



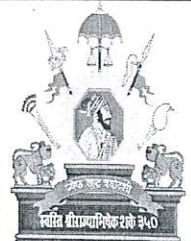
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"A++" Accredited by
NAAC (2021)
With CGPA 3.52

**SHIVAJI UNIVERSITY, KOLHAPUR - 416004,
MAHARASHTRA**

PHONE:EPABX-2609000, www.unishivaji.ac.in, bos@unishivaji.ac.in

शिवाजी विद्यापीठ, कोल्हापूर - ४१६००४, महाराष्ट्र

दूरध्वनी-ईपीएबीएक्स -२६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९००४



Ref./SU/BOS/Com & Mgt./267

Date : 03/05/2025

To,

The Principal
All Affiliated Colleges/ Institutions,
Shivaji University, Kolhapur

Subject :Regarding syllabi of Open Electives (OE) Part II subject syllabus for other faculties (B.A. & B. Sc) degree programme prepared by the Faculty of Commerce & Management as per National Education Policy, 2020 (NEP 2.0)

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised syllabi of **Open Electives (OE) Part II Subject syllabus for other faculties (B.A. & B.Sc.)** Prepared by the Faculty of Commerce & Management as per National Education Policy, 2020 (NEP 2.0)

This syllabi shall be implemented from the academic year **2025-2026** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

The question paper on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October/November 2025 & March/ April, 2026. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

(Dr. S. M. Kubal)
Dy. Registrar

Encl: As above

for Information and necessary action

Copy to:

1	Dean, Faculty of Commerce & Management	6	Appointment Section A & B
2	Director, Board of Examinations and Evaluation	7	I.T.Cell /Computer Centre
3	Chairman, Respective Board of Studies	8	Eligibility Section
4	B. Com. Section	9	Affiliation Section (T.1) (T.2)
5	Internal Quality Assurance Cell (IQAC Cell)	10	P.G. Seminar Section



ESTD : 1962
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with CGPA 3.52



SHIVAJI UNIVERSITY, KOLHAPUR

SYLLABUS FOR **OPEN ELECTIVE / GENERAL ELECTIVE SUBJECTS FOR B.A. AND B.SC. STUDENTS**

PREPARED BY
FACULTY OF COMMERCE AND MANAGEMENT
IN ACCORDANCE WITH

NATIONAL EDUCATION POLICY - 2020

○ ○ ○ ○

WITH EFFECT FROM
ACADEMIC YEAR - 2025-26

SHIVAJI UNIVERSITY, KOLHAPUR

Syllabus of Open Elective subjects for B.A. and B.Sc. students prepared by
Faculty of Commerce and Management in accordance with National Education
Policy With effect from Academic Year 2025-26

	Semester III		Semester IV
Accountancy			
OE III	Manufacturing Account	OE IV	Accounts of Partnership Firm
Business Administration			
OE III	Functional Areas of Management	OE IV	Modern Management
Business Studies			
OE III	Business Functions	OE IV	Green Marketing
Business Economics			
OE III	Economy of Maharashtra Part- I	OE IV	Economy of Maharashtra Part- II
Banking			
OE III	Retail Banking Part-I	OE IV	Retail Banking Part-II
Co-operation and Rural Development			
OE III	Crop and Livestock Insurance Part-I	OE IV	Crop and Livestock Insurance -II

Shivaji University, Kolhapur

Programme: B.A. / B.Sc.,

Level 5.0 Semester III

Open Elective (Other than Commerce Faculty)

For B.A. and B.Sc. Students

OE - III – Manufacturing Account

(Introduced from June 2025)

Course Outcomes: After completing the course, the students will be able to –

1. Understand concepts of Manufacturing Account.
2. Explain the process of Preparation of Manufacturing Account.

2 Credits	50 marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Contents	Hours
I	Introduction to Manufacturing Account: 1.1. Definition and scope of manufacturing account. 1.2 Overview of manufacturing processes and their impact on accounting.	15

	1.3 Classification of costs: Direct and indirect costs, fixed and variable costs. Allocation and apportionment of manufacturing costs. 1.4 Factory overheads: Meaning, treatment, and allocation methods.	
II	Preparation of Manufacturing Account: 2.1 Elements of manufacturing accounts: Direct materials, direct labour, and factory overheads. Work-in-progress (WIP) and finished goods. 2.2 Adjustments in manufacturing accounts (e.g., depreciation, WIP adjustments). 2.3 Steps to prepare manufacturing accounts.	15

Note – Semester end University Examination – 40 Marks and Internal Evaluation 10 Marks.

References

Reference Books for Manufacturing Accounting

Core Textbooks

"Cost Accounting: Principles and Practice" by M.N. Arora

Covers manufacturing cost concepts, cost classification, and accounting for manufacturing processes.

Includes practical problems and case studies.

"Advanced Accounting" by R.L. Gupta and M. Radhaswamy

Focuses on manufacturing accounts, reconciliation statements, and integration with financial accounting.

"Accounting for Management" by S.P. Jain and K.L. Narang

Comprehensive coverage of cost and manufacturing accounting topics.

Includes tools like job costing, batch costing, and inventory valuation.

"Manufacturing Accounts and Cost Accounting" by Colin Drury

Explains manufacturing accounts preparation and integration with cost and financial accounting.

Supplementary Textbooks

"Management and Cost Accounting" by Charles T. Horngren, Srikant M. Datar, and Madhav Rajan

In-depth analysis of costing techniques and manufacturing accounting in modern contexts.

"Cost and Management Accounting" by T. Lucey

Covers key manufacturing and cost accounting concepts with examples.

"Principles of Cost Accounting" by Edward J. Vanderbeck

Simplified explanations of cost accounting concepts, suitable for manufacturing.

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE - III – Manufacturing Account
(Introduced from June 2025)

Instructions –

1. Question No. 1 and 2 are compulsory.
2. Attempt any 3 questions from question no. 3 to 6.
3. Use of calculator is allowed

Time – 90 Minutes

Total Marks – 40

Question 1. A)	Choose correct alternative from the alternatives given below under each question to fill in the blanks and rewrite the sentence	5 Marks
B)	State the following statements are True or False.	3 Marks
Question 2.	Write Short Notes (any 2 out of 3)	8 Marks
Question 3.	Practical Problem	8 Marks
Question 4.	Practical Problem	8 Marks
Question 5.	Long Answer Question	8 Marks
Question 6. A)	Short Practical Problem	4 Marks
B)	Short Answer Question	4 Marks

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE III - Functional Areas of Management
(Introduced from June 2025)

Course Outcomes: After studying this course, students will be able to...

1. Familiarize with the functional areas of management
2. Understand the importance of human resource

2 Credits	50 marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit No.	Course Content	No. of Hours
Unit-I	Functional areas of Management Part- I	15
	Production Management: Meaning and Importance, Scope of production management, Benefits of effective production management, Career in production management	

	Financial Management: Meaning, Scope and Objectives, Functions of financial Management, Financial Management Skills, Career in Financial Management	
Unit-II	Functional areas of Management Part- II	15
	Human Resource Management: Meaning, Basic elements of HRM: Manpower planning, Recruitment and selecting, Job analysis, Training and development, Performance appraisal, Compensation and promotion. (Only concept), Career in Human Resource Management Marketing Management: Meaning, Consumer Buying Behavior, Product Life Cycle – PLC, Brand Management, Competitive Pricing Strategies, Advertising Media, Retail & E-commerce Management, Customer Complaint Handling (Only Concept) Career in Marketing Management	

Reference Books:

1. Gary Dessler, Human Resource Management
2. Dave Ulrich and colleagues, HR from the Outside In: Six Competencies for the Future of Human Resources
3. Brian Becker, Mark Huselid, and Dave Ulrich, The HR Scorecard: Linking People, Strategy, and Performance
4. Raymond Noe, John Hollenbeck, Barry Gerhart, and Patrick Wright, Fundamentals of Human Resource Management
5. J.L. Massie: *Financial management*
6. K.S. Chandrasekar, Govindarajan, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.2010
7. MARKETING MANAGEMENTPLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delhi, 2002,
8. Philip Kotler, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS, Prentice Hall of India, New Delhi. 2009
9. Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi,
10. Slack, N., Chambers, S. and Johnston, R. (2007) *Operations Management*, 5th edn, Harlow, Pearson Education Limited.
11. Walley, P. (2017) 'Introduction to operations management', in The Open University (2017) *B207 Readings Block 1: Big ideas in Organisations*, Milton Keynes, The Open University.

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE III - Functional Areas of Management
(Introduced from June 2025)

Time: 90 Minutes

Total Marks: 40 Marks

Question No.1	a) Multiple Choice Questions (3 Questions - 4 alternatives each)	6 Marks
	b) Match the following (Two Columns-Four pairs)	02 Marks
	C) Two statements (Answering true or false)	02 Marks
Question No.2	Write Short Notes (Any four out of six)	20 Marks
Question No.3	Answer the following (Any one out two)	10 Marks

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE III –Business Functions
(Introduced from June 2025)

Course Outcomes: After completing the course, the students will be able to –

1. To understand the functions of business.
2. To analyse business models and understand responsibilities of functions of business.

2 Credits	50 marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Contents	Hours
I	Introduction to Functions of Business Meaning- Importance and Need of Functions of Business Functions of business – Procurement and Materials Management, Production, Marketing, Finance, Human Resources, Research and Development, Public Relations	15

II	Business Models and Responsibilities of Business Functions A) Business Plans and Business Models : B) Introduction- Responsibilities of business functions-Human Resource, Accounting and Finance, Marketing, Production, Value Delivery	15
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References

1. Mahajan, J.P. (2010), Business Organisation and Management. Himalaya Publishing House.
2. Sharma R.K., Gupta S.K., & Sharma R. (2021) Business Organisation and Management., Kalyani Publications.
3. Modern Productions/Operation Management/Elwood S. Buffa and Rakesh K. Sarin
4. Business Research Methods/Donald R. Cooper and Pamela S. Schindler
5. Sharma, K., & Aggarwal, S. (2018). Principles of Marketing. Delhi: Taxmann Publication.

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III

Open Elective (Other than Commerce Faculty)

For B.A. and B.Sc. Students

OE III –Business Functions
(Introduced from June 2025)

Time: 90 Minutes

Total Marks: 40 Marks

Question No 1.	A) Multiple Choice Questions B) True or False	06 04
Question No 2	Q.2 Write Short Notes (Any four out of six)	20
Question No 3	Q.3 Answer the following (Any one out two)	10

Internal Assessment 10 Marks

Assignment/ Seminar/ Poster Presentation/ Wall paper/ Role play/ Group discussion/ Unit test/ Tutorials/ Visits/ Group Project

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE III - Economy of Maharashtra Part- I
(Introduced from June 2025)

Course Outcome

After studying this course, students will able to:

1. Demonstrate the importance of the Maharashtra economy in the national economy.
2. Identify the new techniques to develop agriculture in Maharashtra.

2 Credits	50 Marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Content	No. of Hours
I	Introduction to Economy of Maharashtra 1.1 Basic features of the economy of Maharashtra: Land, Forest, and Mineral resources. 1.2 Demography of Maharashtra: Size, Growth rate, Literacy rate, Sex ratio, Urban and rural population 1.3 Growth and Structural changes in SGDP since 1991. 1.4 Place of Maharashtra in economic development of India.	15
II	Agricultural Development of Maharashtra (1 Credit) 2.1 Significance of agriculture in the economy of Maharashtra: Contribution in SGDP, Land use and cropping pattern, Production and productivity, 2.2 Agriculture finance: Credit provided by banks and financial institutions, Crop insurance, Agriculture and budget of Maharashtra. 2.3 Irrigation in Maharashtra: Watershed Development Programme, JalyuktShivar, 2.4 Agrarian distress in Maharashtra- Agricultural policy of Maharashtra	15

References

- 1) DastaneSantosh- Asa Ha Maharashtra (Marathi Edition)
- 2) Government of Maharashtra: Economic Survey of Maharashtra, Various Issues.

- 3) Government of Maharashtra: Yojana Magazine, Various Issues.
- 4) Kurulkar R. P. (1997): Maharashtra Arthvyavastha (Marathi) VidyaPrakashan, RuikarMarg, Nagpur.
- 5) Maharashtra RajyaNiyojanMandal (2002): ManavVikasAhawal, Maharashtra.
- 6) MunagekarBhalchandra (2003), The Economy of Maharashtra – Changing Structure and Emerging Issues, Dr. Ambedkar Institute of Social and Economic Change, Mumbai
- 7) PansareGovind (2012): Maharashtra ArthikPahani – ParyayiDrushtikon
- 8) Patil J.F.(2010): SuvarnaMahotsavi Maharashtra Badalati Arthvyavastha (Marathi), AbhijitPratapPawar, Sakal Papers Ltd., 595, BudhwarPeth, Pune
- 9) Reserve Bank of India: Handbook of Statistics of Indian Economy
- 10) World Bank (2002) India: Maharashtra Reorienting Govt. to Facilitate Growth and Reduce Poverty

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III

Open Elective (Other than Commerce Faculty)

For B.A. and B.Sc. Students

OE III - Economy of Maharashtra Part- I

(Introduced from June 2025)

Total Mark- 40

Time- 90 Minutes

Question No. 1	a) Multiple choice Question (3 Questions- 4 Alternatives)	06 Marks
	b) Match the following (Two Column four pair)	02 Marks
	c) Two Statement (Answering True/ False)	02 Marks
Question No. 2	Write Short Notes(Any four out of Six)	20 Marks
Question No. 3	Answer the following(Any one out of two)	10 Marks

Internal Assessment - 10 Mark - Home Assignment/Unit test

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE- III - Retail Banking Part-I
(Introduced from June 2025)

Course Outcomes:

After the successful completion of this course students will be able to:

1. Learners will understand the history, definition, and concept of retail and corporate banking, and differentiate between the two, focusing on their roles in the financial sector.
2. Learners will gain insights into key retail banking products such as home loans, vehicle loans, gold loans, and educational loans, including their types, margins, and disbursement processes

2 Credits	50 Marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Content	Hours
Unit-1:	Introduction to Retail Banking 1.1.History, definition and concept of Retail Banking and Corporate Banking 1.2.Difference between Retail banking and Corporate banking 1.3.Importance of Retail banking to Indian Economy 1.4.Changing scenario of Retail Banking in India	15
Unit-2:	Retail Banking Products 2.1.Home Loan - Types, Margin and Process of disbursement 2.2.Vehicle Loan - Types, Margin and Process of disbursement 2.3.Gold Loan - Nature and Process of disbursement 2.4.Educational - Nature and Process of disbursement	15

References

- 1.Bhole L.M. (2009), Financial Institutions and Market, Tata McGraw Hill, New Delhi
- 2.BhasinNitin(2010), Financial Institutions and Financial Markets in India:Functioningand Reforms. New Century Publications, New Delhi
- 3.Berg Braam van den (2015), Understanding Financial Markets & Instruments, Academyof Financial Market, <https://eagletraders.com/books/afm/afm4.php>
- 4.Cade, Eddie (1998) Managing Banking Risks, Woodhead Publishing Ltd., in associationwith The Chartered Institute of Bankers, England.
- 5.Gupta, L.C (1997),Stock Exchange Trading in India; Society for Capital Market Researchand Development
- 6.SethiJyotsna and Bhatia Nishwan (2003), Elements of Banking and Insurance, PrenticeHall of India,New Delhi

7. National Stock Exchange (2015), Securities Market (Basic) Module, NCFM, National Stock Exchange of India Limited
8. Joshi Vasant C. and Joshi Vinay V (1998), Managing Indian Banks: The Challenges Ahead, Response Books, New Delhi.
9. Vasant Desai, "Bank and Institutional Management", Himalaya Publishing House.
10. Dr. P. K. Srivastava, "Banking Theory and Practices", Himalaya Publishing House
11. Gordon Natrajan "Banking Theory law and practices" Himalaya publishing
12. Sujatra Bhattacharyya (2017) Indian Financial System, Oxford University Press
13. Pathak Bharati (2018) Indian Financial System, Pearson Education
14. Frederic S. Mishkin, Stanley Eakins (2017) Financial Markets and Institutions, Pearson Education
15. Anil Varma & Pramod Rao (2007) Globalization: Indian Financial Sector Reforms, Prabhat Prakashan
16. Durgadas Roy (2009) Financial Intermediation In Economic Development: The Indian Perspective, Rajat Publications

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
 For B.A. and B.Sc. Students
OE- III - Retail Banking Part-I
 (Introduced from June 2025)

Total Mark- 40

Time- 90 Minutes

Question No. 1	a) Multiple choice Question (3 Questions- 4 Alternatives)	06 Marks
	b) Match the following (Two Column four pair)	02 Marks
	c) Two Statement (Answering True/ False)	02 Marks
Question No. 2	Write Short Notes (Any four out of Six)	20 Marks
Question No. 3	Answer the following (Any one out of two)	10 Marks

Internal Assessment - 10 Mark - Home Assignment/Unit test

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE III - Crop and Livestock Insurance Part-I
(Introduced from June 2025)

Course Outcome

After studying this course, students will able to:

1. Understand the significance of crop and livestock insurance in risk management for farmers and livestock producers.
2. Analyze the different types of crop and livestock insurance products available in the market.

2 Credits	50 Marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Content	No. of Hours
I	Introduction to Agricultural Insurance 1.1 Evolution of agricultural insurance 1.2 Types of risks in agriculture (climatic, biological, market, financial, institutional, Human) 1.3 Role of insurance in managing agricultural risks 1.4 Principles of Insurance: Risk pooling, risk transfer, moral hazard, adverse selection	15
II	Crop Insurance 2.1 Types of crop insurance (yield-based, revenue-based, area-based insurance, index-based insurance) 2.2 Major crop insurance schemes (e.g., National Crop Insurance Scheme, Index-Based Crop Insurance) 2.3 Weather-based index insurance 2.4 Actuarial pricing in crop insurance	15

References:

- 1) "Agricultural Insurance: A Risk Management Approach" by Klaus Müller (Springer).
- 2) "Crop Insurance in Developing Countries" by B. V. R. A. Rao and P. N. S. S. R. V. S. Sarma.
- 3) FAO/World Bank reports on agricultural insurance.
- 4) Journal articles on agricultural risk management, climate insurance, and crop insurance programs.
- 5) National Insurance schemes (e.g., India's PMFBY, USA's FCIC) websites.
- 6) Research papers and case studies on JSTOR, Google Scholar, and SSRN.

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester III
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE III - Crop and Livestock Insurance Part-I
(Introduced from June 2025)

Question No.1	a) Multiple Choice Question (6 questions - 4 alternatives each)	06 Marks
	b) Match the following (Two columns - Four pairs)	02 Marks
	C) Two Statements (Answer True or False)	02 Marks
Question No.2	Write short notes (Any Two out of Three)	10 Marks
Question No.3	Answer the following (Any Two out of Three)	10 Marks
Question No. 4	Answer the following (Any Two out of Three)	10 Marks

Internal Assessment- 10 Marks - Home Assignment/Unit Test

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV –Accounts of Partnership Firm
(Introduced from June 2025)

Course Outcomes: After completing the course, the students will be able to –

1. Understand the Types of Partnership firms.
2. Prepare Final accounts of partnership firm.

2 Credits	50 marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Contents	Hours
I	Introduction to Partnership: 1.1 Definition of a partnership, Characteristics of a partnership firm. 1.2 Advantages and disadvantages of partnership firm 1.3 Types of Partnership. 1.4 Partnership deed: Meaning, contents, and importance. 1.5 Introduction to Limited liability partnership.	15

II	Final accounts of partnership firm: 2.1 Preparation of Trading, profit and loss account, and balance sheet. 2.2 Appropriation of profit. 2.3 Distribution of profit among partners.	15
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.References

1. "Advanced Accountancy" by R.L. Gupta & M. Radhaswamy
2. "Accountancy for Class 12" by T.S. Grewal
3. "Principles of Accountancy" by T.S. Grewal
4. "Advanced Accountancy" by S.P. Jain & K.L. Narang
5. "Financial Accounting" by P.C. Tulsian
6. "Financial Accounting for B.Com" by Dr. S.K. Agarwal
7. "Partnership Accounting" by S.K. Paul & D.K. Khatri
8. "Accountancy" by Shukla & Grewal
9. "Modern Accountancy" by Mukherjee & Hanif
10. "Financial Accounting" by R.L. Gupta

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV –Accounts of Partnership Firm
(Introduced from June 2025)

Instructions –

1. Question No. 1 and 2 are compulsory.
2. Attempt any 3 questions from question no. 3 to 6.
3. Use of calculator is allowed

Time – 90 Minutes

Total Marks – 40

Question 1.	A) Choose correct alternative from the alternatives given below under each question to fill in the blanks and rewrite the sentence	5 Marks
	B) State the following statements are True or False.	3 Marks
Question 2.	Write Short Notes (any 2 out of 3)	8 Marks
Question 3.	Practical Problem	8 Marks
Question 4.	Practical Problem	8 Marks
Question 5.	Long Answer Question	8 Marks
Question 6.	A) Short Practical Problem	4 Marks
	B) Short Answer Question	4 Marks

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV- Modern Management
(Introduced from June 2025)

Course Outcomes: After studying this course, students will be able to...

1. Familiarize with the concept of modern management
2. Create awareness of financial management
3. Understand the importance of human resource
4. Identify the emerging trends in marketing

2 Credits	50 marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit No.	Course Content	No. of Hours
Unit-I	Modern Management Part-I	15
	Concept of Modern Management, Contribution of Vijay Govindrajana: Three Box Solution and Reverse Innovation, Contribution of C.K. Pralhad: The Fortune at the Bottom of the Pyramid, Emotional Intelligence: Concept and Component,	
Unit-II	Modern Management Part-II	15
	Total Quality Management: Concept and Components, Japanese Management: Concept and Characteristics, Event Management: Concept and Importance, Time Management: Concept and Techniques, Stress Management: Meaning, Cause and Techniques of stress Management	

Reference Books:

1. S. D. Bagade, Total Quality Management
2. Richard Pascale, The Art of Japanese Management
3. Dr. Sudhir Dixit, Time Management
4. S.K. Goyal, Event Management
5. R.G. Parmar and V.K. Vyas Stress Management
6. Dr. A. M. Gurav and Dr. R. S. Salunkhe, Modern Management Practices, Nirali Prakashan, Pune
7. Daniel Goleman, Working with Emotional Intelligence

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE -IV - Modern Management
(Introduced from June 2025)

Time: 90 Minutes

Total Marks: 40 Marks

Question No.1	a) Multiple Choice Questions (3 Questions - 4 alternatives each)	6 Marks
	b) Match the following (Two Columns-Four pairs)	02 Marks
	C) Two statements (Answering true or false)	02 Marks
Question No.2	Write Short Notes (Any four out of six)	20 Marks
Question No.3	Answer the following (Any one out two)	10 Marks

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV – Green Marketing
(Introduced from June 2025)

Course Outcomes:

1. Develop understanding of basic concepts of Green Marketing.
2. Analyse the application of 4 R principles of Green Marketing in different products.

2 Credits	50 Marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit -1	Basics of Green Marketing. -	15 Hours
	A. Meaning, Evolution, Scope, Need and importance of Green Marketing B. Green Marketing Mix (Four P's of Green Marketing - product, price, place and promotion) C. Strategies and Practices of Green Marketing, Challenges before Green Marketing	

Unit -II	Four R Principles of Green Marketing	15 Hours
	A) Four R Principles of Green Marketing (Reduce, Reuse, Recycle and Reinforce) B) Implementation of Four R Principles in Indian Companies-Tata Group, Hindustan Unilever Ltd., Godrej Company, Mahindra Group. Amul C) Use of Four R Principles of Green Marketing in different products in India – Bamboo Products, Lead free Products, Electric Vehicles, Solar based Products, LED Lighting, Eco-friendly Paints	

Reference Books Recommended

1. Gupta, Shalini, and Poonam Arora. *Green Marketing: A Path to Sustainable Development*. Excel Books, 2012.
2. Kumar, Ramesh. *Green Marketing: A Business Perspective*. Deep & Deep Publications, 2011.
3. Singh, Sushil. *Green Marketing: A Competitive Advantage*. New Age International, 2014.
4. Peattie, Ken. *Green Marketing: A Global Perspective on Green Marketing Practices*. Prentice Hall, 2002.
5. McDonagh, Pádraig, and Cliff C. S. B. Latham. *Green Marketing: A Strategic Approach to Sustainable Business*. Routledge, 2018.
6. Kotler, Philip, and Nancy Lee. *Marketing Management: An Asian Perspective*. Pearson Education, 2009.
7. Bansal, Pratima, and Kerry Roth. *Green Marketing and Sustainable Business: An Overview*. Sage Publications, 2015.
8. Ottman, Jacquelyn A. *Green Marketing: Opportunities for Innovation*. NTC/Contemporary Publishing Company, 1998.

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV – Green Marketing
(Introduced from June 2025)

Instructions: 1. all questions are compulsory.

2. Figures to the right indicates full marks

Time: 90 Minutes

Total Marks:40

Question No. 1.	a) Multiple Choice Questions (3 Questions -4 alternatives each)	6 Marks
	b) Match the following (Two columns-four pairs)	2 Marks
	c)Two Statements (Answer True or False)	2 Marks
Question No.2	Write Short Notes (Any Four Out of Six)	20 Marks
Question No. 3	Answer the following (Any one out of Two)	10Marks

Internal assessment (10 Marks)

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV - Economy of Maharashtra Part- II
(Introduced from June 2025)

Course Outcome

After studying this course, students will able to:

1. Discuss the scope of industrial development of Maharashtra, discuss the scope of service sector in Maharashtra.
2. Evaluate financial position of Maharashtra, Understand structure and process of District Planning and Development Council.

2 Credits	50 Marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Content	No. of Hours
I	Industry and Service Sector of Maharashtra 1.1 Role of MIDC, SICOM, MSFC in industrial development 1.2 Strategy for industrial development in Maharashtra: SEZ, FDI	15

	1.3 Role of service sector in economic development- Government initiatives for service sector development. 1.4 Regional disparities in Maharashtra: Causes and remedies	
II	Public Finance of Maharashtra 2.1 Revenue: Structure and trends in revenue- GST. 2.2 Expenditure: Growth and composition 2.3 Public debt: Growth and composition- Trends in deficit 2.4 District Planning and Development Council (DPDC): Structure, objectives, functions and Process of district planning	15

References

- 1) Dastane Santosh- Asa Ha Maharashtra (Marathi Edition)
- 2) Government of Maharashtra: Economic Survey of Maharashtra, Various Issues.
- 3) Government of Maharashtra: Yojana Magazine, Various Issues.
- 4) Kurulkar R. P. (1997): Maharashtra Arthvyavastha (Marathi) VidyaPrakashan, Ruikar Marg, Nagpur.
- 5) Maharashtra Rajya Niyoman Mandal (2002): Manav Vikas Ahwal, Maharashtra.
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- 7) Pansare Govind (2012): Maharashtra Arthik Pahani – Paryayi Drushtikon
- 8) Patil J.F. (2010) : Suvarna Mahotsavi Maharashtra Arthvyavastha (Marathi), Abhijit Pratap Pawar, Sakal Papers Ltd., 595, Budhwar Peth, Pune
- 9) Reserve Bank of India: Handbook of Statistics of Indian Economy
- 10) World Bank (2002) India: Maharashtra Reorienting Govt. to Facilitate Growth and Reduce Poverty

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV

Open Elective (Other than Commerce Faculty)

For B.A. and B.Sc. Students

OE IV - Economy of Maharashtra Part- II

(Introduced from June 2025)

Total Mark- 40

Time- 90 Minutes

Question No. 1	a) Multiple choice Question (3 Questions- 4 Alternatives)	06 Marks
	b) Match the following (Two Column four pair)	02 Marks
	c) Two Statement (Answering True/ False)	02 Marks
Question No. 2	Write Short Notes (Any four out of Six)	20 Marks
Question No. 3	Answer the following (Any one out of two)	10 Marks

Internal Assessment - 10 Mark

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV - Retail Banking Part-II
(Introduced from June 2025)

Course Outcomes:

1. Learners will understand the features, importance, and precautions associated with credit and debit cards, including RFID card services, and how they contribute to secure and efficient retail banking. Learners will gain knowledge of retail banking services such as safe deposit lockers and Unified Payments Interface (UPI), including their features, applications, and security measures, with an emphasis on bank-specific and general UPI functionalities.
2. Learners will explore retail payment services like NEFT, SWIFT, IMPS, and CTS Clearing, including their features, procedures, settlement systems, and key participants, to understand their role in secure and efficient fund transfers.

2 Credits	50 Marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Content	No. of Hours
Unit-1:	Retail Banking Services 1.1.Retail Banking Products and Services. 1.2.Debit Cards - Features, Importance & Precaution to be taken - RFID Card Services 1.3.Internet Banking and Mobile Banking 1.4.Unified Payments Interface (UPI) - Features of Bank Specific and General UPI	15
Unit-2:	Retail Payment Services 2.1.NEFT- Features, Procedures and Settlement System 2.2.RTGS- Features, Procedures and Settlement System 2.3.Immediate Payment Service (IMPS)- Features & Importance 2.4.CTS Clearing -Participant, Greed's, CTS Standard, Inward and Outward Clearing	15

References

- 1.Bhole L.M. (2009), Financial Institutions and Market, Tata McGraw Hill, New Delhi
- 2.BhasinNitin(2010), Financial Institutions and Financial Markets in India:Functioningand Reforms. New Century Publications, New Delhi
- 3.Berg Braam van den (2015), Understanding Financial Markets & Instruments, Academyof Financial Market, <https://eagletraders.com/books/afm/afm4.php>

- 4.Cade, Eddie (1998) Managing Banking Risks, Woodhead Publishing Ltd., in association with The Chartered Institute of Bankers, England.
- 5.Gupta, L.C (1997), Stock Exchange Trading in India; Society for Capital Market Research and Development
- 6.Sethi Jyotsna and Bhatia Nishwan (2003), Elements of Banking and Insurance, Prentice Hall of India, New Delhi
- 7.National Stock Exchange (2015), Securities Market (Basic) Module, NCFM, National Stock Exchange of India Limited
- 8.Joshi Vasant C. and Joshi Vinay V (1998), Managing Indian Banks: The Challenges Ahead, Response Books, New Delhi.
- 9.Vasant Desai, "Bank and Institutional Management", Himalaya Publishing House.
- 10.Dr. P. K. Srivastava, "Banking Theory and Practices", Himalaya Publishing House
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- 12.Sujatra Bhattacharyya (2017) Indian Financial System, Oxford University Press
- 13.Pathak Bharati (2018) Indian Financial System, Pearson Education
- 14.Frederic S. Mishkin, Stanley Eakins (2017) Financial Markets and Institutions, Pearson Education
- 15.Anil Varma & Pramod Rao (2007) Globalization: Indian Financial Sector Reforms, Prabhat Prakashan
- 16.Durgadas Roy (2009) Financial Intermediation In Economic Development: The Indian Perspective, Rajat Publications

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
 For B.A. and B.Sc. Students
OE IV - Retail Banking Part-II
 (Introduced from June 2025)

Total Mark- 40

Time- 90 Minutes

Question No. 1	a) Multiple choice Question (3 Questions- 4 Alternatives)	06 Marks
	b) Match the following (Two Column four pair)	02 Marks
	c) Two Statement (Answering True/ False)	02 Marks
Question No. 2	Write Short Notes (Any four out of Six)	20 Marks
Question No. 3	Answer the following (Any one out of two)	10 Marks

Internal Assessment - 10 Mark - Home Assignment/Unit test

Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
For B.A. and B.Sc. Students
OE IV - Crop and Livestock Insurance -II
(Introduced from June 2025)

Course Outcomes

After studying this course, students will able to:

1. Know the role and challenges about the livestock insurance.
2. Aware about the government policies towards agricultural insurance.

2 Credits	50 Marks (Semester end examination 40 and internal evaluation 10)	Total 30 hours
Unit	Course Content	No. of Hours
I	Livestock Insurance 1.1 Types of livestock insurance (individual vs. herd insurance, mortality-based insurance) 1.2 Role of insurance in mitigating disease-related risks 1.3 Factors affecting premiums (age, breed, health, location) 1.4 Specific challenges in livestock insurance (disease outbreaks, theft, natural disasters)	15
II	Government Policies and Insurance Schemes 2.1 The role of climate change in shaping agricultural insurance products 2.2 Public policy interventions in agricultural insurance 2.3 Regulation of agricultural insurance markets 2.4 Comparative analysis of public vs. private insurance schemes	15

References:

- 1) "Agricultural Insurance: A Risk Management Approach" by Klaus Müller (Springer).
- 2) "Crop Insurance in Developing Countries" by B. V. R. A. Rao and P. N. S. S. R. V. S. Sarma.
- 3) FAO/World Bank reports on agricultural insurance.
- 4) Journal articles on agricultural risk management, climate insurance, and crop insurance programs.
- 5) National Insurance schemes (e.g., India's PMFBY, USA's FCIC) websites.
- 6) Research papers and case studies on JSTOR, Google Scholar, and SSRN.

Nature of Question Paper
Shivaji University, Kolhapur
Programme: B.A. / B.Sc.,
Level 5.0 Semester IV
Open Elective (Other than Commerce Faculty)
 For B.A. and B.Sc. Students
OE IV - Crop and Livestock Insurance -II
 (Introduced from June 2025)

Time 1½ Hours

Total Marks: 40

Question No. 1	a) Multiple Choice Questions (3 Question-4 alternatives each)	06 Marks
	b) Match the following(Two columns four pairs)	02 Marks
	c) One Statement (Answering true or false)	02 Marks
Question 2	Write Short Notes (Any two out of four)	10 Marks
Question 3	Answer the following (Any two out of four)	10 Marks
Question 4	Answer the following (Any one out of two)	10 Marks

Internal Evaluation-10 Marks - Home Assignment