhani College, Ulhasnagar – 421003

(Autonomous)

Program Structure

B.Com (AI and Digital Marketing)

First Year: SEMESTER – II

| Level | Sem | Major (Mandatory) | Minor | OE | VSC, SEC (VSEC) | AEC, VEC, IKS | CC | Cum. Cr./Sem. |
|-------|-----|---|---|---|--|---|------------------------|---------------|
| 4.5 | II | 2+2+2 Digital Marketing Fundamentals (2) Consumer Behaviour (2) AI Applications in Marketing (2) | 2 Introduction to Business Economics (2) | 2+2 Basic Concepts in research (2) Choice based (2) | 2+2 Content Creation & Digital Branding (2) Digital Marketing Applications (2) | 2+2 Business Communication Skills (2) OR Communication Skills in Sindhi (2) Environment Management – II (2) | 2 Co-curricular (2) | 22 |

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - II**

Title: Digital Marketing Fundamentals

**Vertical - 1
Major Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Digital Marketing Fundamentals

Course Code: CHMDMIII1

| Sr. No. | Heading | Particulars |
|---------|--|---|
| 1 | Description the Course: | This course introduces students to the fundamentals of digital marketing and its growing importance in the modern business environment. It covers the evolution from traditional to digital marketing, key digital channels, and the changing dynamics of consumer interaction in the online space. The course explains the customer journey and marketing funnel while highlighting the role of artificial intelligence in enhancing marketing effectiveness. It also provides practical insights into core digital channels such as SEO, social media, email marketing, content marketing, and online advertising. Through case studies, students gain a comprehensive understanding of digital marketing strategies and their real-world applications. |
| 2 | Vertical 1 | Major |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A) 1: To provide a foundational understanding of digital marketing concepts, tools, and its importance in modern business.</p> <p>CO(A) 2: To examine various digital marketing channels and their role in customer engagement and brand building.</p> <p>CO(A) 3: To understand the customer journey, marketing funnel, and the application of AI in digital marketing.</p> <p>CO(A) 4: To develop insights into digital marketing strategies including SEO, social media, email marketing, and online advertising.</p> |
| 8 | Course Outcomes: Student will be able to | <p>CO1: Explain the concepts, importance, and evolution of digital marketing in the business environment.</p> <p>CO2: Identify and apply various digital marketing channels for effective communication and engagement.</p> <p>CO3: Analyze customer behaviour, marketing funnel stages, and the role of AI in marketing decisions.</p> <p>CO4: Evaluate digital marketing campaigns and develop basic strategies using different online tools.</p> |
| 9 | Syllabus | |
| | Unit 1: Introduction to Digital Marketing | |

- **Meaning and Importance of Digital Marketing:** Concept, evolution, and significance of digital marketing in the modern business environment, Challenges, Careers in Digital Marketing
- **Traditional vs Digital Marketing:** Key differences, advantages of digital over traditional methods, and changing marketing dynamics
- **Overview of Digital Marketing Channels:** Introduction to search engines, social media, email, websites, and online advertising platforms
- **Customer Journey in Digital Space:** Understanding customer touchpoints, online behaviour, and decision-making process
- **Marketing Funnel:** Stages from awareness to consideration, conversion, and retention in digital marketing
- **Role of AI in Digital Marketing:** Use of AI in personalization, targeting, automation, and performance optimization

Unit 2: Core Digital Channels

- **Search Engine Optimization (SEO):** Concept, importance, on-page and off-page SEO, and improving website visibility
- **Social Media Marketing:** Meaning, Importance, Various platforms, Social Media Engagement Strategies
- **Email Marketing:** Basics of email campaigns, customer communication, and lead nurturing
- **Content Marketing:** Creation and distribution of valuable content to attract and retain customers
- **Online Advertising:** Introduction to paid ads, basics of platforms like Google Ads and campaign types
- **Case Studies of Digital Campaigns:** Analysis of successful digital marketing campaigns and key learning outcomes

10

Scheme of Examination and Assessment Pattern
Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours
Format of Question Paper

Attempt any three from five.

| Question No | Nature of Questions | Marks |
|--------------|----------------------------------|-----------|
| Q1 | Descriptive / Practical Question | 10 |
| Q2 | Descriptive / Practical Question | 10 |
| Q3 | Descriptive / Practical Question | 10 |
| Q4 | Descriptive / Practical Question | 10 |
| Q5 | Descriptive / Practical Question | 10 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | | |
|--|--------------------------------|--------------|
| | Assessment / evaluation | Marks |
|--|--------------------------------|--------------|

| | | | |
|--|--------------|---|-----------|
| | 1. | Online Test / Quiz / Case Study | 10 |
| | 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 |
| | TOTAL | | 20 |

| | | | |
|-----------|--|--|--|
| 11 | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Chaffey, D., & Ellis-Chadwick, F. (Indian ed.). (2022). <i>Digital marketing: Strategy, implementation and practice</i>. Pearson India. 2. Gupta, S. (2021). <i>Digital marketing</i>. McGraw Hill Education India. 3. Jain, V. (2020). <i>Digital marketing: An integrated approach</i>. Oxford University Press India. 4. Ryan, D. (Indian ed.). (2021). <i>Understanding digital marketing: Marketing strategies for engaging the digital generation</i>. Kogan Page India. 5. Chaffey, D., & Ellis-Chadwick, F. (2022). <i>Digital marketing</i> (8th ed.). Pearson. 6. Ryan, D. (2016). <i>Understanding digital marketing: Marketing strategies for engaging the digital generation</i> (4th ed.). Kogan Page. | | |
|-----------|--|--|--|

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - II**

Title: Consumer Behaviour

**Vertical - 1
Major Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Consumer Behaviour
Course Code: CHMDMII2

| Sr. No. | Heading | Particulars |
|---------|--|--|
| 1 | Description the Course: | This course provides an in-depth understanding of consumer behaviour and its importance in marketing decision-making. It examines how consumers make purchasing decisions and the various psychological, social, and cultural factors that influence their behaviour. The course also explores changing consumer trends in the digital age, including online buying behaviour and evolving preferences. Further, it focuses on digital consumer behaviour, highlighting the role of reviews, influencers, personalization, and data-driven marketing. Students gain insights into how businesses can effectively understand, predict, and influence consumer behaviour in both traditional and digital environments. |
| 2 | Vertical I | Major |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To develop an understanding of consumer behaviour concepts and their importance in marketing strategies. CO(A) 2: To analyze the consumer decision-making process and factors influencing buying behaviour. CO(A) 3: To examine psychological, social, and cultural influences on consumer choices. CO(A) 4: To understand digital consumer behaviour, including online engagement, personalization, and data privacy issues. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain the concept and significance of consumer behaviour in business and marketing. CO2: Analyze the stages of consumer decision-making and factors influencing purchasing decisions. CO3: Evaluate the impact of psychological, social, and cultural factors on consumer behaviour. CO4: Assess digital consumer behaviour trends, including online engagement, personalization, and privacy concerns. | |
| 9 | Syllabus Unit 1: Consumer Basics <ul style="list-style-type: none"> • Meaning and Importance of Consumer Behaviour: Concept, scope, and significance in understanding customer decisions and business strategies • Consumer Decision-Making Process: Stages from need recognition, information search, evaluation, purchase decision, to post-purchase behaviour | |

- **Factors Influencing Consumer Behaviour:** Personal, psychological, social, and cultural factors affecting buying decisions
- **Psychological Factors:** Role of motivation, perception, learning, and attitudes in shaping consumer behaviour
- **Social and Cultural Influences:** Impact of family, reference groups, social class, culture, and subculture on consumer choices
- **Changing Consumer Trends:** Emerging patterns such as digital adoption, convenience orientation, and experience-driven consumption

Unit 2: Digital Consumer Behaviour

- **Online Buying Behaviour:** Process of consumer decision-making in digital environments and factors influencing online purchases
- **Role of Reviews and Influencers:** Impact of ratings, reviews, and influencers on consumer trust and buying decisions, including platforms like Instagram and YouTube
- **Consumer Engagement on Digital Platforms:** Interaction through likes, comments, shares, and participation in brand communities
- **Personalization and Recommendation Systems:** Use of data and AI to provide customized experiences and product suggestions
- **Consumer Privacy and Data Concerns:** Issues related to data protection, consent, and ethical use of consumer information
- **Case Studies in Digital Behaviour:** Analysis of real-world examples highlighting online consumer trends and behaviour patterns

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

10

External Examination: Semester End External - 30 marks Time: 1:00 hours
Format of Question Paper

Attempt any three from five.

| Question No | Nature of Questions | Marks |
|--------------|----------------------------------|-----------|
| Q1 | Descriptive / Practical Question | 10 |
| Q2 | Descriptive / Practical Question | 10 |
| Q3 | Descriptive / Practical Question | 10 |
| Q4 | Descriptive / Practical Question | 10 |
| Q5 | Descriptive / Practical Question | 10 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|---|-----------|
| 1. | Online Test / Quiz / Case Study | 10 |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 |
| TOTAL | | 20 |

REFERENCES:

1. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Global perspective, Indian context* (5th ed.). McGraw Hill Education India.
2. Kumar, A., & Meenakshi, N. (2016). *Consumer behaviour*. Vikas Publishing House.
3. Saxena, R. (2020). *Marketing management* (6th ed.). McGraw Hill Education India.
4. Sherlekar, S. A., & Sherlekar, V. S. (2019). *Consumer behaviour*. Himalaya Publishing House.
5. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: Global perspective, Indian context* (5th ed.). McGraw Hill Education India.
6. Kumar, A., & Meenakshi, N. (2016). *Consumer behaviour*. Vikas Publishing House.

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - II**

Title: AI Applications in Marketing

**Vertical - 1
Major Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: AI Applications in Marketing
Course Code: CHMDMII3

| Sr. No. | Heading | Particulars |
|---------|--|---|
| 1 | Description the Course: | This course focuses on the application of artificial intelligence in modern marketing practices. It introduces students to how AI is transforming marketing through data-driven insights, automation, and personalized customer experiences. The course covers key concepts such as customer data analysis, AI-driven targeting, chatbots, and programmatic advertising. It also provides practical exposure to AI tools used for content creation and social media marketing. Additionally, students are introduced to predictive analytics, marketing automation, and ethical concerns related to AI usage. The course prepares learners to understand and apply AI technologies in marketing strategies and decision-making. |
| 2 | Vertical 1 | Major |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To understand the role and significance of artificial intelligence in modern marketing practices. CO(A) 2: To analyze how AI uses customer data for personalization, targeting, and decision-making. CO(A) 3: To introduce AI tools and applications used in content creation, social media, and marketing automation. CO(A) 4: To examine ethical issues and future trends in AI-driven marketing. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain the application of AI in marketing, including automation, personalization, and targeting. CO2: Analyze customer data and AI-driven insights for improving marketing strategies. CO3: Apply AI tools for content creation, social media marketing, and campaign management. CO4: Evaluate ethical challenges and future opportunities in AI-based marketing systems. | |
| 9 | Syllabus Unit 1: AI in Marketing Basics <ul style="list-style-type: none"> • Role of AI in Marketing: Concept, significance, and transformation of marketing through AI-driven insights and automation • Customer Data and AI Insights: Collection, analysis, and interpretation of customer data using AI for better decision-making | |

- **Personalization using AI:** Delivering customized content, recommendations, and user experiences based on consumer data
- **Chatbots and Virtual Assistants:** Use of AI-powered tools for customer interaction, query resolution, and service automation
- **AI in Advertising and Targeting:** Programmatic advertising, audience segmentation, and precision targeting using AI algorithms
- **Case Examples:** Application of AI in companies like Amazon and Netflix for recommendations and customer engagement

Unit 2: AI Tools and Applications

- **AI Tools for Content Creation:** Use of tools such as ChatGPT and Canva for generating marketing content and creatives
- **AI in Social Media Marketing:** Automation of posts, content suggestions, audience analysis, and engagement optimization
- **Basics of Predictive Analytics:** Forecasting customer behaviour, demand patterns, and marketing outcomes using data models
- **Marketing Automation Concepts:** Use of AI to automate campaigns, email marketing, lead nurturing, and customer journeys
- **Ethical Issues in AI Marketing:** Concerns related to data privacy, bias, transparency, and responsible use of AI
- **Future of AI in Marketing:** Emerging trends, evolving technologies, and the future scope of AI-driven marketing strategies

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt any three from five.

| Question No | Nature of Questions | Marks |
|--------------|----------------------------------|-----------|
| Q1 | Descriptive / Practical Question | 10 |
| Q2 | Descriptive / Practical Question | 10 |
| Q3 | Descriptive / Practical Question | 10 |
| Q4 | Descriptive / Practical Question | 10 |
| Q5 | Descriptive / Practical Question | 10 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|---|-----------|
| 1. | Online Test / Quiz / Case Study | 10 |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 |
| TOTAL | | 20 |

REFERENCES:

1. Kumar, V. (2022). *Artificial intelligence: Concepts and applications*. Wiley India.
2. Gupta, B., & Gupta, A. (2019). *Data analytics: Concepts and applications*. BPB Publications.
3. Sharma, S. (2021). *Digital marketing and analytics*. Khanna Publishing House.
4. Jain, V. (2020). *Digital marketing: An integrated approach*. Oxford University Press India.
5. Davenport, T. H., Guha, A., Grewal, D., & Bressgott, T. (2020). *How artificial intelligence will change the future of marketing*. *Journal of the Academy of Marketing Science*.
6. Russell, S., & Norvig, P. (2021). *Artificial intelligence: A modern approach* (4th ed.). Pearson.

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year B.Com
(Commerce & Management)
(Business Economics)**

Semester - II

Title: Introduction to Business Economics

**Vertical - 2
Minor Subject - 2 Credits**

**with effect from
Academic Year 2025-2026**

Title: Introduction to Business Economics
Course Code: CHMCOMIII9

| Sr. No. | Heading | Particulars |
|---------|---|---|
| 1 | Description the Course: | This course introduces students to the fundamental concepts of economics and their application to business decision-making. It explores the nature and scope of business economics, the role of scarcity and efficiency, and how firms make choices under different constraints. Students will learn essential analytical tools such as marginal and incremental concepts, functional relations, and the interpretation of graphs and economic curves. The course further examines demand, supply, elasticity, and market equilibrium, with a focus on how markets solve economic problems. |
| 2 | Vertical 2 | Minor |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: Introduce students to the basic principles of economics that form the foundation of business decision-making.</p> <p>CO(A)2: Provide conceptual clarity on scarcity, opportunity cost, efficiency, and production possibilities, enabling rational economic thinking.</p> <p>CO(A)3: Develop analytical skills through the use of demand–supply models, elasticity measures, and graphical techniques.</p> <p>CO(A)4: Familiarize students with different forms of markets and their implications for pricing, output, and consumer behavior</p> |
| 8 | Course Outcomes: Student will be able to | <p>CO1: Explain the nature, scope, and importance of business economics and distinguish between micro, macro, positive, and normative analysis.</p> <p>CO2: Apply fundamental economic concepts such as scarcity, opportunity cost, production possibilities, and marginal analysis to business decision-making.</p> <p>CO3: Analyse demand, supply, elasticity, and market equilibrium using graphical and mathematical tools.</p> |

CO4: Identify and describe different market forms and interpret the behavior of demand curves under various market structures

9

Syllabus

UNIT I: Scope and Importance of Business Economics

- Introduction to Economics, Nature and Scope, Micro and Macro Economics, Positive and Normative Economics, Meaning of Business Economics, Scope and Importance of Business Economics.
- Scarcity And Efficiency, Different Types of Firms, The Three Problems of Economic Organizations, Society's Technological Possibilities, Opportunity Cost, The Production Possibility Frontier.
- Basic Tools Principle Incremental and Marginal Concepts. Basic Economic Relations - Functional Relations: Equations- How to Read Graphs- Curve- Shifting and Movement along the Curve, Slopes and Lines, Total, Average and Marginal relations.
AI Tool: Gemini AI and Claude AI

UNIT II: Demand Analysis and Elasticity

- Law of Demand - The Demand Schedule the Demand Curve, Market Demand, Forces behind the Demand Curve, Shifts in Demand – Law of Supply - The Supply Curve Forces behind the Supply Curve - Shifts in Supply - Market Mechanism – Market Equilibrium with Demand and Supply, How the Market Solve the Three Economic Problems.
- Price Income and Cross Elasticity of Calculating Applications Demand - Elasticities, to Major Economic Issues - The Paradox of the Bumper Harvest.
- Forms of Markets - Meaning and Characteristics, Nature of Demand Curve under Different Markets.

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt all questions.

| Question No | Nature of Questions | Marks |
|-------------|-------------------------------------|-------|
| Q1 | Any two out of three (Unit I) a) | 15 |

| | | |
|--------------|--|-----------|
| | b) c) | |
| Q2 | Any two out of three (Unit II) a) b) c) | 15 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks




| | Assessment / evaluation | Marks |
|--------------|--|--------------|
| 1. | Class Test during the lectures. (MCQs Based) | 10 |
| 2. | Project / Presentation / Viva / Case Study / Role Play (Any 2) | 10 |
| TOTAL | | 20 |


11

REFERENCES:

1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
2. Hirschey .M., Managerial Economics, Thomson South western (2003)
3. Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
4. Frank R.H, Bernanke. B.S., Principles of Economics (Tata McGraw Hill (ed.3)
5. Gregory Mankiw., Principles of Economics, Thomson South western (2002)
6. Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)

Department of Economics:

| Sr No | Name of the Faculty | Designation and College | Signature |
|-------|----------------------------------|---|---|
| 1. | Prin. (Dr.) Manju Lalwani Pathak | Head, Department of Economics, Smt. CHM College, Ulhasnagar |  |
| 2. | Dr. Usha P. Oomman | Associate Professor, Smt. CHM College, Ulhasnagar |  |
| 3. | Prof. (Dr.) Gaikar Vilas B. | Professor, Smt. CHM College, Ulhasnagar |  |

Name & Signature of the Ad-hoc BoS, Chairperson: 
(Prin. (Dr.) Manju Lalwani Pathak)

Name & Signature of the Dean:  Dr. Prashant Kelkar.



**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year

Semester - II

Title: Basic Concepts in Research

**Vertical - 3
OE Subject - 2 Credits**

**with effect from
Academic Year 2025-2026**

Title: Basic Concepts in Research
Course Code: CHMIDSOE201


| Sr. No. | Heading | Particulars |
|---------|--|---|
| 1 | Description the Course: | The course Basic Concepts in Research introduces students to the fundamental principles and methods of academic research. It aims to build a strong foundation in understanding the meaning, purpose, and types of research, along with the steps involved in conducting a systematic study. The course familiarizes students with qualitative and quantitative research approaches, research design, and hypothesis formulation. By the end of the course, students will be able to develop basic research proposals and understand how research moves from idea to publication. |
| 2 | Vertical 3 | OE |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A)1: To introduce students to the meaning, purpose, and importance of research in academic and professional fields. CO(A)2: To help students understand the differences between qualitative and quantitative research approaches. CO(A)3: To develop students' ability to design research proposals by selecting topics, reviewing literature, and framing research questions. CO(A)4: To enable students to understand various research designs and formulate testable hypotheses. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain the concept, purpose, and process of research. CO2: Differentiate between qualitative and quantitative research methods. CO3: Prepare a basic research proposal including topic selection, objectives, and research questions. CO4: Identify appropriate research designs and formulate clear and testable hypotheses. | |

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| 9 | Syllabus |
| | <p>UNIT I: Introduction to Research</p> <ul style="list-style-type: none"> • Definition and purpose of research • Qualitative research • Quantitative research • The research process: from idea to publication <p>UNIT II: Research Design</p> <ul style="list-style-type: none"> • Experimental research designs • Exploratory research designs • Preparing research proposals: Selection of the topic, Review of literature, Identifying Objectives of the Study, preparing Research Questions • Formulation of Hypothesis. |

| 10 | Scheme of Examination and Assessment Pattern Paper – 50 Marks | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------|---|-------------|---------------------|-------|----|-------------------------------|----|----|--------------------------------|----|--------------|--|-----------|--|-------------------------|-------|----|--|----|----|--|----|--------------|--|-----------|
| | <p>External Examination: Semester End External - 30 marks Time: 1:00 hours Format of Question Paper</p> <p>Attempt all questions.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Question No</th> <th style="width: 65%;">Nature of Questions</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Any two out of three (Unit I)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Any two out of three (Unit II)</td> <td style="text-align: center;">15</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">30</td> </tr> </tbody> </table> <p>Internal Examination: Continuous Evaluation - 20 marks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 70%;">Assessment / evaluation</th> <th style="width: 20%;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1.</td> <td>Class Test during the lectures. (MCQs Based)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Project / Presentation / Viva / Case Study / Role Play (Any 2)</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td></td> <td style="text-align: center;">20</td> </tr> </tbody> </table> | Question No | Nature of Questions | Marks | Q1 | Any two out of three (Unit I) | 15 | Q2 | Any two out of three (Unit II) | 15 | TOTAL | | 30 | | Assessment / evaluation | Marks | 1. | Class Test during the lectures. (MCQs Based) | 10 | 2. | Project / Presentation / Viva / Case Study / Role Play (Any 2) | 10 | TOTAL | | 20 |
| Question No | Nature of Questions | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| Q1 | Any two out of three (Unit I) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| Q2 | Any two out of three (Unit II) | 15 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 30 | | | | | | | | | | | | | | | | | | | | | | | |
| | Assessment / evaluation | Marks | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Class Test during the lectures. (MCQs Based) | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| 2. | Project / Presentation / Viva / Case Study / Role Play (Any 2) | 10 | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL | | 20 | | | | | | | | | | | | | | | | | | | | | | | |

| | |
|----|---|
| 11 | <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. Booth, W. C. Colomb, G. G. and Williams, J. M. (2016). The Craft of Research. 4th edition, University of Chicago Press. 2. Bryman, Alan. (2018). Social Research Methods, London: OUP. 3. Creswell, J.W.(2014). Research Methods: A Practical Guide. 9th Edition, Pearson 4. Quantitative, and Mixed Methods Approaches , 5th edition, SAGE Publications. 5. Creswell, J.W. and Creswell, D. J. (2017). Research Design, New Delhi: SAGE Publications. 6. Ghosh, B.N. (1984). Scientific Method and Social Research, New Delhi: Sterling. |
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|--|--|
| | <p>7. Goode, W. J. and Hatt, P. K. (1952). Methods in Social Research, New York: Mc Graw-Hill Book Co.</p> <p>8. Gupta, S. P. (2012). Statistical Methods, New Delhi: Sultan Chand & Sons.</p> <p>9. Kothari, C.R. (2004). Research Methodology: Methods and Techniques.</p> |
|--|--|

| Sr No | Name of the Faculty | Designation and College | Signature |
|-------|-----------------------|------------------------------------|---|
| 1. | Dr. Sunil Lalchandani | Dean, Faculty of Interdisciplinary |  |





HSNC Board's

Smt. Chandibai Himathmal Mansukhani College

(Autonomous)

(Affiliated to the University of Mumbai)

University College Code: 217 | JD Office: T14



Faculty of Interdisciplinary

Vertical 3: List of Open Elective Skill Based Courses for First Year: Semester – II

| Sr. No. | Nomenclature of the Paper |
|---------|--|
| 1 | Cyber and Digital Safety |
| 2 | Audio -Video Editing Foundation for Graphics Design and Basics of Animation II |
| 3 | Basic Tools of AI for Economics and Education - II |
| 4 | English for Professional and Corporate World |
| 5 | Urbanisation and Real Estate |
| 6 | Business of Travel and Tours-II |
| 7 | Managing Family Wealth through Family Office |
| 8 | Interactive Web Design using Java Script |
| 9 | Basics of Nutrition II |
| 10 | Reels Production and Creator Branding |
| 11 | Performing Art |
| 12 | Data Analysis with Advanced Excel |
| 13 | Advanced Political Communication and Media Skills |
| 14 | Stress Management |
| 15 | Social Media and Society Identity, Power and Digital Citizenship |
| 16 | Mushroom Cultivation Training and Trading Level |
| 17 | Yoga and Fitness II |
| 18 | Basic Perfumery Course (Level-II) |
| 19 | Soft Skills II-Personal and Interpersonal Effectiveness |
| 20 | Beautician - Strategic Business Planning-II |
| 21 | Current Trends of Fashion Designing- Financial Perspective Level-II |
| 22 | Basic Accounting-II |
| 23 | Digital Marketing II |
| 24 | Online Trading and Stock Market-II |
| 25 | Event Management Course in Sindhi |



**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - II**

Title: Content Creation & Digital Branding

**Vertical - 4
VSC Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Content Creation & Digital Branding
Course Code: CHMDMIII4

| Sr. No. | Heading | Particulars |
|---------|--|--|
| 1 | Description the Course: | This course focuses on the development of content creation skills and their role in digital branding. It introduces students to different types of content used across digital platforms and emphasizes the importance of engaging and audience-focused communication. The course covers essential aspects of copywriting, content planning, and the use of AI tools for efficient content generation. It also explores how content contributes to brand building through storytelling, visual design, and strategic alignment with brand objectives. Additionally, students learn about influencer marketing and methods to measure content performance, enabling them to create effective digital branding strategies. |
| 2 | Vertical 4 | VSC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: CO(A) 1: To develop an understanding of content creation and its importance in digital marketing and branding. CO(A) 2: To introduce different types of content and platform-specific strategies for audience engagement. CO(A) 3: To equip students with skills in copywriting, content planning, and use of AI tools for content creation. CO(A) 4: To analyze the role of content in branding, including storytelling, influencer marketing, and performance measurement. | |
| 8 | Course Outcomes: Student will be able to CO1: Explain the role and importance of content in digital marketing and brand communication. CO2: Create basic content for different digital platforms using copywriting and design principles. CO3: Apply content planning strategies and AI tools for effective content creation. CO4: Evaluate content performance and develop strategies for digital branding and audience engagement. | |
| 9 | Syllabus Unit 1: Content Creation Basics <ul style="list-style-type: none"> • Meaning and Importance of Content: Concept of content, role in digital marketing, and importance in attracting and engaging audiences | |

- **Types of Content:** Text, image, video, and interactive content formats used across digital platforms
- **Content for Social Media Platforms:** Platform-specific content strategies for engagement on channels like Instagram and YouTube
- **Basics of Copywriting:** Principles of persuasive writing, headlines, call-to-action, and audience-focused messaging
- **Content Planning and Calendar:** Developing content plans, scheduling, and maintaining consistency in posting
- **Introduction to AI in Content Creation:** Use of AI tools such as ChatGPT and Canva for generating and enhancing content

Unit 2: Branding through Content

- **Storytelling in Marketing:** Creating compelling brand narratives to build emotional connection with the audience
- **Creating Engaging Content:** Techniques for improving audience interaction, engagement, and content effectiveness
- **Visual Content Creation:** Designing creatives using tools like Canva with focus on layout, colours, and aesthetics
- **Content Strategy for Brands:** Aligning content with brand goals, target audience, and positioning strategies
- **Influencer Marketing Basics:** Role of influencers, collaboration strategies, and impact on brand visibility
- **Measuring Content Performance:** Key metrics such as reach, engagement, impressions, and conversion analysis

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt any three from five.

| Question No | Nature of Questions | Marks |
|--------------|----------------------------------|-----------|
| Q1 | Descriptive / Practical Question | 10 |
| Q2 | Descriptive / Practical Question | 10 |
| Q3 | Descriptive / Practical Question | 10 |
| Q4 | Descriptive / Practical Question | 10 |
| Q5 | Descriptive / Practical Question | 10 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|---|-----------|
| 1. | Online Test / Quiz / Case Study | 10 |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 |
| TOTAL | | 20 |

REFERENCES:

1. Jain, V. (2020). *Digital marketing: An integrated approach*. Oxford University Press India.
2. Gupta, S. (2021). *Digital marketing*. McGraw Hill Education India.
3. Kumar, S. R. (2017). *Branding: A key marketing tool*. Himalaya Publishing House.
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5. Handley, A. (2014). *Everybody writes: Your go-to guide to creating ridiculously good content*. Wiley.
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**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

**First Year
B.Com in AI and Digital Marketing
Semester - II**

Title: Digital Marketing Applications

**Vertical - 4
SEC Subject - 2 Credits**

**with effect from
Academic Year 2026-2027**

Title: Digital Marketing Applications
Course Code: CHMDMIIS

| Sr. No. | Heading | Particulars |
|---------|---|--|
| 1 | Description the Course: | This course provides practical exposure to digital marketing tools and techniques used in real-world business environments. It focuses on hands-on learning of social media platforms, SEO tools, email marketing, online advertising, and design tools for creating marketing content. The course also guides students through the process of planning, executing, and evaluating digital marketing campaigns. Emphasis is placed on content scheduling, performance measurement, budgeting, and campaign optimization. Through a mini project, students gain practical experience in applying digital marketing concepts, enabling them to develop industry-relevant skills. |
| 2 | Vertical 4 | SEC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A) 1: To provide practical knowledge of digital marketing tools and platforms used for business promotion.</p> <p>CO(A) 2: To develop skills in creating and managing digital marketing content and campaigns.</p> <p>CO(A) 3: To understand key performance metrics, budgeting, and optimization techniques in digital marketing.</p> <p>CO(A) 4: To enable students to design and execute a basic digital marketing campaign through hands-on learning.</p> |
| 8 | Course Outcomes: | <p>Student will be able to</p> <p>CO1: Use digital marketing tools such as social media platforms, SEO tools, email marketing, and design tools effectively.</p> <p>CO2: Create and manage business pages, content, and campaigns across digital platforms.</p> <p>CO3: Analyze campaign performance using basic metrics and optimize strategies accordingly.</p> <p>CO4: Design and execute a digital marketing campaign integrating tools, content, and analytics.</p> |
| 9 | Syllabus | |
| | <p>Unit I: Practical Tools</p> <ul style="list-style-type: none"> • Social Media Platforms: Business use of platforms such as Instagram and Facebook for marketing and customer engagement • Creating Business Pages: Steps involved in setting up and optimizing business profiles/pages for branding and promotion | |

- **Basics of SEO Tools:** Introduction to keyword research, website optimization, and tools used for improving search engine visibility
- **Overview of Online Advertising Platforms:** Basic understanding of ad interfaces such as Google Ads and campaign setup
- **Email Marketing Tools:** Use of platforms for creating, sending, and managing email campaigns and customer communication
- **Design Tools for Marketing:** Creating marketing creatives using tools like Canva

Unit 2: Campaign Execution

- **Designing a Digital Marketing Campaign:** Setting objectives, identifying target audience, selecting channels, and planning strategy
- **Content Posting and Scheduling:** Techniques for consistent posting, use of scheduling tools, and maintaining content calendars
- **Basic Analytics and Metrics:** Understanding key indicators such as likes, reach, impressions, and click-through rate (CTR)
- **Campaign Budgeting Basics:** Allocation of budget, cost estimation, and managing ad spend effectively
- **Performance Tracking and Optimization:** Monitoring campaign results, analyzing performance, and making necessary improvements
- **Mini Project:** Designing and executing a sample digital marketing campaign using learned tools and concepts

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt any three from five.

| Question No | Nature of Questions | Marks |
|--------------|----------------------------------|-----------|
| Q1 | Descriptive / Practical Question | 10 |
| Q2 | Descriptive / Practical Question | 10 |
| Q3 | Descriptive / Practical Question | 10 |
| Q4 | Descriptive / Practical Question | 10 |
| Q5 | Descriptive / Practical Question | 10 |
| TOTAL | | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|---|-----------|
| 1. | Online Test / Quiz / Case Study | 10 |
| 2. | Project / Presentation / Viva / Role Play (Any 2) | 10 |
| TOTAL | | 20 |

REFERENCES:

1. Gupta, S. (2021). *Digital marketing*. McGraw Hill Education India.
2. Jain, V. (2020). *Digital marketing: An integrated approach*. Oxford University Press India.
3. Singh, A. (2022). *Practical digital marketing*. BPB Publications.
4. Chaffey, D. (Indian ed.). (2022). *Digital marketing: Strategy, implementation and practice*. Pearson India.
5. Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). Kogan Page.
6. Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing* (3rd ed.). Sage Publications.

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year BCOM

Semester- II

Vertical – 5

Ability Enhancement Course (AEC) -2 Credits

**with effect from
Academic Year 2025-2026**

Title: Advanced Business Communication Skills**Course Code: CHMBCOMAECII**

| Sr. No. | Heading | Particulars |
|---------|-----------------------------------|--|
| 1 | Description of the Course: | <p>The modern business world demands communication that is strategic, data-driven, digitally fluent, and culturally intelligent. With virtual offices, global teams, and technology-integrated operations, communication skills have evolved beyond traditional correspondence.</p> <p><i>Advanced Business Communication Skills</i> builds on foundational knowledge and introduces students to executive-level communication abilities. The course focuses on strategic communication, digital workplace tools, persuasive writing, professional etiquette, intercultural communication, and analytical documentation, preparing learners for real-world corporate responsibilities.</p> |
| 2 | Vertical 5 | AEC: Advanced Business Communication Skills |
| 3 | Type Teaching Methods: | Theory+ Practicum (Lecture/ Discussion/ Presentation/ Reading sessions/ Worksheets/ etc.) |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To provide advanced understanding of business communication models and strategies.</p> <p>CO(A)2: To develop digital and intercultural communication skills essential for global workplaces.</p> <p>CO(A)3: To equip students with professional writing skills for reports, proposals, emails, and letters.</p> <p>CO(A)4: To enhance presentation, negotiation, and analytical communication abilities.</p> <p>CO(A)5: To build professionalism, etiquette, and ethical communication judgment.</p> |

| | |
|---|--|
| 8 | <p>Course Outcomes: After completing this course, learners will be able to:</p> <p>CO-1: Implement advanced communication strategies in professional business contexts. CO-2: Communicate effectively using digital tools and virtual platforms. CO-3: Draft structured, persuasive, and professional business documents. CO-4: Demonstrate professional etiquette in meetings, group work, interviews, and corporate communication. CO-5: Analyze and solve workplace communication problems through case-based approaches.</p> |
| 9 | <p style="text-align: center;">Syllabus</p> <p>UNIT I: Advanced Concepts in Business & Digital Communication (15 Hours)</p> <p>1. Strategic Business Communication</p> <ul style="list-style-type: none"> • Advanced models of corporate communication • Managerial communication and decision-making • Communication ethics and governance • Communication in crisis and conflict situations <p>2. Workplace Communication Dynamics</p> <ul style="list-style-type: none"> • Multigenerational workforce communication • Communication across hierarchies and cross-functional teams • Basics of negotiation and conflict resolution • Professional listening and feedback skills <p>3. Digital Communication & Virtual Workplace</p> <ul style="list-style-type: none"> • Email etiquette in global communication • Virtual meeting etiquette: scheduling, agendas, minutes • Writing for digital media: micro-content, announcements, social media tone <p>4. Intercultural & Global Communication</p> <ul style="list-style-type: none"> • Cultural sensitivity in global communication • Communicating with international clients • Cross-border etiquette: greetings, tone, time zones |

UNIT II: Professional Business Correspondence & Practical Documentation (15 Hours)

• **Business Reports & Practical Documentation**

- 1 Project summary report
- 2 Market survey/product analysis report
- 3 Service recovery / apology letter as a customer care executive
- 4 Negotiation letter (discount / delivery terms)

• **Proposals, Social Media Writing & Corporate Profiles**

1. Proposal for a new campus event
2. Proposal for a small business idea
3. Writing Instagram captions for a brand
4. Preparing a short promotional message for a product

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hour

Format of Question Paper

All questions are compulsory:

| Question No | Nature of Questions | Marks |
|-------------|--|-----------|
| Q. 1 | Short Notes (Attempt any 3 out of 5) - Unit 1 OR Attempt Essay Type question. (1 out of 2) - Unit 1 | 15 |
| Q. 2 | Short Notes (Attempt any 3 out of 5) - Unit 2 OR Attempt Essay Type question. (1 out of 2) - Unit 2 | 15 |
| | Total | 30 |

Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|----|---|-----------|
| 1. | Written Assignment: The students are required to attempt any one of the following using AI applications: (Eg: Gamma AI, Beautiful.ai, etc) <ul style="list-style-type: none"> • Preparing a short promotional message for a product • Market Survey Report / A Business Proposal | 20 |
| | Total | 20 |




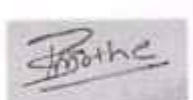

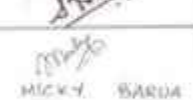


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- 1 Balan, K. R. *Effective Communication*. Himalaya Publishing House, 2004.
- 2 Bovee, Courtland L., and John V. Thill. *Business Communication Today*. 14th ed., Pearson, 2021.

- 3 Chaturvedi, P. D., and Mukesh Chaturvedi. *Business Communication: Concepts, Cases and Applications*. 3rd ed., Pearson Education, 2011.
- 4 Gerson, Steven M., and Sharon J. Gerson. *Technical Communication: Process and Product*. 9th ed., Pearson, 2021.
- 5 Guffey, Mary Ellen, and Dana Loewy. *Essentials of Business Communication*. 11th ed., Cengage Learning, 2021.
- 6 Kaul, Asha. *Business Communication*. 2nd ed., PHI Learning, 2009.
- 7 Krizan, A. C., et al. *Business Communication*. 8th ed., Cengage Learning, 2010.
- 8 Lesikar, Raymond V., et al. *Business Communication: Making Connections in a Digital World*. 12th ed., McGraw-Hill Education, 2015.
- 9 Locker, Kitty O., and Donna Kienzler. *Business and Administrative Communication*. 11th ed., McGraw-Hill Education, 2021.
- 10 Mehra, Payal. *Business Communication for Managers*. Pearson Education, 2012.
- 11 Mitra, Barun K. *Effective Technical Communication: A Guide for Scientists and Engineers*. Oxford University Press, 2007.
- 12 Mohan, Krishna, and Meera Banerji. *Developing Communication Skills*. Macmillan India, 2001.
- 13 Murphy, Herta A., Herbert W. Hildebrandt, and Jane P. Thomas. *Effective Business Communication*. 7th ed., McGraw-Hill, 1997.
- 14 Ober, Scot. *Contemporary Business Communication*. 9th ed., Cengage Learning, 2014.
- 15 Rai, Urmila. *Business Communication*. Himalaya Publishing House, 2010.
- 16 Raman, Meenakshi, and Prakash Singh. *Business Communication*. Oxford University Press, 2012.
- 17 Sehgal, M. K., and Vandana Khetarpal. *Business Communication*. Excel Books, 2006.
- 18 Sharma, R. C., and Krishna Mohan. *Business Correspondence and Report Writing*. 4th ed., Tata McGraw-Hill, 2007.
- 19 Sinha, K. K. *Business Communication*. Galgotia Publishing, 2003.
- 20 Taylor, Shirley. *Model Business Letters, Emails and Other Business Documents*. 7th ed., Pearson Education, 2012.

Syllabus Committee:

| Sr. No | Name of the Faculty | Designation and College | Signature |
|--------|-----------------------------|--|--|
| 1. | Prof. (Dr.) Kailas Aute | Professor & Head, Dept. of English, Smt. CHM College |  |
| 2. | Prof. (Dr.) B. R. Hiramani, | (VC Nominee, University of Mumbai) Pancham Khemraj College, Sawantwadi |  |
| 3. | Prof. (Dr.) Vikas Raskar | (Subject Expert outside University) Hutatma Rajguru Mahavidyalay, Rajguru Nagar, Khed, (Affiliated to Savitribai Phule University) |  |
| 4. | Prof. (Dr.) Prashant Mothe | (Subject Expert outside University) Aadarsh Mahavidyalay, Umerga, Dharashiv, (Affiliated to Dr. Baba Saheb Ambedkar Marathwada University) |  |
| 5. | Mr. Ananda Pandhare | Asst. Professor, Dept. of English, Smt. CHM College |  |
| 6. | Ms. Sana Khan | Asst. Professor, Dept. of English, Smt. CHM College |  |
| 7. | Dr. Micky Barua | Faculty Vidyalankar Institute of technology, Alumni Member |  MICKY BARUA |
| 8. | Ms. Sofy Verghese | Accenture, Industry Representative |  |

Name & Signature of the Ad-hoc BoS Chairperson: Prof. (Dr.) Kailas Aute

Name & Signature of the Dean: Prof. (Dr.) Nitin Arekar




**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year

Semester- II

Title: Communication Skills in Sindhi

Vertical - 5

Ability Enhancement Course - 2 Credit

**with effect from
Academic Year 2025-2026**

Title: Communication Skills in Sindhi
COURSE CODE: CHMSINIAEC

| Sr. No. | Heading | Particulars |
|---------|--------------------------------|--|
| 1 | Description the Course: | Sindhi communication skills (B.Com.) Communication is the core component of the commerce and trade. In communication, language plays very significant role. If a student has mastered the skills of language, undoubtedly, he or she would be able to communicate in the best manner. In this course basic part of Sindhi language would be taught based on the NEP 2020. The innovative approach like critical thinking, creative mind, use of technology will lead to communicating and participating with the different groups. The vocabulary section would be given prominence. The course would be in the Devanagari script so that it can attract majority of the students. Even non-Sindhi students shall have opportunity to adopt this course. |
| 2 | Vertical I | AEC – Ability Enhancement Course |
| 3 | Type | Theory+ Practicum (Teaching Method: Lecture/ Discussion/Reading) |
| 4 | Credit | 2 credits (1 credit = 15 hours for theory or 30 hours of Practical work in a semester) |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50Marks |
| 7 | Course Objectives: | After successful completion of this course: CO(A)1: The learner will get understanding of communication skills. CO(A)2: The learner will understand how to accurate the pronunciation of special words in Sindhi CO(A)3: The learner will improve the conversation skill in Sindhi. CO(A)4: The learner will become best communicator in Sindhi language |
| 8 | Course Outcomes: | Student will be able to CO1: Know the basic special features of Sindhi language. CO2: Understand the skills of communication. CO3: Knowing the conversation with businessmen and customers CO4: Know the etiquettes with parents, relatives, friends and others in effective way |

Syllabus

Unit 1: Everyday & Professional Communication in Sindhi

- Daily Life Conversation Skills: Greetings and introductions, Asking for information, Making requests / giving instructions, Small talk in simple Sindhi
- Workplace & Business Communication: Customer interaction, Office enquiries, permissions, complaints, Bank/shop/travel conversation, Basic telephone conversation, Short Event Reports

Unit 2: Digital & Modern Communication in Sindhi

- Email & Message Writing: Professional emails, WhatsApp/SMS etiquette, Announcements, reminders
- Product and Promotive Communication: Short ads, Taglines & slogans, Simple product description, Pitch Presentation, Interview / Communication for Market Research

Syllabus

यूनिट १:

- रोज़मरह जी ज़िंदगी में गुप्तगू(सिंधीअ में): वाकुफ़ियत डियण ऐ जाण हासुल करण, वेनती मोकिलण, अर्जु करण, हिदायतू डियण, सौली सिंधीअ में गालाईण.
- कम करण वारी ज़गह ते राबतो ऐ कारोबारी राबतो: ग्राहकनि सा गुप्तगू ऑफिस में पूछताछ, परमीशन शिकायत पत्र, बैंक जे करमचारियुनि सा गुप्तगू ग्राहकनि सा गालिहाइणि, बेसिक टेलीफोनिक संवादु, नंडे जशन जी रिपोर्ट.

यूनिट २:

- डिजिटल ऐ आधुनिक संवादु(सिंधी में):
- ईमेल ऐ मैसेज लिखण, पेशेवर ईमेल, वाट्सप ऐ समसे (Message) जा शिष्टाचार (Etiquettes), घोषणा, याद डियारण वारो नोट (Reminders),
- उत्पाद ऐ प्रचार प्रसार संवादु, नंडो विज्ञापन (Small Ads), टैगलाइन ऐ स्लोगन सौलो उत्पाद वर्णन, पिच प्रिज्न्टेशन, इंटरव्यू, मार्केट रिसर्च जे लाइ संवादु.

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hour

Format of Question Paper

| Question No | Nature of Questions | Marks |
|--------------|--|-----------|
| Q1.A) | Objective Type Questions (Unit- I) | 05 |
| Q1. B) | Attempt ANY 2 out of 4- (5 marks each) (Unit-I) | 10 |
| Q2.A) | Objective Type Questions (Unit- II) | 05 |
| Q2. B) | Attempt ANY 2 out of 4- (5 marks each) (Unit-II) | 10 |
| Total | | 30 |

Internal Examination: Continuous Evolution - 20 marks

| | Assessment / evaluation | Marks |
|--------------|--|-----------|
| 1. | Speaking Activities: (Presentation) Making presentations in the classroom | 10 |
| 2. | Listening Activities: (Assignment) Listening to speeches, dialogues, announcement and summarizing them | 10 |
| Total | | 20 |

11

REFERENCE BOOKS:

1. Sanchari Basha – By Dr. Pushpa Kodwani
2. Sindhi Pahakaa – Dr. Jetly M.K.
3. Sindhi Muhavahra – By Hardwani Lachhman
4. Sindhi Adhyat mak Shabdhkesh – By Hardwani Lachhman
5. Acho Sindhi Sikhu – By Hardwani Lachhman

**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year

Semester - II

**Title: Environmental Management and
Sustainable Development - II**

**Vertical - 5
VEC Subject - 2 Credits**

**with effect from
Academic Year 2025-2026**

Title: Environmental Management and Sustainable Development - II**Course Code: CHMVEC2**

| Sr.No. | Heading | Particulars |
|--------|------------------------------------|--|
| 1 | Description the Course: | This course examines the relationship between environmental pollution and human health, with detailed coverage of air, water, soil, noise, thermal, and radioactive pollution and their sources, standards, and impacts. It enables learners to understand pollution generation processes, waste management challenges, and the assimilative capacity of the environment. The course also introduces environmental laws, constitutional provisions, and regulatory frameworks, along with tools such as Environmental Management Systems (ISO 14001), life cycle analysis, and cost-benefit analysis. Emphasis is placed on sustainable practices, pollution control measures, the 3R concept, ecolabeling, and global initiatives such as the Sustainable Development Goals and Mission LiFE. |
| 2 | Vertical 5 | VEC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To develop a comprehensive understanding of various types of environmental pollution, their sources, standards, and impacts on human health and ecosystems.</p> <p>CO(A)2: To familiarize students with environmental laws, constitutional provisions, and regulatory frameworks related to environmental protection and management.</p> <p>CO(A)3: To equip learners with knowledge of environmental management tools, pollution control measures, and sustainable waste management practices.</p> <p>CO(A)4: To create awareness about global and national sustainability initiatives such as the Sustainable Development Goals, Mission LiFE, and their role in achieving sustainable development.</p> |

| | |
|---|--|
| 8 | <p>Course Outcomes: Student will be able to</p> <p>CO1: Identify and analyze different types of environmental pollution and assess their impacts on human health and ecological systems.</p> <p>CO2: Explain key environmental laws, constitutional provisions, and institutional mechanisms for environmental protection.</p> <p>CO3: Apply environmental management tools and sustainable waste management practices in real-world contexts.</p> <p>CO4: Evaluate sustainability initiatives such as the SDGs and Mission LiFE and relate them to environmental management and sustainable development practices.</p> |
| 9 | <p style="text-align: center;">Syllabus</p> <p>UNIT I: Environmental Pollution and Health</p> <ul style="list-style-type: none"> • Understanding pollution: Production processes and generation of wastes; Assimilative capacity of the environment; Definition of pollution; Point sources and non-point sources of pollution. • Air pollution: Sources of air pollution; Primary and secondary pollutants; Indoor air pollution; Adverse health impacts of air pollutants; National Ambient Air Quality Standards. • Water pollution: Sources of water pollution; River, lake and marine pollution, groundwater pollution; water quality parameters and standards; adverse health impacts of water pollution on human and aquatic life. • Soil pollution and solid waste: Soil pollutants and their sources; Solid and hazardous waste; Impact on human health. • Noise pollution: Definition of noise; Unit of measurement of noise pollution; Sources of noise pollution; Noise standards; adverse impacts of noise on human health. • Thermal and Radioactive pollution: Sources and impact on human health and ecosystems. <p>UNIT II: Environmental Management</p> <ul style="list-style-type: none"> • Introduction to environmental laws and regulation: Constitutional provisions- Article 48A, Article 51A (g) and other derived environmental rights; • Introduction to environmental legislations on the forest, wildlife and pollution control. Environmental management system: ISO 14001 Life cycle analysis; Cost-benefit analysis • Pollution control and management; Waste Management- Concept of 3R (Reduce, Recycle and Reuse) and sustainability; Ecolabeling /Ecomark scheme. • Introduction to Millennium Development Goals, Sustainable Development Goals, & Mission Life. |

10

Scheme of Examination and Assessment Pattern

Paper – 50 Marks

External Examination: Semester End External - 30 marks Time: 1:00 hours

Format of Question Paper

Attempt any 3 out of 4 questions.

| Question No | Nature of Questions | Marks |
|--------------|----------------------------------|-----------|
| Q1 | Theory Question based on Unit I | 10 |
| Q2 | Theory Question based on Unit I | 10 |
| Q3 | Theory Question based on Unit II | 10 |
| Q4 | Theory Question based on Unit II | 10 |
| TOTAL | | 30 |

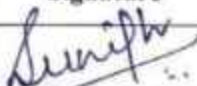
Internal Examination: Continuous Evaluation - 20 marks

| | Assessment / evaluation | Marks |
|--------------|-------------------------|-----------|
| 1. | Assignment / Project | 10 |
| 2. | Case Study / Assignment | 10 |
| TOTAL | | 20 |

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REFERENCES:

1. Barrow, C. J. (2012). *Environmental management for sustainable development* (2nd ed.). Routledge.
2. Doabia, T. S. (2023). *Environmental and pollution laws in India* (4th ed.). Eastern Book Company.
3. Kumar, S. (2009). *Environmental policies in India*. Northern Book Centre.
4. Rajagopalan, R. (2023). *Environmental studies* (4th ed.). Oxford University Press India.
5. Rogers, P. P., Jalal, K. F., & Boyd, J. A. (2007). *An introduction to sustainable development*. Earthscan.
6. Singh, J., Singh, A., & Gupta, S. (2019). *Environmental science and engineering*. New Age International Publishers.

| Sr No | Name of the Faculty | Designation and College | Signature |
|-------|-----------------------|------------------------------------|---|
| 1. | Dr. Sunil Lalchandani | Dean, Faculty of Interdisciplinary |  |



**Smt. Chandibai Himathmal Mansukhani College
(Autonomous)**

First Year

Semester - II

Title: Cocurricular Course I

**Vertical - 6
CC Subject - 2 Credits**

**With effect from
Academic Year 2025-2026**

Title: Cocurricular Course I
Course Code: CHMCCI6

| Sr. No. | Heading | Particulars |
|---------|------------------------------------|---|
| 1 | Description the Course: | <p>This student-friendly Co-Curricular Course is uniquely designed to promote holistic development through active participation in various college-based activities. Unlike traditional theory-based subjects, this course emphasizes hands-on involvement and experiential learning. Students are encouraged to explore their interests and talents by engaging in cultural, social, literary, sports, extension, or club-based events conducted by the college throughout the academic year.</p> <p>Participation will be recorded and assessed based on involvement, initiative, team spirit, creativity, and consistency. The aim is to nurture essential life skills such as leadership, communication, collaboration, and responsibility in a supportive, informal setting.</p> <p>This non-theory course offers students the opportunities and the freedom to learn beyond the classroom and grow into well-rounded individuals, contributing positively to campus life and society.</p> |
| 2 | Vertical 6 | CC |
| 3 | Type & Teaching Methods | Theory + Practicum Lectures/Discussions/Presentations/Case Studies, etc. |
| 4 | Credit | 2 Credits |
| 5 | Hours allotted | 30 Hours |
| 6 | Marks allotted | 50 Marks |
| 7 | Course Objectives: | <p>CO(A)1: To inculcate a spirit of active participation in cultural, social, environmental, and creative activities.</p> <p>CO(A)2: To enhance personal and interpersonal skills through real-life experiences and teamwork.</p> <p>CO(A)3: To foster a sense of responsibility, leadership, and community engagement among students.</p> <p>CO(A)4: To develop self-confidence and emotional well-being through creative expression and collaboration.</p> <p>CO(A)5: To integrate classroom learning with experiential learning for holistic growth.</p> |

| | |
|----------|--|
| 8 | <p>Course Outcomes: Student will be able to</p> <p>CO1: Participate meaningfully in diverse co-curricular activities and reflect on their learning experiences.</p> <p>CO2: Demonstrate improved communication, leadership, and teamwork skills.</p> <p>CO3: Exhibit increased awareness of social responsibility and civic engagement.</p> <p>CO4: Build confidence through creative, cultural, and intellectual expressions.</p> <p>CO5: Maintain a portfolio or activity log to track participation and personal development.</p> |
|----------|--|

| | |
|----------|--|
| 9 | <h2>Syllabus</h2> |
| | <p>Unit I – Suggested Areas of Participation in the Activities</p> <ul style="list-style-type: none"> • Cultural Events: Drama, dance, music, literary events, debates, etc. • Social Outreach: Blood donation, awareness campaigns, cleanliness drives. • Clubs & Societies: Photography, quiz, environment club, shram club, etc. • Sports & Fitness: College tournaments, yoga, marathons, fitness challenges. • Institutional Events: Foundation Day, Annual Day, College Festivals, Intercollegiate events. • National Festivals: Independence Day, Republic Day, etc. <p>Unit II – Program Specific Topics</p> <ul style="list-style-type: none"> • Workshops/Seminars: Report Writing, Personality Development, Soft Skills, Leadership Talks. • Speak, Show, Shine: Presentation / Poster Presentation / Viva and Learning Experience. <p>Mode of Evaluation</p> <ul style="list-style-type: none"> • Faculty Coordinator: To guide and evaluate student progress. • Participation Proof: Certificates, photos, attendance records. • Reflective Journal: Minimum 2–3 pages summarizing experiences, learning, and growth. • Final Viva/Presentation: 5-minute talk on poster presentation and on overall learning. |

| 10 | <p>Scheme of Examination and Assessment Pattern Based on 3 approved activities</p> <p>External Examination: Semester End External - 30 marks</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Activity No</th> <th>Nature of Activities</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q1</td> <td>Title of approved activity 1</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Q2</td> <td>Title of approved activity 1</td> <td style="text-align: center;">10</td> </tr> </tbody> </table> | Activity No | Nature of Activities | Marks | Q1 | Title of approved activity 1 | 10 | Q2 | Title of approved activity 1 | 10 |
|-------------|--|-------------|----------------------|-------|----|------------------------------|----|----|------------------------------|----|
| Activity No | Nature of Activities | Marks | | | | | | | | |
| Q1 | Title of approved activity 1 | 10 | | | | | | | | |
| Q2 | Title of approved activity 1 | 10 | | | | | | | | |

| | | | |
|---|--------------|---|--------------|
| | Q3 | Title of approved activity 1 | 10 |
| | TOTAL | | 30 |
| Internal Examination: Continuous Evaluation - 20 marks | | | |
| | | Assessment / evaluation | Marks |
| | 1. | Reflective journal | 10 |
| | 2. | Presentation / Poster presentation / Viva | 10 |
| | TOTAL | | 20 |

Suggested Readings

- *How to Win Friends and Influence People*
- *The 7 Habits of Highly Effective People*
- *Thinking, Fast and Slow*
- *Leaders Eat Last*
- *Talk Like TED*

Name & Signature of the Principal & Chairperson, Academic Council:


 Dr. Manju Lalwani Pathak

