



**Prabhakar Patil Education Society's Arts, Commerce &
Science College Veshvi-Alibag**

Academic Year: 2023-24

**1.3.1 Institution integrates crosscutting issues relevant to
Professional Ethics, Gender, Human Values,
Environment and Sustainability in to the Curriculum**

Sr.No.	Name of the Department
1	Commerce
2	English
3	History
4	Geography
5	Marathi
6	Economics
7	Computer Science
8	Microbiology

Place: Alibag

COURSE CODE	COURSE	CROSS CUTTING ISSUES	CROSS CUTTING ISSUES FROM SYLLABUS
UBCOMFSI. 2	COMMERCE-I	Professional Ethics, Environmental Education	<p>I) Internal and External Environmental Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</p> <p>II) The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India. Women Entrepreneurs: Problems and Promotion.</p>
UBCOMFSII. 2	Commerce II	Professionalism, Economic sustainability	<p>I) ITES Sector: Concept and scope of BPO, KPO, LPO and ERP</p> <p>II) Introduction: Meaning, Features, Functions and Scope of E-Commerce- Importance and Limitations of E-Commerce Types of E-Commerce: Basic ideas and Major activities of B2C, B2B, C2C. Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates: on-line Marketing Research</p>
UBCOMSSIII. 2	COMMERCE – III	Human Values, Professional Ethics	<p>I) Leadership- Concept, Functions, Styles, Qualities of a good leader.</p> <p>II) Evolution of Management Thoughts Classical Approach: Scientific Management – F.W. Taylor's Contribution Classical Organisation Theory: Henri Fayol's Principles Neo Classical: Human Relations Approach – Elton Mayo's Hawthorne experiments</p> <p>III) Modern Management Approach- Peter Drucker's Dimensions of Management, Indian Management Thoughts: Origin & Significance of</p>



			IV) Organising-Steps, Organisation Structures – Features of Line & Staff Organisation, Matrix Organisation , Virtual Organisation, Forma v/s Informal Organisation
UBCOMSSI V.2	Commerce – IV	Professional Ethics, Business Environment	<p>I) • Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000 – Certification Procedure, Kaizen – Process • Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality</p> <p>II) • Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. • Inventory Management- Objectives, Inventory Control- Techniques. Scientific Inventory Control System – Importance</p> <p>III) SEBI: Functions of SEBI, Investors protection measures of SEBI.</p> <p>IV) Derivatives Market: Types, Participants, Types of Derivative Instruments.</p>
UBCOMTSV .4	Commerce – V	Professional Ethics	<p>I) Consumer Behaviour- Concept, Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept , Techniques Market Targeting- Concept, Five patterns of Target market Selection</p> <p>II) Branding- Concept , Components</p> <p>III) Physical Distribution- Concept. Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) Supply Chain Management-Concept. Components of SCM</p> <p>IV) Marketing Ethics: Concept.</p>

Leader, Market Challenger, Market Follower und Market Nicher
Marketing Ethics:

UBCOMTSV
I.4

Commerce-VI

Human
Values

I) • Human Resource Management – Concept, Functions, Importance, Traditional v/s Strategic Human Resource Management • Human Resource Planning- Concept Steps in Human Resource Planning Job Analysis-Concept, Components, Job design- Concept, Techniques

II) Employees Morale- Concept, Factors affecting Morale, Measurement of Employees Morale Emotional Quotient and Spiritual Quotient- Concept, Factors affecting EQ & SQ

III) Human Resource Development- Concept, functions Training- Concept, Process of identifying training and development needs, Methods of Training & Development (Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In, basket, management games)

IV) Trends in Human Resource Management,: Employee Engagement- Concept, Types Human resource Information System (HRIS) – Concept, Importance, Changing patterns of employment. • Challenges in Human Resource Management: Employee Empowerment, Workforce Diversity. Attrition, Downsizing, Employee Absenteeism, Work life Balance, Sexual Harassment at work place. Domestic and International HR Practices, Millennial (Gen Y) Competency Mapping

UBCOMTSV
.6

Export
Marketing-I

Professional
Ethics

I) Major merchandise/commodities exports of India (since 2015); Services exports of India (since 2015); Region-wise India's Export Trade (since 2015)

II) Trade barriers; Types of Tariff



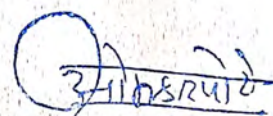
			<p>Tariff barriers</p> <p>III) a. Financial Incentives available to Indian Exporters - Marketing Development Assistance (MDA), Market Access Initiative (MAI), Assistance to States for Infrastructure Development for Exports (ASIDE), Industrial Raw Material Assistance Centre (IRMAC), b. Institutional Assistance to Indian Exporters - Federation of Indian Export Organisations (FIEO), India Trade Promotion Organisation (ITPO), The Federation of Indian Chambers of Commerce and Industry (FICCI), Export Promotion Councils (EPCs) & Commodity Boards (CBs), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging (IIP)</p>
UBCOMTSV 1.6	Export Marketing-II	Professional Ethics	<p>I) a) Planning for Export Marketing with regards to Product, Branding, Packaging b) Need for Labelling and Marking in Exports, Factors determining Export Price; Objectives of Export Pricing c) International Commercial (INCO) Terms; Export Pricing Quotations – Free on Board (FOB), Cost Insurance and Freight (CIF) and Cost and Freight (C&F); Problems on FOB quotation</p> <p>II) Sales Promotion Techniques used in Export Marketing; Importance of Trade Fairs and Exhibitions; Benefits of Personal Selling; Essentials of Advertising in Export Marketing;</p> <p>III) b) Features of Pre-shipment and Post-shipment finance; Procedure to obtain Export Finance; Distinction between Pre-shipment Finance and Post Shipment Finance. c) Role of Commercial Banks, EXIM Bank, SIDBI in financing exporters; Role of ECGC</p> <p>IV) Importance of - Commercial</p>

		Business Ethics	<p>and reported speech)</p> <p>I) A. Letters: 1. Job applications with bio data (solicited and unsolicited) 2. RTI applications 3. Applications for duplicate documents (I-cards / mark sheet, etc.) B. Emails: 1. Job acceptance and joining 2. Resignation 3. Complaints 4. Requests for references 5. Request for sponsorship</p> <p>II) A. Report Writing: 1. News report 2. Activity/Event report B. Creative Writing: 1. Personal Essay 2. Memoir 3. Short Speech on the given occasion/ event 4. Story writ in</p>
86544	History-V SEMESTER -VI	Gender, women Empowerment	(a) Communalism and Separatist Movements (b) Women Empowerment and Policy of Reservation (c) Science, Technology and Education
97047	History -V SEMESTER -V	Gender Equity	Emergence of New Forces (a) Contribution of Reformers in Education (b) Contribution of Reformers towards Emancipation of Women (c) Contribution of Reformers towards Upliftment of Depressed Classes: V. R. Shinde, RajarshiShahuMaharaj and Dr. B.R. Ambedkar
UBCOMFSI. 5	Environmental Studies I	Environmental sustainability	Meaning and definitions ; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- l and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development
UBCOMFSII. 5	Environmental Studies II	Environmental sustainability	Environmental Problems Associated with Agriculture: Loss of Productivity. Land Degradation ,desertification - Uneven Food Production – Hunger, Malnutrition and Food Security – Sustainable Agricultural practices Environmental Problems Associated with Industries – pollution -Global warming, Ozone Layer Depletion , Acid rain. - Sustainable Industrial practices –

COMFSI.	Business Communication I	Professional Ethics	<p>Responsibility</p> <p>I) Methods: Verbal and Nonverbal, Characteristics of Verbal Communication Characteristics of Non-verbal Communication, Business Etiquette</p> <p>II) Theory of Business Letter Writing: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing, Personnel Correspondence: Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation [Letter of Appointment, Promotion and Termination, Letter of Recommendation</p> <p>III) ✦ Listening Comprehension ✦ Remedial Teaching ✦ Speaking Skills: Presenting a News Item, Dialogue and Speeches ✦ Paragraph Writing: Preparation of the first draft, Revision and Self – Editing, Rules of spelling. ✦ Reading Comprehension: Analysis of texts from the fields of Commerce and Management</p>
UBCOMFSII. 4	Business Communication II	Professional Ethics	<p>Language and Writing Skills Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner</p>
UAMAR ICI	MAR- Comp- SEM-1	Women Empowerment	<ol style="list-style-type: none"> 1) आसावरीकाकड, 2) नीरजा 3) योचनीराऊळ 4) िायाकोरेगावकर, 5) नामदेवकोळी
ECODEV502	ECONOMICS OF DEVELOPMENT: PAPER VIII	Human Values	<p>Concept of human development, HDI, GDI, Sustainable development, Green GDP</p>
ECOENVEB 505	ENVIRONMENTAL ECONOMICS:	Environmental sustainability	<p>Introduction to Environmental Economics</p>

			Measuring benefits of environmental improvements Environmental problems
USCS107	Soft Skills	Professional Ethics	I) Soft Skills: An Introduction II) Personality Development III) Emotional Intelligence IV) Positivity and Motivation V) Etiquette and Mannerism VI) Ethical Values VII) Components of effective communication VIII) Communication Skills IX) Employment Communication X) Job Interviews XI) Group Discussion XII) Professional Presentation XIII) Leadership and Team Building
UBCOMFSIII .6	Foundation Course-III SEM-III	Human Values Environmental sustainability	I) Human Rights Violations and Redressal II) Dealing With Environmental Concerns
UBCOMFSI V.6	Foundation Course-IV SEM-IV	Professional Ethics	I) Significant, contemporary Rights of Citizens II) Approaches to understanding Ecology III) Soft skills required for competitive examinations
UBCOMTSV .3	Business Economics - V	Economic Environment sustainability	Sustainable Development Goals and Policy measures: Make in India, Invest in India, and Skill Development and Training Programmes.
UBCOMTSV 1.3	Business Economics-VI	Economic sustainability	• Balance of Payment: Meaning, Structure, Types of Disequilibrium. • Causes and measures to correct the disequilibrium in Balance of Payments • WTO- Recent Developments in TRIPS, TRIMS and GATS.
97150	History-VIII SEMESTER -V	Gender, women Empowerment	(a) Globalisation (b) Sustainable Development (c) Women's Liberation Movement
97118	History-IV SEMESTER -VI	Human Values	(a) Society and Economy (b) Religion. Education and Literature
UAMAR 403	Marathi	Gender,	30

USMB202	Microbiology-II Sem-II	Environment Sustainability	Types of Microbial Interactions :Mutulism, Cooperation, Commensalisms, Predation Parasitism, Amensalism, Competition
Organized Event	Seminar on cross cutting issue	Professional Ethics	-



HC PRINCIPAL

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