



**Anekant Education Society's**

**Tuljaram Chaturchand College of Arts, Science & Commerce,  
Baramati**

***(Empowered Autonomous)***

**Three/Four Year Honours/Honours with Research B. Com Degree**

**Program in Business Administration**

**(Faculty of Commerce and Management)**

**CBCS Syllabus**

**S.Y.B.Com (Business Administration)**

**For Department of Commerce**

**NEP-2.0**

**Choice Based Credit System Syllabus**

**(2024 Pattern)**

**(As Per NEP 2.0 -2020)**

**To be implemented from Academic Year 2025-26**

**Title of the Programme: SYB.Com (Business Administration)****Preamble**

AES's Tuljaram Chaturchand College has decided to change the syllabus of various faculties from June, 2023 by taking into consideration the guidelines and provisions given in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcomes for the development of the students. The credit structure and the courses framework provided in the NEP are nationally accepted and internationally comparable.

The rapid changes in commerce and management and new approaches in different areas of business administration related subjects, Board of Studies in Business Administration of Tuljaram Chaturchand College, Baramati - Pune has prepared the syllabus of FYB.Com Business Administration Semester - I under the Choice Based Credit System (CBCS) by following the guidelines of NEP 2020, NCrF, NHEQF, Prof. R.D. Kulkarni's Report, GR of Gov. of Maharashtra dated 20<sup>th</sup> April, 16<sup>th</sup> May 2023 and 13<sup>th</sup> March, 2024 and Circular of SPPU, Pune dated 31<sup>st</sup> May 2023 and 2<sup>nd</sup> May, 2024.

A Business Administration degree equips students with the knowledge and skills necessary for a diverse range of fulfilling career paths. Graduates in business administration find opportunities in various fields, including corporate, manufacturing, service, banking, insurance, accounting and taxation etc. and many other domains. Throughout their three-year or four year degree program, students explore the theoretical and practical skills across different scales, from local to global. They learn to identify and apply practical skills in their professional and personal life and understand problem solving skills in their professional life. The curriculum also delves into the intricate relationship between theoretical knowledge and practical knowledge. Students specializing in business administration gain an understanding of the processes that day to day administration of business and several activities of business. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of corporate world and address the challenges of ever-changing globalized scenario.

Overall, revising the business administration syllabus in accordance with the NEP 2020 ensures that students receive an education that is relevant, comprehensive, and prepares them to navigate the dynamic and interconnected business world of today. It equips them with the knowledge, skills, and competencies needed to contribute meaningfully to society and pursue their academic and professional goals in a rapidly changing global business landscape.

## Programme Specific Outcomes (PSOs)

- PSO1. Problem Analysis:** Demonstrate the ability to analyze physical and cultural problems in both rural and urban business environments and propose effective solutions.
- PSO2. Socio-economic Survey Project:** Possess the skills necessary to conduct administrative survey projects, enabling them to assess the development status of specific business administration groups at local to global level.
- PSO3. Individual and Teamwork:** Effectively collaborate as individuals and as members or leaders in diverse teams and multidisciplinary settings in business administration.
- PSO4. Application of Modern Techniques:** Apply various modern techniques for business planning and controlling.
- PSO5. Application of New Technologies:** Learn to apply new communication technologies in modern business administrative world.
- PSO6. Critical Thinking:** Demonstrate the ability to understand and address critical issues in business administration.
- PSO7. Development of Practical Skills:** Through field experiences, students will develop strong practical skills and the ability to identify administrative problems in business locations.
- PSO8. Human perception and behaviour:** Learning human perception and behaviour to acquire the administrative knowledge over time, is essential to improve decision making process.
- PSO9. Effective Citizenship:** Exhibit empathetic social concern, an equity-centered approach to national development, and actively engage in civic life through volunteering.
- PSO10. Management Skills:** Understand and apply management principles to their work, functioning effectively as individuals and as members or leaders in diverse, multidisciplinary teams.
- PSO11 Ethics:** Recognize different value systems, including their own, understand the moral dimensions of their decisions, and take responsibility for their actions.
- PSO12. Environmental Ethics and Sustainability:** Comprehend the societal and environmental impact of their knowledge and exhibit an understanding of the need for sustainable development.
- PSO13. Identification of critical problems and issues:** Detection and identification of the critical problems and spatial issues are essential for sustainable development of the business.

**Anekant Education Society's**  
**Tuljaram Chaturchand College, Baramati**  
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**Board of Studies (BOS) in Business Administration, Law and  
International Business**

From 2025-26 To 2027-28

Sr. No.	Name of Member	Designation
1.	<b>Dr. Pawar Janardhan Kundlikrao</b> Head & Assistant Professor, Department of Commerce, T. C. College, Baramati.	<b>Chairperson</b>
2.	<b>Dr. Shah Niranjana Ramesh</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
3.	<b>Dr. Bale Vivek Anil</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
4.	<b>Dr. Badve Megha Rajesh</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
5.	<b>Dr. Pathan Reshma Mohiddin</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
6.	<b>Dr. Gore Dinesh Sambhaji</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
7.	<b>Ms. Borawake Shweta</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
8.	<b>Dr. Bhosale Manisha B.</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
9.	<b>Mr. More Ravindra S.</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
10.	<b>Ms. Vhora Puja A.</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
11.	<b>Ms. Gawade Apeksha S.</b> Assistant Professor, Department of Commerce, T. C. College, Baramati	Member
12.	<b>De. Ravi Ahuja,</b> Assistant Professor, Department of Retail Management, SPPU, Pune	Vice-Chancellor Nominee Subject Expert from SPPU, Pune
13.	<b>Dr. Suyog Arunrao Amrutrao</b>	Subject Expert from Outside

	Director, Dr. BAMU, Sub-Campus, Dharashiv	the Parent University
14.	<b>Dr. Jagtap Shrinivas Subhash</b> Associate Professor, H.N. College of Commerce, Solapur	Subject Expert from Outside the Parent University
15.	<b>CS Joshi Shardul</b> Company Secretary, Pune	Representative from industry/corporate sector/allied areas
16.	<b>Dr. Pawar Sudarshan</b> Assistant Professor, Shri. Balaji University, Pune	Member of the College Alumni
17.	<b>Ms. Dhandwate Shravani</b> Student Representative	UG Student
18.	<b>Ms. Shweta Housing</b> Student Representative	PG Student

### Course and Credit Distribution Structure for B.Com (Business Administration) 2025-26

Level/ Difficulty	Sem	Subject DSC-1				Subject DSC-2	Subject DSC-3	GE/OE	SEC	IKS	AEC	VEC	CC	Total
4.5/100	I	4(T)				4(T)	4(T)	2(T)	2 (T)	2(T) (Generic)	2(T)	2(T)	--	22
	II	4(T)				4(T)	4(T)	2(T)	2 (T)	--	2(T)	2(T)	2(T)	22
Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor Continue option: Student will select one subject among the (subject 1, subject 2 and subject 3) as major and other as minor and third subject will be dropped.														
Level/ Difficulty	Sem	Credits Related to Major				Minor	--	GE/OE	SEC	IKS	AEC	VEC	CC	Total
		Major Core	Major Elective	VSC	FP/OJT/CE P/RP									
5.0/200	III	6(T)	--	2 (T)	2(FP)	4(T)	--	2(T)	--	2(T)	2(T)	--	2(T)	22
	IV	6(T)	--	2 (T)	2(CEP)	4(T)	--	2(T)	2 (T)	--	2(T)	--	2(T)	22
Exit option: Award of UG Diploma in Major and Minor with 88 credits and an additional 4credits core NSQF course/Internship OR Continue with Major and Minor														
5.5/300	V	12(T)	4(T)	2 (T)	2(FP/CEP)	2(T)	--	--	--	--	--	--	--	22
	VI	12(T)	4(T)	2 (T)	4 (OJT)	--	--	--	--	--	--	--	--	22
Total 3Years		44	8	8	10	18	8	8	6	4	8	4	6	132
Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major and Minor														
6.0/400	VII	10 (T)	4(T)	--	4(RP)	4(RM)(T)	--	--	--	--	--	--	--	22
	VIII	10 (T)	4(T)	--	6(RP)	--	--	--	--	--	--	--	--	22
Total 4Years		64	16	8	22	22	8	8	6	4	8	4	6	176
Four Year UG Honours with Research Degree in Major and Minor with 176 credits														
6.0/400	VII	10 (T)	4(T)	--	--	4(RM) (T)	--	--	--	--	--	--	--	22
	VIII	10 (T)	4(T)	--	4 (OJT)	--	--	--	--	--	--	--	--	22
Total 4Years		72	16	8	14	22	8	8	6	4	8	4	6	176
Four Year UG Honours Degree in Major and Minor with 176 credits														
T = Theory P = Practical DSC = Discipline Specific Course OE = Open Elective SEC = Skill Enhancement Course IKS = Indian Knowledge System AEC = Ability Enhancement Course VEC = Value Education Course CC = Co-curricular Course VSC= Vocational Skill Course OJT= On Job Training CEP= Community Engagement Project FP= Field Project RP= Research Project														

**S.Y.B.Com. Business Administration****NEP-2.0****Course Structure for S.Y. B.Com. Business Administration (2024 Pattern)  
Semester III and IV**

Sem.	Course Type	Course Code	Course Title	Theory / Practical	Credits
<b>III</b>	Major Mandatory	COM-201- MRM (C)	Introduction to Business Administration	Theory	04
	Major Mandatory	COM-202- MRM (C)	Elements of Business Administration	Theory	02
	Vocational Skill Course (VSC)	COM-203-VSC	Business Communication	Theory	02
	Field Project (FP)	COM-204-FP	Field Project	Practical	02
	Minor	COM-205-MN(A)	<b>Company Accounts- I</b>	Theory	04
	Open Elective (OE)	COM-206-OE	Basics of Commerce	Theory	02
	Subject Specific IKS	COM-207-IKS(C)/	Primitive Business Management Practices	Theory	02
	Ability Enhancement Course (AEC)	MAR-210-AEC / HIN-210-AEC/SAN-210-AEC	Marathi OR Hindi OR Sanskrit	Theory (Choose any One out of 2)	02
	Co-curricular Course (CC)	YOG/PES/CUL/ NSS/NCC-211-CC	Co-curricular Course (CC)	T/P	02
<b>Total Credits</b>					<b>22</b>
Sem.	Course Type	Course Code	Course Title	Theory / Practical	Credits
<b>IV</b>	Major Mandatory	COM-251- MRM (C)	Business Environment	Theory	04
	Major Mandatory	COM-252- MRM (C)	Legal Environment of Business	Theory	02
	Vocational Skill Course (VSC)	COM-253-VSC	Soft Skills and Modern Business Communication	Theory	02
	Community Engagement Project (CEP)	COM-254-CEP	Community Engagement Programme	Practical	02
	Minor	COM-255-MN(B)	Company Accounts- II	Theory	04
	Open Elective (OE)	COM-256-OE	Elements of Contemporary Commerce	Theory	02
	Skill Enhancement Course (SEC)	COM-257-SEC	Essentials of Business Management	Theory	02
	Ability Enhancement Course (AEC)	MAR-260-AEC / HIN-260-AEC/SAN-260-AEC	Marathi OR Hindi OR Sanskrit	Theory	02
	Co-curricular Course (CC)	YOG/PES/CUL/ NSS/NCC-261-CC	Co-curricular Course (CC)	T/P	02
<b>Total Credits</b>					<b>22</b>



**CBCS Syllabus as per NEP 2020 for S.Y. B.Com. Semester IV  
(2024 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UCCO
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Type</b>	: Major Mandatory (Theory)
<b>Course Code</b>	: COM-251-MRM (B)
<b>Course Title</b>	: Business Environment
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 60

**Course Objectives:**

1. To develop general awareness of business environment among the students.
2. To understand the various concepts and terminologies of business environment.
3. To have a comprehensive understanding about the existing law in relation to the business and business activities.
4. To create awareness among the students about productivity and measures of productivity.
5. To acquaint the students business environment strategies and its implementation. .
6. To understand the difference between merger and acquisition.
7. To apprise the students of new concepts involving in business environment.

**Course Outcomes:****By the end of the course, students will be able to:**

- CO1: Impart the knowledge of basic definitions and terminologies of business environment.
- CO2: Know about different elements of business environment.
- CO3: Aware about the recent trends in the business environment and its applications.
- CO4: Instils the knowledge about the different types of acts and laws applicable to business.
- CO5: Impart the knowledge of importance of business strategic aspects and its day to day application.
- CO6: Know about the platforms of business environment strategies used in the business.
- CO7: Acquaint with the use and importance with the new terms under business environment.

**UNIT 1: Introduction to Business Environment****15 Lectures**

- 1.1. Meaning and definition of business environment, Nature and significance of business environment
- 1.2. Brief overview of political -cultural - legal - economic and social environments and its impact on business and strategic decisions
- 1.3. Type of environment-Internal, External, Micro and Macro environment
- 1.4. Basic elements of the types of environment, Competitive structure of industries, Environmental Analysis

**UNIT 2: Political and Socio-cultural environment****15 Lectures**

- 2.1. Political Environment, Government and Business relationship in India
- 2.2. Provisions of Indian constitution pertaining to business. Socio-Cultural
- 2.3. Environment: Nature and impact of culture on business, Culture and Globalization, Social Responsibilities of business
- 2.4. Business and Society, Social Audit, Business Ethics and Corporate Governance

**UNIT 3: Economic Environment****15 Lectures**

- 3.1. Nature of Economic Environment. Economic factors-growth strategy, basic economic system, Economic planning,
- 3.2. Nature and structure of the economy Economic Systems and its impact of Business - Macro Economic Parameters like GDP - Growth Rate
- 3.3 Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies

**UNIT 4: Technological Environment****15 Lectures**

- 4.1. Innovation, Technological leadership, Sources of Technological Dynamics
- 4.2. Impact of Technology on Globalization
- 4.3. Transfer of Technology, Status of Technology in India
- 4.4. Management of technology, Features and Impact of Technology

## References:

1. Dhingra, C.; The Indian Economy Environment and Policy, Sultan Chand and Sons, 17th Edition, 2003.
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House, 2002. 12th revised edition.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, 20007<sup>th</sup> edition.
4. C.A.Rangarajan-“Perspective in Economics”-S. Chand & Sons BAM

### Mapping of Program Outcomes with Course Outcomes

**Class:** S.Y.B.Com Sem IV

**Subject:** Business Environment

**Course:** : Business Environment

**Course Code:** COM-251-MRM (B)

**Weightage:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)															
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	2													
CO 2															
CO 3			3												
CO 4				3					2	2		3			
CO 5			2								3		3		
CO 6					2		3	3						2	
CO 7						3									

#### Justification for the Mapping

**PO1: A Fundamental Knowledge and Coherent Understanding**

CO1: Students will describe the concepts related to business environment in their day to day life or professional life.

**PO2: Procedural Knowledge for Skill Enhancement**

CO1: Students will apply their knowledge of different techniques of business environment such for data collection and analysis by them in an organization.

**PO3: Critical Thinking and Problem-Solving Skills**

CO3: Students will apply provisions of business environment effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

**PO4: Communication Skills**

CO4: Students will implement the various provisions of business environment related to business and business activities applicable according to the need of the business organization in the day to day practices.

**PO5: Analytical Reasoning Skills**

CO6: Students will apply various terminologies of provisions of business environment in the practice of management of the business.

**PO6: Innovation, Employability and Entrepreneurial Skills**

CO7: Students will direct, plan and formulate and analyse the provisions of business environment which is implemented in the business organization and provide the feedback accordingly.

**PO7: Multidisciplinary Competence**

CO6: Students will apply knowledge of provisions of business environment to apply these with a sense of responsibility within the workplace and community at a large.

**PO8: Value Inculcation through Community Engagement**

CO6: Students will apply procedural business environment and an ability to apply these with a sense of responsibility within the workplace.

**PO9: Traditional Knowledge into Modern Application**

CO4: Students will implement the various business environment applicable according to the need of the business organization in the day to day practices.

**PO10: Design and Development of System**

CO5: Students will direct, plan and formulate and analyse the day to day strategies which is implemented in the company law of business organization and provide the feedback accordingly.

**PO11: Ethical and Social Responsibility**

CO5: Students will direct, plan and formulate and analyse the required strategies which is implemented in the business organization in production and operations.

**PO12: Research-Related skills**

CO4: Students will implement the various business environment applicable according to the need of the business organization in the day to day practices.

**PO13: Teamwork:**

CO5: Students will formulate and analyse the required principles of business environment procedure which is implemented in the business organization.

**PO14: Area Specific Expertise**

CO6: Students will apply business environment related knowledge of managerial ethics and research ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**PO15: Environmental Awareness**

CO6: The students should be able to manage and controls to reduce and eliminate environmental risk with the help of business environment.

## **CBCS Syllabus as per NEP 2020 for S.Y. B.Com. Semester IV (2024 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UCCO
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Type</b>	: Major Mandatory (Theory)
<b>Course Code</b>	: COM-252-MRM (B)
<b>Course Title</b>	: Legal Environment of Business
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### **Course Objectives:**

1. To impart the knowledge and legal environment of business among the students.
2. To know about different legal environment of business.
3. To make aware about the different functions performed by the management.
4. To impart the knowledge of legal environment of business at a large.
5. To know the impact of legal environment of business in administration.
6. To acquaint the knowledge about legal environment of business in the day to day management of the business.
7. To understand the different types of organizations.

### **Course Outcomes:**

#### **By the end of the course, students will be able to:**

- CO1. Provide an overview of legal environment of business and its application.
- CO2. Examine management functions such as planning, organizing, staffing, etc.
- CO3. Discuss the contributions of legal environment of business.
- CO4. Instills the knowledge about legal environment of business and its impact at a large.
- CO5. Discuss the legal environment of business and its implementation in an organization.
- CO6. Create awareness about different types of organizations.
- CO7. Acquaint them with the new legal environment of business.

## Topics and Learning Points

### UNIT 1: Indian Contract Act 1872

10 Lectures

- 1.1. Meaning of a Contract, Essentials of Valid Contract, Offer and Acceptance
- 1.2. Discharge of contract, Remedies for breach of contract
- 1.3. Consideration, Capacity, Mistake, Misrepresentation
- 1.4. Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency

### UNIT 2: The Companies Act 2013

10 Lectures

- 2.1. Essential characteristics of a Company, Types of companies
- 2.2. Memorandum and Articles of Association, Prospectus
- 2.3. Shares – Kinds, allotment and transfer, Debentures
- 2.4. Essential conditions for a valid meeting, Kinds of meetings and resolutions.
- 2.5. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

### UNIT 3: The Sale of Goods Act 1930

10 Lectures

- 3.1. Meaning of Sale and Goods, Conditions and Warranties
- 3.2. Transfer of Property
- 3.3. Rights of an unpaid seller

### References:

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 2nd Edition, Himalaya Publishing House, 2004.
2. Kuchhal M.C., "Modern Indian Company Law", 2004, Shree Mahavir Book Depot.
3. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 2004.
4. Kapoor, N. D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi, 2003

## Mapping of Program Outcomes with Course Outcomes

**Class:** S.Y.B.Com Sem IV

**Subject:** Legal Environment of Business

**Course:** Legal Environment of Business

**Course Code:** COM-252-MRM (B)

**Weightage:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)															
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	2													
CO 2															
CO 3			3												
CO 4				3					2	2		3			
CO 5			2								3		3		
CO 6					2		3	3						2	
CO 7						3									

### Justification for the Mapping

**PO1: A Fundamental Knowledge and Coherent Understanding**

CO1: Students will describe the concepts related to legal environment of business in their day to day life or professional life.

**PO2: Procedural Knowledge for Skill Enhancement**

CO1: Students will apply their knowledge of different legal environment of business such for data collection and analysis by them in an organization.

**PO3: Critical Thinking and Problem-Solving Skills**

CO3: Students will apply principles of management effectively, analyse the concepts and participate in healthy arguments and portray skill in business administration

**PO4: Communication Skills**

CO4: Students will implement the various legal environment of business related to business and business activities applicable according to the need of the business organization in the day to day practices.

**PO5: Analytical Reasoning Skills**

CO6: Students will apply various terminologies of legal environment of business in the practice of management of the business.

**PO6: Innovation, Employability and Entrepreneurial Skills**

CO7: Students will direct, plan and formulate and analyse the provisions of legal environment of business which is implemented in the business organization and provide the feedback accordingly.

**PO7: Multidisciplinary Competence**

CO6: Students will apply knowledge of styles of management apply these with a sense of responsibility within the workplace and community at a large.

**PO8: Value Inculcation through Community Engagement**

CO6: Students will apply procedural part of legal environment of business an ability to apply these with a sense of responsibility within the workplace.

**PO9: Traditional Knowledge into Modern Application**

CO4: Students will implement the various legal environment of business applicable according to the need of the business organization in the day to day practices.



**PO10: Design and Development of System**

CO5: Students will direct, plan and formulate and analyse the day to day strategies which is implemented in the business administration of legal environment of business and provide the feedback accordingly.

**PO11: Ethical and Social Responsibility**

CO5: Students will direct, plan and formulate and analyse the required strategies which is implemented in the business organization in production and operations.

**PO12: Research-Related skills**

CO4: Students will implement the various theories applicable according to the need of the business organization in the day to day practices.

**PO13: Teamwork:**

CO5: Students will formulate and analyse the required principles of management and procedure which is implemented in the business organization.

**PO14: Area Specific Expertise**

CO6: Students will apply business administration theories and techniques related knowledge of legal environment of business and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**PO15: Environmental Awareness**

CO6: The students should be able to manage and controls to reduce and eliminate environmental risk with the help of elements of legal environment of business.

## **CBCS Syllabus as per NEP 2020 for S.Y. B.Com. Semester IV (2024 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UCCO
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Type</b>	: Vocational Skill Course (VSC) Theory
<b>Course Code</b>	: COM-253-VSC
<b>Course Title</b>	: Soft Skills and Modern Business Communication
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### **Course Objectives:**

1. To understand the concept, process and importance of soft skills in communication.
2. To acquire and develop good communication skills requisite for business correspondence.
3. To develop awareness regarding new trends in business communication.
4. To provide knowledge of various social media of communication.
5. To develop business communication skills through the application and exercises.
6. To develop awareness about new technologies in business communication.
7. To provide knowledge of various business letter applicable in business communication.

### **Course Outcomes:**

**By the end of the course, students will be able to:**

- CO1. Impart the knowledge of new technologies of business communication.
- CO2. Know about different types soft skills in communication.
- CO3. Aware about the new trends in the process of communication at large.
- CO4. Instils the knowledge about the different types of social media communication and use of computer in communication.
- CO5. Impart the knowledge of importance of communication and its day to day application.
- CO6. Know about the social media of communication used in the business.
- CO7. Acquaint with the use and importance with the new media platforms of communication.

**UNIT 1: Soft Skills****10 Lectures**

- 1.1 Meaning, Importance of soft skills in 21<sup>st</sup> century
- 1.2 Elements of soft skills a) Manners & Etiquettes, Grooming. b) Effective Listening & Speaking c) Interview Skills. d) Presentation e) Group Discussion. f) Problem-solving skills G) Time management abilities

**UNIT 2: Types and Drafting of Business Letters****10 Lectures****2.1. Types and Drafting of business letter**

- 1) Enquiry Letters
- 2) Replies to Enquiry Letters
- 3) Order Letters
- 4) Credit and Status Enquiries
- 5) Sales Letters
- 6) Complaint Letters
- 7) Collection Letters
- 8) Circular Letters

**UNIT 3: Recent Trends in Business Communication****10 Lectures**

- 3.1. Internet: Email, Websites, Social Media Network (Twitter, Facebook, LinkedIn, YouTube, WhatsApp)
- 3.2. Online Conference, Video conferencing, Meeting through Zoom App, Google Meet App, Cisco Webex meetings App

**References:**

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.

## Mapping of Program Outcomes with Course Outcomes

**Class:** S.Y.B.Com Sem IV

**Subject:** Soft Skills and Modern Business Communication

**Course:** Soft Skills and Modern Business Communication

**Course Code:** COM-253-VSC

**Weightage:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)															
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	3													
CO 2															
CO 3			3												
CO 4				2					2	3		3			
CO 5			1								2		1		
CO 6					2		1	3						3	
CO 7						3									

### Justification for the Mapping

**PO1: A Fundamental Knowledge and Coherent Understanding**

CO1: Students will describe the concepts related to soft skills their day to day life or professional life.

**PO2: Procedural Knowledge for Skill Enhancement**

CO1: Students will apply their knowledge of different techniques of communication skills such for data collection and analysis by them in an organization.

**PO3: Critical Thinking and Problem-Solving Skills**

CO3: Students will apply provisions of communication skills effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

**PO4: Communication Skills**

CO4: Students will implement the various soft skills related to business and business activities applicable according to the need of the business organization in the day to day practices.

**PO5: Analytical Reasoning Skills**

CO6: Students will apply various types' business letters in the practice of management of the business.

**PO6: Innovation, Employability and Entrepreneurial Skills**

CO7: Students will direct, plan and formulate and analyse the communication skills which is implemented in the business organization and provide the feedback accordingly.

**PO7: Multidisciplinary Competence**

CO6: Students will apply knowledge of social media applications to apply these with a sense of responsibility within the workplace and community at a large.

**PO8: Value Inculcation through Community Engagement**

CO6: Students will apply procedural social media applications and an ability to apply these with a sense of responsibility within the workplace.

**PO9: Traditional Knowledge into Modern Application**

CO4: Students will implement the various communication skills applicable according to the need of the business organization in the day to day practices.

**PO10: Design and Development of System**

CO5: Students will direct, plan and formulate and analyse the day to day strategies which is implemented in the company law of business organization and provide the feedback accordingly.

**PO11: Ethical and Social Responsibility**

CO5: Students will direct, plan and formulate and analyse the required strategies which is implemented in the communication skills.

**PO12: Research-Related skills**

CO4: Students will implement the various new communication technologies applicable according to the need of the business organization in the day to day practices.

**PO13: Teamwork:**

CO5: Students will formulate and analyse the required communication skills procedure which is implemented in the business organization.

**PO14: Area Specific Expertise**

CO6: Students will apply communication skills related knowledge of managerial ethics and research ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**PO15: Environmental Awareness**

CO6: The students should be able to manage and controls to reduce and eliminate environmental risk with the help of communication skills.

## **CBCS Syllabus as per NEP 2020 for S.Y. B.Com. Semester IV (2024 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UCCO
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Type</b>	: Open Elective (Theory)
<b>Course Code</b>	: COM-256-OE
<b>Course Title</b>	: Elements of Contemporary Commerce
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### **Course Objectives:**

1. To develop general awareness of business and fundamentals of e-commerce among the students.
2. To understand the various concepts and terminologies of e-commerce.
3. To have a comprehensive understanding about the existing nature in relation to the business and e-business activities.
4. To create awareness among the students about online trade and types of online trade.
5. To acquaint the students e-business and trade and its types.
6. To understand the e-commerce and its advantages.
7. To apprise the students of challenges of e-commerce and online trade and trade activities.

### **Course Outcomes:**

#### **By the end of the course, students will be able to:**

- CO1: Impart the knowledge of basic definitions and terminologies of e-commerce.
- CO2: Know about different elements of e-commerce and trade.
- CO3: Aware about the recent trends in the e-commerce, e-trade and e-commerce.
- CO4: Instils the knowledge about the different types of e-trade and aids to trade.
- CO5: Impart the knowledge of importance of online trade and advantages.
- CO6: Know about the platforms of business, e-trade and types of e-trade.
- CO7: Acquaint with the use and importance with the e-commerce industries.

**UNIT 1: Introduction to E-Commerce**

**10 Lectures**

- 1.1. E-commerce: The revolution is just beginning, Ecommerce
- 1.2. A Brief History, Understanding E-commerce: organizing Themes
- 1.3. E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in Emerging E-commerce areas of E-Commerce

**UNIT 2: World Wide Web and E-Commerce Infrastructure**

**10 Lectures**

- 2.1. Internet and the web change business: strategy, structure and process
- 2.2. Internet: Technology Background, the Internet Today
- 2.3. Internet II- The Future Infrastructure, the World Wide Web, the Internet and the Web: Features

**UNIT 3: E-Commerce Marketing and Social Network**

**10 Lectures**

- 3.1. Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts
- 3.2. Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies and limitations of e-marketing
- 3.3. E-commerce in action: E-tailing Business Models, Common Themes in online retailing
- 3.4. Social networks and online communities, online auctions, E-commerce portals

**References:**

1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI

## Mapping of Program Outcomes with Course Outcomes

**Class:** S.Y.B.Com Sem IV

**Subject:** Elements of Contemporary Commerce

**Course:** Elements of Contemporary Commerce

**Course Code:** COM-256-OE

**Weightage:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)															
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	3													
CO 2															
CO 3			3												
CO 4				2					2	3		3			
CO 5			1								2		1		
CO 6					2		1	3						3	
CO 7						3									

### Justification for the Mapping

#### **PO1: A Fundamental Knowledge and Coherent Understanding**

CO1: Students will describe the concepts related to e-commerce in their day to day life or professional life.

#### **PO2: Procedural Knowledge for Skill Enhancement**

CO1: Students will apply their knowledge of different techniques of e-commerce such for data collection and analysis by them in an organization.

#### **PO3: Critical Thinking and Problem-Solving Skills**

CO3: Students will apply provisions of e-commerce effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

#### **PO4: Communication Skills**

CO4: Students will implement the various provisions of e-commerce related to business and business activities applicable according to the need of the business organization in the day to day practices.

#### **PO5: Analytical Reasoning Skills**

CO6: Students will apply various terminologies of provisions of e-commerce in the practice of management of the business.

#### **PO6: Innovation, Employability and Entrepreneurial Skills**

CO7: Students will direct, plan and formulate and analyse the e-commerce which is implemented in the business organization and provide the feedback accordingly.

#### **PO7: Multidisciplinary Competence**

CO6: Students will apply knowledge of e-commerce to apply these with a sense of responsibility within the workplace and community at a large.

#### **PO8: Value Inculcation through Community Engagement**

CO6: Students will apply procedural e-commerce and an ability to apply these with a sense of responsibility within the workplace.

#### **PO9: Traditional Knowledge into Modern Application**

CO4: Students will implement the various e-commerce applicable according to the need of the business organization in the day to day practices.

#### **PO10: Design and Development of System**

CO5: Students will direct, plan and formulate and analyse the day to day strategies which is implemented in the e-commerce of business organization and provide the feedback accordingly.



**PO11: Ethical and Social Responsibility**

CO5: Students will direct, plan and formulate and analyse the required strategies which is implemented in the business organization in e-commerce.

**PO12: Research-Related skills**

CO4: Students will implement the various e-commerce applicable according to the need of the business organization in the day to day practices.

**PO13: Teamwork:**

CO5: Students will formulate and analyse the required principles of e-commerce procedure which is implemented in the business organization.

**PO14: Area Specific Expertise**

CO6: Students will apply e-commerce related knowledge of managerial ethics and research ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**PO15: Environmental Awareness**

CO6: The students should be able to manage and controls to reduce and eliminate environmental risk with the help of e-commerce.

## **CBCS Syllabus as per NEP 2020 for S.Y. B.Com. Semester IV (2024 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UCCO
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Type</b>	: Skill Enhancement Course (Theory)
<b>Course Code</b>	: COM-257-SEC
<b>Course Title</b>	: Essentials of Business Management
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### **Course Objectives:**

1. To impart the knowledge and principles of management among the students.
2. To know about different principles of management.
3. To make aware about the different functions performed by the management.
4. To impart the knowledge of business and business management at a large.
5. To know the impact of business management of business administration.
6. To acquaint the knowledge about planning in the day to day management of the business.
7. To understand the different types of organizations.

### **Course Outcomes:**

**By the end of the course, students will be able to:**

- CO1. Provide an overview of management and its evaluation
- CO2. Examine management functions such as planning, organizing, staffing, etc.
- CO3. Discuss the contributions given by different management thinkers.
- CO4. Instills the knowledge about principles and functions of management and its impact at a large.
- CO5. Discuss the planning process and its implementation in an organization.
- CO6. Create awareness about different types of organizations.
- CO7. Acquaint them with the new principles of the business management.

**UNIT 1: Introduction to Management****10 Lectures**

- 1.1 Management-Meaning, Nature and Significance
- 1.2 Management as an Art, Science and Profession
- 1.3 Management Vs Administration, Levels of Management
- 1.4 Functions of Management
- 1.5 Styles and Roles of Managers in Organizations
- 1.6 Contributions of Taylor and Fayol

**UNIT 2: Planning****10 Lectures**

- 2.1 Planning Meaning-Nature and Process of Planning
- 2.2 Difference between Planning and Forecasting
- 2.3 Planning and Environmental Uncertainties
- 2.4 Types of Planning
- 2.5 Advantages and Limitations of Planning

**UNIT 3: Organisation****10 Lectures**

- 3.1 Nature & Significance of Organization
- 3.2 Span of Control, Process of Delegations
- 3.3 Barriers to Delegation
- 3.4 Centralization and Decentralization and examples
- 3.5 Organization Structures, Types, Advantages & Disadvantages

**References:**

- 1. Principles and Practice of Management – Dr. S. C. Saxena (Sahithya Bhavan)
- 2. Principles of Management – P.C. Tripathi P. N. Reddi
- 3. Essentials of Management – Harold Koontz and Heinz Weihrich (McGraw Hill International Edition)
- 4. Principles of Management – T. Ramasamy (Himalaya Publishing Cony)
- 5. Principles and Practice of Management – L.M. Prasad – Sulthan Chand and Sons, New Delhi

## Mapping of Program Outcomes with Course Outcomes

**Class:** S.Y.B.Com Sem IV

**Subject:** Essentials of Business Management

**Course:** Essentials of Business Management

**Course Code:** COM-257-SEC

**Weightage:** 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)															
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	2													
CO 2															
CO 3			3												
CO 4				3					2	2		3			
CO 5			2								3		3		
CO 6					2		3	3						2	
CO 7						3									

### Justification for the Mapping

**PO1: A Fundamental Knowledge and Coherent Understanding**

CO1: Students will describe the concepts related to business management in their day to day life or professional life.

**PO2: Procedural Knowledge for Skill Enhancement**

CO1: Students will apply their knowledge of different techniques of management such for data collection and analysis by them in an organization.

**PO3: Critical Thinking and Problem-Solving Skills**

CO3: Students will apply principles of management effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

**PO4: Communication Skills**

CO4: Students will implement the various principles of management related to business and business activities applicable according to the need of the business organization in the day to day practices.

**PO5: Analytical Reasoning Skills**

CO6: Students will apply various terminologies of management in the practice of management of the business.

**PO6: Innovation, Employability and Entrepreneurial Skills**

CO7: Students will direct, plan and formulate and analyse the provisions of management theories which is implemented in the business organization and provide the feedback accordingly.

**PO7: Multidisciplinary Competence**

CO6: Students will apply knowledge of styles of management apply these with a sense of responsibility within the workplace and community at a large.

**PO8: Value Inculcation through Community Engagement**

CO6: Students will apply procedural part of management an ability to apply these with a sense of responsibility within the workplace.

**PO9: Traditional Knowledge into Modern Application**

CO4: Students will implement the various management theories applicable according to the need of the business organization in the day to day practices.

**PO10: Design and Development of System**

CO5: Students will direct, plan and formulate and analyse the day to day strategies which is implemented in the management of business organization and provide the feedback accordingly.

**PO11: Ethical and Social Responsibility**

CO5: Students will direct, plan and formulate and analyse the required strategies which is implemented in the business organization in production and operations.

**PO12: Research-Related skills**

CO4: Students will implement the various theories applicable according to the need of the business organization in the day to day practices.

**PO13: Teamwork:**

CO5: Students will formulate and analyse the required principles of management and procedure which is implemented in the business organization.

**PO14: Area Specific Expertise**

CO6: Students will apply management theories and techniques related knowledge of managerial ethics and research ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**PO15: Environmental Awareness**

CO6: The students should be able to manage and controls to reduce and eliminate environmental risk with the help of principles of management.