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RCCA/SF/2021-22/207

Date: 15.12.2021

To,
The Registrar
Goa University,
Taleigao Plateau,
Goa - 403 206

Sub: Suggestions for the syllabi of the B.C.A. programme offered by Goa University.

Sir,

We would like to place before you some suggestions for review of the syllabi for the B.C.A. programme offered by the Goa University.

Mathematics

Semester I

1. Basic Mathematics

Exclude Limits and Continuity chapter from Semester I and include it in semester II for Applied Mathematics.

We are suggesting the above changes since the chapters included for the Basic Mathematics (semester I) subject are complex and vast which result in shortage of time as per the allocated lectures.

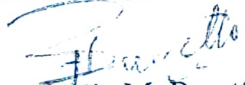
For the students to study limits and continuity they should have prior and detailed knowledge of relations and functions which are included in the syllabus of Applied Mathematics (Semester II).

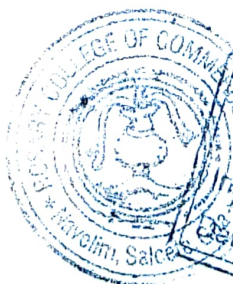
The syllabus of Applied Mathematics includes much simpler and less time-consuming chapters. Hence adding limits and continuity in chapter VII would not cause a shortage of time and would also aid the students in understanding limits and continuity better.


Kindly forward the above changes to the BOS in Computer Science (Mathematics) for necessary action.

Thanking you in anticipation

Yours truly,


Dr. Helic M. Baretto
Acting Principal




Rev. Fr. Gabriel Coutinho
Administrator
Forward No. 55/444
Date 15/12/21



RCCA/2021-22/537
Date: 15.12.2021

To,
The Registrar
Goa University,
Taleigao Plateau,
Goa - 403 206.

Sub: Changes recommended in the B.Com. CBCS Syllabus.

Sir,

It's been over five years since the CBCS was introduced by the Goa University for the B.Com. Programme. Over these years the syllabus in most of the papers has not been revised. We have asked our teachers to give their feedback on the syllabus and they have proposed a few changes. Kindly forward our suggestions to the BOS in commerce for necessary action.

The proposed changes recommended are as follows:

Semester I

1. Marketing Management (GE 1)

The following sub-topics should be included under the chapters mentioned below for wider coverage and better understanding of the subject.

Unit I: Introduction to Marketing – Concept and Need for Marketing, Wants and Need Hierarchy, Evolution of Marketing Concept.

Unit II: Pricing – Meaning of Commercial Exchange, Laws, Ethics and Social Responsibility in Pricing, Pricing as a Marketing Activity.

Unit III: Promotion – Concept of Promotion Mix, Meaning and Types of Promotion Strategies, Meaning and types of Direct Marketing.

2. Management of Micro, Small and Medium Enterprises (GE 1)

Unit 1: Factors which led to the growth of MSME's in India could be included.

Semester II

1. Services Marketing – I (GE 2)

In the above paper under unit III and the chapter on Customer Satisfaction - The factors affecting Customer Expectation of a service has to be included.

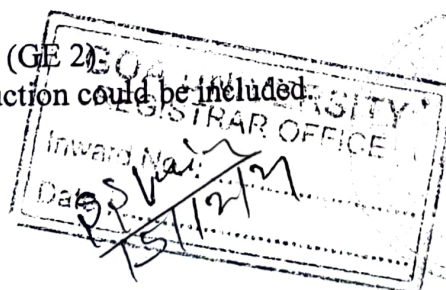
2. Financial Statement Analysis and Interpretation (CC 6)

The format of Balance Sheet and Profit and Loss Account that needs to be followed should be clearly specified with respect to each unit.

In unit 3, the ratios that need to be taught in class under each category could be specified in the syllabus.

3. Production Management (GE 2)

In unit 1, Types of production could be included.



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Semester III

1. Retail Management (GE 3)

Unit II: Retail Formats – The advantages and disadvantages of each type of retail stores/formats is to be included.

Unit III: Store Location – the topic 'Meaning and Importance of Store Location' should be re-phrased as "Meaning and importance of a good retail store location". Further, the factors affecting retail store location decision should be included in Unit III.

2. Indian Capital Markets (GE 3)

Unit I Introduction to Indian Securities Markets

The following sub-topics like– Major issues in Indian Capital Markets and recent developments in Indian Capital markets should be deleted from unit I and added to unit IV

Unit VI Derivatives Markets

Sub-topics which may be deleted are structure of the derivative markets, regulatory and risk management process for derivatives and key derivative market indicators and instead of the above sub-topics to be added are forwards and futures, difference between forwards and futures, options – types of options and Swaps.

3. Fundamentals of Rural Marketing (GE 3)

There seems to be an overlap between the sub-topic in the 1st unit (Rural Market – Profile) and sub-topic in the 3rd unit (Profile of Rural Consumer – Characteristics, Attitudes and Behaviour) which needs revision. The sub-topic "Profile of the Rural Consumer" needs to specify in detail as to what needs to be covered under characteristics, attitudes and behavior.

Similarly, "Rural consumer demand – buying pattern and influences" seems vague in terms of what needs to be covered.

The syllabus drafting committee could also specify the books to be referred sub-topic wise as many of the books mentioned in the references do not cover the sub-topics mentioned in the syllabus.

The sub-topics in the 4th unit such as "Brand Building in rural India – fake brands market – (use case study examples), Strategy to counter fake bands" could be more specific as to what is expected to be taught under each heading.

4. Entrepreneurship Development (CC 11)

Include practical problems for project appraisal.

Exclude steps involved in identification of business opportunities.

Semester IV

1. Practices in Rural Marketing (GE 5)

The following sub-topics are to be included.

Unit I: Distribution of Rural Markets – Meaning, Definition and Characteristics of Rural Market.

Unit II: Promotion and Communication in Rural Markets – Meaning of rural promotion, concept of promotion mix, the communication process: an overview and steps in developing effective rural communication.

2. E-Commerce and E-Accounting (GE 5)

As a part of e-Accounting, Basics of Maintaining Payroll could be included in the syllabus.



Semester V

The following sub-topics are to be included.

1. Paper: Business Management – Advertising Management (DSE 3)
Unit IV: Concept of advertising audit.
2. Cost Accounting (DSE 2)
In unit 2, under labour remuneration, the names of individual and group incentive schemes that need to be covered could be clearly mentioned in the syllabus.
3. Cost and Management Accounting – Management Accounting (DSE 4)
Include difference between Management Accounting and Costing and duties of Management Accountant.
4. Industrial Management
Trends in Industrial Management may be included in the syllabus. Further, teachers are not informed what they are supposed to cover under Six Sigma i.e. whether to cover meaning, features or process.
5. Business Management (DSE 4)
In unit 1, pricing considerations for Indian Railways could be mentioned in the syllabus
In unit 3, the types of fire insurance could be included.

Semester VI

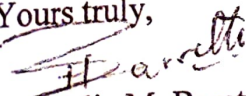
The following sub-topics are to be included.

1. Paper Business Management – Supply Chain & Logistics Management (DSE 7)
Unit I: Introduction to Logistics Management
Include – Modern supply chain versus traditional distribution channels.
Unit III: Demand Management & Customer Service.
The topic Customer – Concept & Nature should be rephrased as “Customer Service – Concept & Nature”.
2. Cost Audit (DSE 6)
In unit II, the important sections of Companies Act 2013 and the books of accounts to be covered in the syllabus should be mentioned clearly.
3. Cost and Management Accounting: Advanced Management Accounting (DSE 8)
Include features of Marginal costing and include the concept of Management Audit.
4. Accounting for Service Organizations (CC 14)
Include latest RBI guidelines for Banking Companies and regulation of Insurance Business.
5. Accounting: Auditing (DSE 2)
The topic on repossession could be excluded for practical problems under unit 1: Hire purchase and Installment system.

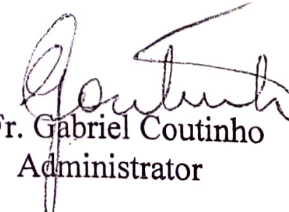
Kindly forward the above changes to the BOS in Commerce for necessary action.

Thanking you in anticipation

Yours truly,


Dr. Helic M. Baretto
Acting Principal




Rev. Fr. Gabriel Coutinho
Administrator



RCCA/2021-22/536
Date: 15.12.2021

To,
The Registrar
Goa University,
Taleigao Plateau,
Goa - 403 206

Sub: Suggestions for the syllabi of the B.A. programme offered by Goa University.

Sir,
We would like to place before you a few suggestions for review of the syllabi of the B.A. English programme offered by Goa University.

English

2017-2018: ENG 107 – British Romantic Literature (DSC)
2020-2021: ENG 103 – British Romantic Literature (GE)

In unit 4, the syllabus prescribes Mary Shelley's Frankenstein and two editions of the book are available. The syllabus could clearly state which edition of the novel has to be taught in class by adding the year of publication in brackets next to the name of the novel.


2017-2018: ENS 105 – Media & Communication Skills (SEC)
2020-2021: ENG 123 – Media & Communication Skills (GE)

Unit IV – 'Introduction to cyber Media and Social Media' features excessively theoretical sub-topics like 'Types of Social Media', 'The Impact of Social Media' and 'Introduction to Cyber Media History'. Since this is a Skill Enhancement Course (SEC) or Generic Elective (GE) course, more practical writing exercises could be introduced in this unit to prepare students with skill-based practice in the fields of media and communication. 'Blogging' and 'Online Content Writing' could be introduced in this unit as practical exercises.

Kindly forward the above changes to the BOS in English for necessary action.

Thanking you in anticipation

Yours truly,


Dr. Heleic M. Baretto
Acting Principal



Rev. Fr. Gabriel Coutinho
Administrator

