

**Kavavitri Bahinabai Chaudhari North Maharashtra University, Jalgaon****Ordinance 181**

College Name : Sau. Rajanitai Nanasaheb Deshmukh Arts, Commerce and Science College Bhadgaon Dist- Jalgaon 424105

Title of the Course : Certificate Course in Consumer Behaviour and Marketing and Research

Aims/Objective of the Course : .....

Duration of Course : 1 Year

Fees Structure : Rs.- 300/- (Three Hundred Rupees only)

Course Structure : 1) Paper - I Consumer Behaviour and Marketing  
2) Paper - II Research Methodology  
3) Practical Course Project Report

Eligibility for admission : 12<sup>th</sup> Pass (Any Faculty)

Skeleton of Course :

Sr. No.	Paper	Name of the Subject	Theory/ Practical	Teaching Hours	Maximum marks allotted			Passing			Credit
					External	* Internal	Total	External	Internal	Total	
1.	Paper - I		Theory	90	60	40	100	24	16	40	6
2.	Paper - II		Theory	90	60	40	100	24	16	40	6
3.	Paper- III		Practical	120	60	40	100	24	16	40	8

\* Internal Marks are divided in 3 parts e.g. 05 marks for Attendance, 10 marks for Home Assignment Tutorial & 25 marks for Internal Test.

Minimum Staff : 02

Mode of Examination : Offline

Detail syllabus :



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## Paper- I - Consumer Behavior and Marketing Research

**60+40 Pattern -External Marks 60 +Internal Marks 40 = Maximum Total Marks - 100**

**Total Hours: 90**

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**Unit- I Consumer Behaviour 15 hours**

- 1.1 Consumer Behaviour: Definition and significance.
- 1.2 Understanding consumer and market: Profile of Indian and Global Consumers.
- 1.3 Online Consumer Behaviour

**Unit II Individual Determinants of Consumer Behaviour 25 hours**

- 2.1 Consumer Perception
- 2.2 Consumer Learning
- 2.3 Attitude and Behaviour
- 2.4 Motivation

**Unit III Consumer Decision Making, After Sales and Related Issues 25 hours**

- 3.1 : Consumer Decision Making
- 3.2 : Diffusion of Innovations and Opinion Leadership
- 3.3 : Consumer Satisfaction
- 3.4 : Relationship Marketing

**Unit-IV MARKETING RESEARCH 25 hours**

- 4.1: Introduction, Decision Support System and Research Design
- 4.2: An Introduction to Marketing Research
- 4.3: Information, Decision Support System and Marketing Decision Support System
- 4.4: Research Design and Marketing Research Process

**Reference Books:**

1. Consumer Behaviour and Marketing Research, Himayaya Publishing , ISBN Number : 978-93-5202-408-7
2. Schiffman, L.G. and Kanuk, L.L. (2011) Consumer Behavior, 9th Ed., Prentice Hall. ISBN: 9780131869608
3. Batra, S.K. and Kazmi, S.H.H. (2009) Consumer Behavior Text and Cases 2nd Eds, Excel Books. ISBN: 978-8174466440
4. Majumdar, Ramanuj. (2011) Consumer Behavior. Prentice Hall India. ISBN: 978-812033963
5. D.L. and Bitta, A.J.D. (2005) Consumer Behavior Concepts and Applications, TMH. ISBN: 978-0070387676
6. Solomon, Michael R. (2013) Consumer Behavior 10th Ed., Prentice Hall. ISBN: 978- 0132672146
7. . Blackwell, F.D, Miniard, P.W, and Engel, J.F. (2006) Consumer Behaviour, Cengage. ISBN: 9780030211089





## Research Methodology

### Unit-I introduction

- 1.1 Classification and tabulation.
- 1.2 Graphical presentation of frequency and cumulative frequency distributions, and of socio-economic data
- 1.3 Measures of central tendency.
- 1.4 Graphical location of locational averages Measures of Dispersion : absolute and relative Karl Pearson and Bowley's measures of skewness

### Unit-II Data Collection

- 2.1 Tools for Data Collection: Collections of Primary Data.
  - 2.2 Collection of Data through questionnaire and Schedules.
  - 2.3 Observation Interview Methods.
  - 2.4 Collection of Secondary Data, Selection of appropriate method for data collection, Case Study.
  - 2.5 Focus Group Discussion.
  - 2.6 Techniques of developing research tools, viz. Questionnaire and rating scales etc. Reliability and validity of Research tools.
- Sampling: Probability and Non Probability sampling- types and criteria for selection.  
Developing sampling Frames.

### Unit -III Research Process and Applications of Marketing Research

- 3.1: The Research Process
- 3.2: Traditional Applications of Marketing Research
- 3.3: Popular and Concurrent Applications of Marketing Research
- 3.4 Market Research: Concept and significance; Types of Research; Research approach and Process;
- 3.5 Consumer research paradigms: Combining qualitative and quantitative research;
- 3.6 Barriers to market research.

#### References:

1. Management and Finance, Palgrave .
2. Cooper D. and Schindler P. Business Research Methods, Tata McGraw Hill. Sultan





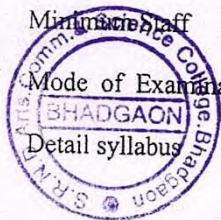
**Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon****Ordinance 181**

College Name	: Sau. Rajanitai Nanasaheb Deshmukh Arts, Commerce and Science College Bhadgaon Dist- Jalgaon 424105
Title of the Course	: Certificate Course in Developing Spoken and Written English Skills
Aims/Objective of the Course	: .....
Duration of Course	: 1 Year
Fees Structure	: Rs.- 300/- (Three Hundred Rupees only).....
Course Structure	: 1) Paper – I Basics of English Grammar 2) Paper – II Written English Skills 3) Practical Course Spoken English Skills
Eligibility for admission	: 12 <sup>th</sup> Pass (Any Faculty) : .....
Skeleton of Course	:

Sr. No.	Paper	Name of the Subject	Theory/ Practical	Teaching Hours	Maximum marks allotted			Passing			Credit
					External	* Internal	Total	External	Internal	Total	
1.	Paper - I		Theory	90	60	40	100	24	16	40	6
2.	Paper - II		Theory	90	60	40	100	24	16	40	6
3.	Paper- III		Practical	120	60	40	100	24	16	40	8

\* Internal Marks are divided in 3 parts e.g. 05 marks for Attendance, 10 marks for Home Assignment Tutorial & 25 marks for Internal Test.

Minimum Staff	: 01
Mode of Examination	: Offline
Detail syllabus	:



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## SYLLABUS

### Paper I

#### The Basics Of English Grammar.

60 - External + 40 Internal = 100 Total Marks.

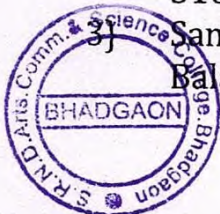
Required Lectures :- 90.

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<b>Unit I</b>	<b>Parts of Speech.</b>	<b>Lectures 20</b>
1.1	Nouns, kinds of nouns.	
1.2	Pronouns, kinds of pronouns.	
1.3	Prepositions, kinds of prepositions.	
1.4	Verb, kinds of verbs.	
1.5	Adjectives, kinds of adjectives.	
1.6	Adverbs, kinds of adverbs.	
1.7	Conjunctions, kinds of conjunctions.	
1.8	Interjections, kinds of interjections.	
<b>Unit II</b>	<b>The Structure and Pattern of Tenses.</b>	<b>Lectures 30</b>
2.1	Present Tense - Types with Examples.	
2.2	Past Tense - Types with Examples.	
2.3	Future Tense - Types with Examples.	
<b>Unit III</b>	<b>English Grammar For Competitive Exams.</b>	<b>Lectures 40</b>
3.1	Articles	
3.2	Indefinite Articles - A, An.	
3.3	Definite Article - The.	
3.4	Change the Voice.	
3.5	Active Voice.	
3.6	Passive Voice.	
3.7	The Direct and Indirect Speech	
3.8	Degree.	
3.9	Add Question Tag.	

#### Reference Books

- 1} High School English Grammar and Composition by Wren and Martin, Revised by N.D.V. Prasada Rao, S. Chand & Company Ltd. Publication, New Delhi, ISBN : 81-219-0009-3.
- 2} English Grammar and Composition by Rajendra Pal and Prem Lata Suri, Sultan Chand & Sons Publication, New Delhi, ISBN: 978-93-5161-033-5.



3} Sampurna English Vyakaran (Book Title In Marathi Language) by Balasaheb Shinde, 7<sup>th</sup> Edition, Aanand Publication, Aurangabad.



## SYLLABUS

### Paper II Writing Skills.

60 - External + 40 Internal = 100 Total Marks.  
Required Lectures :- 90.

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**Unit I Skills of Letter Writing. Lectures 30**

- 1.1 Letter Writing.
- 1.2 Types of Letters.
- 1.3 Formal Letters.
- 1.4 Informal Letters.
- 1.5 Application Letters.

**Unit II Written Communication Skills. Lectures 30**

- 2.1 C.V. / Resume Writing.
- 2.2 Email Writing.
- 2.3 Punctuation Marks.
- 2.4 Notice, Agenda, Minutes of the Meeting.

**Unit III Developing the Writing Skills. Lectures 30**

- 3.1 Essay Writing.
- 3.2 Summary Writing.
- 3.3 Comprehension Writing.
- 3.4 Paraphrasing.
- 3.5 Story Building.
- 3.6 Expansion of an Idea.

#### Reference Books

- 1} English For Business (A textbook for F.Y.B.Com Sem I & II K.B.C.N.M.U. Jalgaon) by Dr. Anil P. Patil, Prashant Publications Jalgaon..
- 2} High School English Grammar and Composition by Wren and Martin, Revised by N.D.V. Prasada Rao, S. Chand & Company Ltd. Publication, New Delhi, ISBN : 81-219-0009-3.
- 3} Business Communication by Dr. Urmila Rai and S. M. Rai, Himalaya Publishing House, ISBN :- 978-93-5097-141-3.
- 4} Business Communication (for F.Y.B.Com.) by Dr. Susmita Dey, Dr. Nilakshi Roy, Dr. Dinesh Kumar, Reliable Publications Mumbai.
- 5} AEC : Developing Communication Skills (The Draft) by BOS English for F.Y.B.A. K.B.C.N.M.U. Jalgaon (w.e.f. 2020-21).





## SYLLABUS

### Paper III

#### Spoken Communication Skills (Practical Course)

60 - External + 40 Internal = 100 Total Marks.

Required Lectures :- 120.

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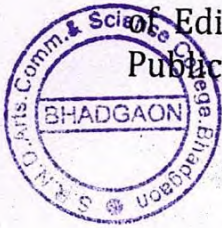
- Unit I      Conversation Skills.      Lectures 40**
- 1.1 Formal conversation.
  - 1.2 Informal conversation.
  - 1.3 Situational Dialogues (Dialogue at Office, Dialogue at College, Dialogue at Company, Dialogue at Railway Station, Dialogue at Home with Mother, Dialogue at Fair, Dialogue at Marriage Ceremony, Dialogue at Birthday Party, Dialogue at Hospital, Dialogue at Restaurant, Dialogue at Grocery Shop).
  - 1.4 Types of Sentences - Assertive Sentences, Interrogative Sentences, Imperative Sentences, Exclamatory Sentences.
- Unit II      The Use of English for Different Purposes.      Lectures 40**
- 2.1 Introducing.
  - 2.2 Greeting.
  - 2.3 Requesting.
  - 2.4 Giving Directions.
  - 2.5 Expressing Interests.
  - 2.6 Describing Things.
  - 2.7 Congratulating.
  - 2.8 Complimenting.
  - 2.9 Thanking.
  - 2.10 Apologizing.
  - 2.11 Making Enquiries.
- Unit III      English for Speaking Purposes.      Lectures 40**
- 3.1 Presentation Skills.
  - 3.2 Public Speaking.
  - 3.3 Group Discussion.
  - 3.4 Anchoring.





### Reference Books.

- 1} English For Business (A textbook for F.Y.B.Com Sem I & II K.B.C.N.M.U. Jalgaon) by Dr. Anil P. Patil, Prashant Publications Jalgaon.
- 2} Practical English Usage by Michael Swan, Third Edition, Oxford University Press ISBN : 9780194420983.
- 3} Sampurna English Vyakaran (Book Title In Marathi Language) by Balasaheb Shinde, 7<sup>th</sup> Edition, Aanand Publication, Aurangabad.
- 4} Expressions (A textbook for F.Y.B.A. Compulsory English) by Board of Editors, published for N.M.U. Jalgaon and printed by Prashant Publications, Jalgaon.
- 5} Impressions (A textbook for S.Y.B.A. Compulsory English) by Board of Editors, Published for NMU, Jalgaon and Printed by Atharva Publications Jalgaon.
- 6} Explorations (A textbook for T.Y.B.A. compulsory English) by Board of Editors, published for N.M.U. Jalgaon and Printed by Atharva Publications, Jalgaon.





**Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon**

**Ordinance 181**

College Name : **Sau. Rajanitai Nanasaheb Deshmukh Arts, Commerce and Science College Bhadgaon Dist- Jalgaon 424105**

Title of the Course : **Certificate Course in Taxation and Insurance**

Aims/Objective of the Course : .....

Duration of Course : **1 Year**

Fees Structure : **Rs.- 300/- (Three Hundred Rupees only)**

Course Structure :  
 1) Paper - I **Direct Tax and GST Professional**  
 2) Paper - II **Insurance**  
 3) Practical Course **Project and Field Work**

Eligibility for admission : **12<sup>th</sup> Pass (Any Faculty)**

Skeleton of Course :

Sr. No.	Paper	Name of the Subject	Theory/ Practical	Teaching Hours	Maximum marks allotted			Passing			Credit
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1.	Paper - I		Theory	90	60	40	100	24	16	40	6
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3.	Paper- III		Practical	120	60	40	100	24	16	40	8

\* **Internal Marks are divided in 3 parts e.g. 05 marks for Attendance, 10 marks for Home Assignment Tutorial & 25 marks for Internal Test.**

Minimum Staff : **02 (Two)**

Mode of Examination : **Offline**

Detail syllabus :



# Certificate Course In Taxation and Insurance

## Direct Tax – GST Professional

Paper- I

(Total Marks : 60 External + 40 Internal = 100 Marks)

Total Hours : 90

Lectures : 18

### 1. Basic Concept :

Introduction of Income tax Act 1961, Finance Act; What is Tax, Why are tax levied, Rates of Tax, Concepts of - Agricultural income, Assesse, Assessment year, Previous year, Person, Income, Gross total income, Charge of income Tax; Average rate of tax, Capital and Revenue Receipts, capital or revenue expenditure, Heads of Income; Taxability of Agricultural Income

Lectures : 18

### 2 Computation of Income from Salary

Salary Income Salary, Allowances, perquisites and retirement benefits, exemptions and deductions, computation of salary income. (Study of the sections relevant to the topic)

Lectures : 18

### 3 Computation of Income from House Property

Study of the concepts: Let-out property, Self-occupied properties, Gross Annual Value, Net Annual value -Deductions allowable while computing income from house property (Study of the sections relevant to the topic) Computation of house-property income – Practical problems on computation of income from house property

Lectures : 18

### 4 G.S.T.

Introduction of GST

Supply of GST- Concept of supply, Mixed and composite supply

Charge of GST- Levy and collection of tax

Lectures : 18

### 5. Exemption from GST

Introduction

Power to Grant exemption

List of services exempt



# Insurance

Paper-II

(Total Marks : 60 External + 40 Internal = 100 Marks)

Total Hours : 90

Lectures : 18

## 1. Concept of Insurance :

Risk: Meaning, Definition & Scope, Types, Human & Business, Types of Business Risk.

Insurance : Meaning, Definition, Need & Scope- Insurance contract, meaning component

Lectures : 18

## 2. Practices of Life Insurance :

Overview of the Indian Insurance Market, Growth of Insurance business in India, Organizational structure of the Life Insurance Corporation of India (LIC), Appointment of Life Insurance agents and their functions- Need of an agent in life insurance selling, Appointment of agents, Remuneration to agents.

Lectures : 18

## 3 Life Insurance

Meaning, Definition, Need, Principles of Life Insurance, Types of Life insurance policies, whole life, endowment, money back, unit linked insurance policy, pension plan

Lectures : 18

## 4 General Insurance

Meaning, Definition, Need, Principles of General Insurance, Types of General Insurance- Fire, Marine, Motor, Personal Accident, Health, Study of various policies and insurance cover

Lectures : 18

## 5 Group Insurance

Importance of group insurance scheme, Main features of group insurance schemes, Eligibility condition group insurance, Different types of group insurance schemes.

### Recommended List of Reference Books :

- 1) Insurance – Principles & Practices of Insurance- By : G.S. Pande
- 2) theory & Practices of Life Insurance- By : Mitra
- 3) Insurance Principles & Practices – By : M.N. Mishra & S.B. Mishra
- 4) Life Insurance in India : G.R. Desai

Web-sites-

- 1) [www.irda.gov.in](http://www.irda.gov.in)
- 2) [www.licindia.in](http://www.licindia.in)
- 3) [www.glicofindia.in](http://www.glicofindia.in)



## Practical

Paper III

(Total Marks : 60 External + 40 Internal = 100 Marks)

Total Hours : 120

- |  |               |
|--|---------------|
| 1. How to Filling a Income Tax Return online (e-filling) | Lectures : 20 |
| 2. How to filling GST return online                      | Lectures : 20 |
| 3. How to filling Insurance Form                         | Lectures : 20 |
| 4. Make a Project on allotted topic.                     | Lectures : 60 |