

**CBCS Syllabus for S.Y. B.Com. Semester III  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: UCBC231
<b>Course Title</b>	: Business Communication I
<b>No. of Credits</b>	: 3 Credits (Theory)
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To understand the concept, process and importance of 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 media of communication.
5. To develop business communication skills through the application and exercises.
6. To develop awareness about new methods and channels in business communication.
7. To provide knowledge of various soft skills applying in business communication.

**Course Outcomes:**

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

- CO1. Impart the knowledge of basic terminologies of business communication.
- CO2. Know about different types and channels of communication.
- CO3. Aware about the new trends in the process of communication at large.
- CO4. Instils the knowledge about the different types of 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 platforms of communication used in the business.
- CO7. Acquaint with the use and importance with the new social media platforms of communication.

**CBCS Syllabus for S.Y. B.Com. Semester III  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: UCBCSEC1
<b>Course Title</b>	: Business Communication II (Practical)
<b>No. of Credits</b>	: 2 (Practical)
<b>No. of Teaching Hours</b>	: 30

**Course Objectives:**

1. To understand the significance and importance of the practical exposure of the communication in personal and professional life.
2. To acquire and develop good communication skills requisite for business correspondence and in personal life.
3. To develop good presentation skills required in personal and professional life.
4. To enable students with group communication skills such group discussion, interview skills etc.
5. To develop soft skills among the students which are required in their personal and professional life.
6. To develop awareness about new trends in the process of communication.
7. To provide knowledge of various means of communication based on the information technology.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic terminologies of business communication used in practical communication.
- CO2: Know about different types and channels of communication in personal and professional life.
- CO3: Aware about the new trends in the process of communication at large and its application in the professional life.
- CO4: Instils the knowledge about the different types of information technology based group communication.
- CO5: Impart the knowledge of importance of soft skills and its day to day application.
- CO6: Know about the social media platforms of communication used in the business.
- CO7: Acquaint with the use and importance with the new social media platforms of communication.

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<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: UCBM231
<b>Course Title</b>	: Business Management I
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To provide basic knowledge and understanding about various concepts of Business Management.
2. To help the students to develop cognizance of the importance of management principles.
3. To provide an understanding about various functions of management.
4. To provide them tools and techniques to be used in the performance of the managerial job.
5. To provide an understanding about various functions of management.
6. To equip students with the attitude that they need for effective business management
7. To develop awareness about new methods and techniques in business management.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic concepts and terminologies of business management.
- CO2: Know about different types and techniques and tools of management.
- CO3: Aware about the new trends and development in the process of management at large.
- CO4: Instils the knowledge about the different types of management and use of computer in management.
- CO5: Impart the knowledge of importance of management and its day to day application.
- CO6: Know about the social media platforms of management used in the business.
- CO7: Acquaint with the use and importance with the new social media platforms of management.

**CBCS Syllabus for S.Y. B.Com. Semester III  
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<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: UCCL231
<b>Course Title</b>	: Elements of Company Law I
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To develop general awareness of elements of company law among the students.
2. To understand the Companies Act 2013 and its provisions.
3. To have a comprehensive understanding about the existing law on formation of new company in India.
4. To create awareness among the students about legal environment relating to the company law.
5. To acquaint the students on e-commerce, e-governance and e-filing mechanism relating to companies.
6. To enhance capacity of learners to seek the career opportunity in corporate sector.
7. To apprise the students of new concepts involving in company law regime.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic definitions and terminologies of company law.
- CO2: Know about different provisions and sections of company act 2013.
- CO3: Aware about the new amendments in the company law and related provisions.
- CO4: Instils the knowledge about the different types of acts and laws applicable to business.
- CO5: Impart the knowledge of importance of legal aspects and its day to day application.
- CO6: Know about the online platforms of company law used in the business.
- CO7: Acquaint with the use and importance with the new online portal under company law.

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCBC241
<b>Course Title</b>	: Business Communication II
<b>No. of Credits</b>	: 03 Credits (Theory)
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To understand the concept, process and importance of modern communication means.
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 media of communication.
5. To develop business communication skills through the application and exercises.
6. To describe the concept, process and importance of business letters.
7. To instils the knowledge about new technologies business communication and its application in business organization.

**Course Outcomes:**

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

- CO1. Impart the knowledge of basic terminologies of business letters.
- CO2. Know about different types and drafts of business letters.
- CO3. Aware about the new trends in the process of communication at large.
- CO4. Instils the knowledge about the different types of reports and use of computer in business communication.
- CO5. Impart the knowledge of importance of communication technologies and its day to day application.
- CO6. Know about the resume writing and job application letter in their professional life.
- CO7. Acquaint with the use and importance with the new social media platforms of communication.

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCBCSEC3
<b>Course Title</b>	: Business Communication II (Practical)
<b>No. of Credits</b>	: 02 Credits (Practical)
<b>No. of Teaching Hours</b>	: 30

**Course Objectives:**

1. To develop awareness of the complexity of the communication process.
2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.
3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.
4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centred manner.
5. To enable students to understand the nature and purpose of routine and persuasive business correspondence
6. To develop ability to communicate effectively with the help of electronic media.
7. To instils the knowledge about new technologies business communication and its application in business organization.

**Course Outcomes:**

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

CO1: Impart the knowledge of basic terminologies of business letters.

CO2: Know about different types and drafts of business letters.

CO3: Aware about the new trends in the process of communication at large.

CO4: Instils the knowledge about the different types of reports and use of computer in business communication.

CO5: Impart the knowledge of importance of communication technologies and its day to day application.

CO6: Know about the resume writing and job application letter in their professional life.

CO7: Acquaint with the use and importance with the new social media platforms of communication.

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCBM241
<b>Course Title</b>	: Business Management II
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To enable students about the basic motivational tools used in the field of management.
2. To make students aware about how leadership influences organizational success.
3. To make them understand about the significance of coordination and control in modern business management.
4. To provide an understanding about various emerging trends in management.
5. To provide them tools and techniques to be used in the performance of the managerial job.
6. To provide knowledge of various skills applying in business management.
7. To develop business management skills through the application and exercises.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic concepts and terminologies of motivation business management.
- CO2: Know about different types and techniques control in management.
- CO3: Aware about the new trends in the process of management at large.
- CO4: Instills the knowledge about the different types of leadership management and use of computer in management.
- CO5: Impart the knowledge of importance of disaster management and its day to day application.
- CO6: Know about the social media platforms of management of change used in the business.
- CO7: Acquaint with the use and importance with the new social media platforms of management and corporate governance.

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCCL241
<b>Course Title</b>	: Elements of Company Law II
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To develop general awareness among the students about management of company.
2. To have a comprehensive understanding about Key managerial Personnel of company and their role in Company administration.
3. To acquaint the students about e-governance and e-filing under the Companies Act, 2013.
4. To equip the students about the various meetings of Companies and their importance.
5. To make students capable of becoming good human resource of the corporate sector.
6. To impart the fundamental knowledge about e-governance and e-filing with the students.
7. To update the knowledge of provisions about board of directors of the Companies Act of 2013.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic definitions and terminologies of company law.
- CO2: Know about different provisions and sections of company act 2013.
- CO3: Aware about the new amendments in the company law related to company meeting and board meeting.
- CO4: Instils the knowledge about the different types of acts and laws applicable to business.
- CO5: Impart the knowledge of importance of legal aspects and its day to day application.
- CO6: Know about the online platforms of company law and e-portal used in the business.
- CO7: Acquaint with the use and importance with the new online portal under company law.



**CBCS Syllabus for M.Com. Part II Semester III  
(2022 Pattern)**

<b>Name of the Programme</b>	: M.Com.
<b>Programme Code</b>	: PCCO
<b>Class</b>	: M.Com. Part II
<b>Semester</b>	: III
<b>Course Code</b>	: PCCO231
<b>Course Title</b>	: Business Finance
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To acquaint the students with corporate finance in Indian context.
2. To make the students aware about the latest developments in the field of corporate finance.
3. To enable the students to understand the theories of capitalization and dividend distribution practices.
4. To give detail exposure of working capital management practice of finance.
5. To enhance capabilities of students to acquire the finance for the own entities.
6. To enable students, in developing the most appropriate financing sources for the business.
7. To know the students to the emerging trends in the finance raising sources.

**Course Outcomes:**

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

- CO1.** Accurately describe the concepts related to finance and business finance in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the financial planning for the business.
- CO3.** Illustrate the characteristics, advantages and disadvantages of business finance in the organization.
- CO4.** Discuss the various sources applicable according to the need of the business organization in the day to day activities.
- CO5.** Understand the process of acquiring finance in business organization when as required.
- CO6.** Apply various tools and techniques of financial planning and its implementation in the practice.
- CO7.** Direct, plan and formulate and analyse the long and short term finance sources for the development of the organization.

**CBCS Syllabus for M.Com. Part II Semester III  
(2022 Pattern)**

<b>Name of the Programme</b>	: M.Com.
<b>Programme Code</b>	: PCCO
<b>Class</b>	: M.Com. Part II
<b>Semester</b>	: III
<b>Course Code</b>	: PCCO232
<b>Course Title</b>	: Research Methodology for Business
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To acquaint the students with the areas of business research activities.
2. To enhance capabilities of students to conduct the research in the field of business and social sciences.
3. To enable students, in developing the most appropriate methodology for their research studies.
4. To make them familiar with the art of using different research methods and techniques
5. To make aware about the concepts related to research and business research.
6. To know the students to the emerging trends in the modern business research environment.
7. To develop the analytical, technical and research skills of students in the various areas of business.

**Course Outcomes:**

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

- CO1.** Accurately describe the concepts related to research and business in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the process of business research.
- CO3.** Illustrate the characteristics, advantages and disadvantages of business research in the organization.
- CO4.** Discuss the various methodology applicable according to the need of the business organization in the day to day research practices.
- CO5.** Understand the process of research procedure in business organization when as required.
- CO6.** Apply various tools and techniques of research methodology in the practice.
- CO7.** Direct, Plan and formulate and analyse the research strategy which is implemented in the business organization and provide the feedback accordingly.

**CBCS Syllabus for M.Com. Part II Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: M.Com.
<b>Programme Code</b>	: PCCO
<b>Class</b>	: M.Com. Part II
<b>Semester</b>	: IV
<b>Course Code</b>	: PCCO241
<b>Course Title</b>	: Capital Markets and Financial Services
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To acquaint the students with working of capital market.
2. To make the students aware about the latest developments in the field of capital market in India.
3. To enable the students to understand various transactions in stock exchanges and agencies involved in it.
4. To give exposure of financial services offered by various agencies and financial adviser to students.
5. To enhance capabilities of students to acquire the financial services for the business.
6. To enable students, in developing the most appropriate financing services for the business.
7. To know the students to the emerging trends in the finance raising sources.

**Course Outcomes:**

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

- CO1.** Accurately describe the concepts related to capital markets and business finance in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the financial services for the business.
- CO3.** Illustrate the characteristics, advantages and disadvantages of capital markets and financial services in the organization.
- CO4.** Discuss the various types of financial services applicable according to the need of the business organization in the day to day activities.
- CO5.** Understand the process of financial services in business organization when as required.
- CO6.** Apply various procedures and techniques of financial services and its implementation in the practice.
- CO7.** Direct, plan and formulate and analyse the long and short term finance services for the development of the organization.

**CBCS Syllabus for M.Com. Part II Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: M.Com.
<b>Programme Code</b>	: PCCO
<b>Class</b>	: M.Com. Part II
<b>Semester</b>	: IV
<b>Course Code</b>	: PCCO242
<b>Course Title</b>	: Industrial Economic Environment
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To present global era, growth of industries and knowledge of it is becoming imperative.
2. To provide basic knowledge to students about industrial growth and policies adopted by India since its independence.
3. To make students acquainted with the changing industrial scenario of the country with focus on the main industries contributing in the industrial development of the country.
4. To acquaint the students with the areas of industrial economic environment.
5. To enhance capabilities of students to analyse the industrial policies made by the government time to time.
6. To enable students, in developing the most appropriate analysis techniques to analyse the industrial policies.
7. To develop the analytical, technical and research skills of students in the various areas of industrial environment.

**Course Outcomes:**

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

- CO1.** Accurately describe the concepts related to industrial economics and business in their day to day life or professional life.
- CO2.** Demonstrate the comprehensive understanding about the concept industrial economic environment.
- CO3.** Illustrate the characteristics, advantages and disadvantages of industrial economic environment.
- CO4.** Discuss the various industrial policies made by the government time to time since independence.
- CO5.** Understand the industrial imbalance and its impact on the industrial growth and development in India.
- CO6.** Apply various tools and techniques of the analysis of the industrial policies.

**CO7. Direct, plan and formulate and analyse the strategy which is implemented in the business organization for maintaining the industrial balance.**

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<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: UCBC231
<b>Course Title</b>	: Business Communication I
<b>No. of Credits</b>	: 3 Credits (Theory)
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To understand the concept, process and importance of 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 media of communication.
5. To develop business communication skills through the application and exercises.
6. To develop awareness about new methods and channels in business communication.
7. To provide knowledge of various soft skills applying in business communication.

**Course Outcomes:**

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

- CO1. Impart the knowledge of basic terminologies of business communication.
- CO2. Know about different types and channels of communication.
- CO3. Aware about the new trends in the process of communication at large.
- CO4. Instils the knowledge about the different types of 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 platforms of communication used in the business.
- CO7. Acquaint with the use and importance with the new social media platforms of communication.

**Topics and Learning Points**

**UNIT 1: Introduction of Business Communication**

**14**

**Lectures**

- 1.1 Introduction, Meaning, Definition
- 1.2 Characteristics, Importance of communication
- 1.3 Principles of communication

- 1.4 Process of communication
- 1.5 Barriers to communication & Remedies
- 1.6 Methods and Channels of Communication.

## **UNIT 2: Soft Skill**

**16 Lectures**

- 2.1 Meaning, Need, Importance
- 2.2 Elements of soft skills
  - a) Grooming Manners & Etiquettes
  - b) Interview Skills
  - c) Oral Presentation
  - d) Group Discussion
  - e) Problem-solving skills
  - f) Time management

## **UNIT 3: Business Letters**

**16 Lectures**

- 3.1 Meaning and Importance
- 3.2 Qualities or Essentials
- 3.3. Physical Appearance
- 3.4 Layout of Business letter

## **UNIT 4: Resume Writing and Job Application Letters**

**10 Lectures**

- 4.1 Introduction, essential elements
- 4.2 Bio data, Resume writing, Curriculum Vitae
- 4.3 Meaning & Drafting of Job Application letter

### **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.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasisht Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

## Mapping of Program Outcomes with Course Outcomes

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

**Subject:** Business Communication I.

**Course:** Business Communication I

**Course Code:** COMBC2301

**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
CO 1	3	2			
CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				2	
CO 7					3

### Justification for the Mapping

**PO1: Knowledge and Critical Thinking**

CO1: Students will demonstrate proficiency in acquainting and transforming communication skills and interactions in their day to day life.

CO2: Students will develop a deep understanding of interaction and communication to solve complex practical work.

CO3: Students will master the regular practice by understanding the methods and channels of communication in their organization.

**PO2: Communication skills**

CO1: Students will apply their knowledge of various channels and methods to solve problems involving the organization.

CO2: Students will use their understanding of communication systems of to solve complex spatial problems.

CO3: Students will apply their knowledge of communication and procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of spheres to solve problems involving legal and judicial issues and different forms of applicable laws.

**PO3: Independent learning**

CO5: Students will apply their communication skills effectively, analyse the concepts and participate in healthy arguments and portray skill in communication and in writing.

**PO4: Leadership quality**

CO6: Students will demonstrate the ability to understand their clients in their regular practice. This ability is essential for success in many different careers.

**PO5: Teamwork**

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



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<b>Semester</b>	: III
<b>Course Code</b>	: UCBCSEC1
<b>Course Title</b>	: Business Communication I (Practical)
<b>No. of Credits</b>	: 2 (Practical)
<b>No. of Teaching Hours</b>	: 30

**Course Objectives:**

1. To understand the significance and importance of the practical exposure of the communication in personal and professional life.
2. To acquire and develop good communication skills requisite for business correspondence and in personal life.
3. To develop good presentation skills required in personal and professional life.
4. To enable students with group communication skills such group discussion, interview skills etc.
5. To develop soft skills among the students which are required in their personal and professional life.
6. To develop awareness about new trends in the process of communication.
7. To provide knowledge of various means of communication based on the information technology.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic terminologies of business communication used in practical communication.
- CO2: Know about different types and channels of communication in personal and professional life.
- CO3: Aware about the new trends in the process of communication at large and its application in the professional life.
- CO4: Instils the knowledge about the different types of information technology based group communication.
- CO5: Impart the knowledge of importance of soft skills and its day to day application.
- CO6: Know about the social media platforms of communication used in the business.
- CO7: Acquaint with the use and importance with the new social media platforms of communication.

## Topics and Learning Points

### UNIT 1: Presentation Skills

10 Lectures

- 1.1. Individual Presentation of the students should be conducted under this topic.
- 1.2. A teacher should allot a recent topic of presentation related to commerce and management or should ask students to choose related topic by their own choice.
- 1.3. A teacher should conduct a presentation on the given topic at least of 10 minutes.
- 1.4. A teacher should observe the individual presentation minutely and provide valuable suggestions if necessary.
- 1.5. Students should maintain this activity in the practical journal provided by the institution.

### UNIT 2: Group Communication

10 Lectures

- 2.1 Group discussion activity of the students should be conducted under this activity.
- 2.2 A teacher should allot a topic of group discussion related to commerce and management or should ask students to choose related topic by their own choice.
- 2.3 A teacher should conduct a group discussion on the given topic at least of 10 minutes.
- 2.4 A teacher should make a group of at least five students.
- 2.5 A teacher should observe the group discussion minutely and provide valuable suggestions if necessary.
- 2.6 Students should maintain this activity in the practical journal provided by the institution.

### UNIT 4: Resume Writing and Job Application Letters

10 Lectures

- 3.1 Resume writing and Job Application Letter writing activity should be conducted under this topic.
- 3.2 A teacher should brief students about resume writing and job application letter in the class or organize an expert session on the same.
- 3.3 A teacher should ask students to make their own demo Resume and show it to the respective teacher.
- 3.4 A teacher should students to write demo job application letter by referring job advertisement published in the newspapers.
- 3.5 Students should maintain this activity in the practical journal provided by the institution.

### 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.

6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasishth Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

## Mapping of Program Outcomes with Course Outcomes

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

**Subject:** Business Communication I (Practical)

**Course:** Business Communication I (Practical)

**Course Code:** UCBCSEC1

**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
CO 1	3	2			
CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				2	
CO 7					3

### Justification for the Mapping

**PO1: Knowledge and Critical Thinking**

CO1: Students will demonstrate proficiency in acquainting and transforming communication skills and interactions in their day to day life.

CO2: Students will develop a deep understanding of interaction and communication to solve complex practical work.

CO3: Students will master the regular practice by understanding the methods and channels of communication in their organization.

**PO2: Communication skills**

CO1: Students will apply their knowledge of various presentation skills to solve problems involving the organization.

CO2: Students will use their understanding of group communication of to solve complex spatial problems.

CO3: Students will apply their knowledge of communication and procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of spheres to solve problems involving legal and judicial issues and different forms of applicable laws.

**PO3: Independent learning**

CO5: Students will apply their communication skills and resume writing and job application letter effectively, analyse the concepts and participate in healthy arguments and portray skill in communication and in writing.

**PO4: Leadership quality**

CO6: Students will demonstrate the ability to understand their clients in their regular practice. This ability is essential for success in many different careers. Students will enable to write their resume and job application letter as required.

**PO5: Teamwork**

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

**CBCS Syllabus for S.Y. B.Com. Semester III  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: UCBM231
<b>Course Title</b>	: Business Management I
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To provide basic knowledge and understanding about various concepts of Business Management.
2. To help the students to develop cognizance of the importance of management principles.
3. To provide an understanding about various functions of management.
4. To provide them tools and techniques to be used in the performance of the managerial job.
5. To provide an understanding about various functions of management.
6. To equip students with the attitude that they need for effective business management
7. To develop awareness about new methods and techniques in business management.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic concepts and terminologies of business management.
- CO2: Know about different types and techniques and tools of management.
- CO3: Aware about the new trends and development in the process of management at large.
- CO4: Instils the knowledge about the different types of management and use of computer in management.
- CO5: Impart the knowledge of importance of management and its day to day application.
- CO6: Know about the social media platforms of management used in the business.
- CO7: Acquaint with the use and importance with the new social media platforms of management.

**Topics and Learning Points**

**UNIT 1: Introduction to Management**

**12 Lectures**

- 1.1 Meaning, definition of Management
- 1.2 Need for Management study
- 1.3 Process and levels of management

1.4 Functions of management

1.5 Contribution of F.W. Taylor, Henry Fayol, Peter Drucker, Mintzberg and Michel Porter in development of management thoughts

**UNIT 2: Planning and Decision Making**

**08 Lectures**

2.1 Meaning, definition and nature of Planning

2.2 Forms and types of Planning

2.3 Steps in Planning, Limitations of Planning

2.4 Meaning and techniques of Forecasting

2.5 Meaning, Types and Steps in Decision Making

**UNIT 3: Organization and Staffing**

**16 Lectures**

3.1 Meaning, Process and Principles of Organizing

3.2 Concept of Authority and Responsibility

3.3 Delegation of Authority

3.4 Difficulties in Delegation of Authority

3.5 Need and importance of Staffing

3.6 Recruitment : Sources and Methods

**UNIT 4: Direction and Communication**

**10 Lectures**

4.1 Meaning, Elements, Principles

4.2 Techniques and Importance of Direction

4.3 Concept of Team Work

4.4 Group Dynamics and principles regarding interpersonal communication and Group Behaviour

**References:**

1. Principles of Management - Koontz & O'Donnel
2. The Management Process - R S Davar
3. Essentials of Management - Koontz & O'Donnel Tralel McGraw Hill Publishing House
4. Business Administration - Mritunjoy Banerjee
5. Principles & Practice - T N Chhabra, Dhanapat Rai & Co. of Management.
6. Management - LM .Prasad.
7. Super Highway: Bill Gates Foundation
8. Makers of Modern India - NBT Publishers
9. Indian Business leaders

## Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Business Management I

Course: Business Management I

Course Code: UCBM231

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
CO 1	3	2			
CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				3	
CO 7					3

### Justification for the Mapping

#### PO1: Knowledge and Critical Thinking

CO1: Students will demonstrate proficiency in acquainting and transforming managerial skills and techniques in their day to day life.

CO2: Students will develop a deep understanding of different levels of management solve complex practical work.

CO3: Students will knowledge of basic concepts and terminologies of business management.

#### PO2: Communication skills

CO1: Students will apply their knowledge of various managerial skills to solve problems involving the organization.

CO2: Students will use their understanding of management levels to solve complex spatial problems.

CO3: Students will apply their knowledge of management procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of spheres to solve problems involving managerial issues and difficulties.

#### PO3: Independent learning

CO5: Students will apply their managerial skills effectively, analyse the concepts and participate in healthy arguments and portray skill in business management and in writing.

#### PO4: Leadership quality

CO6: Students will demonstrate the ability to understand their clients in their regular practice. This ability is essential for success in many different careers.

#### PO5: Teamwork

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

**CBCS Syllabus for S.Y. B.Com. Semester III  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: UCCL231
<b>Course Title</b>	: Elements of Company Law I
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To develop general awareness of elements of company law among the students.
2. To understand the Companies Act 2013 and its provisions.
3. To have a comprehensive understanding about the existing law on formation of new company in India.
4. To create awareness among the students about legal environment relating to the company law.
5. To acquaint the students on e-commerce, e-governance and e-filing mechanism relating to companies.
6. To enhance capacity of learners to seek the career opportunity in corporate sector.
7. To apprise the students of new concepts involving in company law regime.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic definitions and terminologies of company law.  
CO2: Know about different provisions and sections of company act 2013.  
CO3: Aware about the new amendments in the company law and related provisions.  
CO4: Instils the knowledge about the different types of acts and laws applicable to business.  
CO5: Impart the knowledge of importance of legal aspects and its day to day application.  
CO6: Know about the online platforms of company law used in the business.  
CO7: Acquaint with the use and importance with the new online portal under company law.

**Topics and Learning Points**

**UNIT 1: Introduction to Company and The Company Act 2013** **12 Lectures**

1.1 Background and Features of company the Companies Act, 2013

1.2 Company: Meaning, Nature and Characteristics of Company

1.3 Types of Companies: On the basis of mode of formation, Number of members, liability and Control, Public and Private Companies: Distinction, Advantages, Disadvantages,



#### 1.4 Other kinds of Companies: One Person Company, Charitable

Companies, Dormant Company, Sick Company, Small Company, Listed Company, Foreign Company

### **UNIT 2: Formation and Incorporation of a company**

**12 Lectures**

#### 2.1 Stages in the Formation and Incorporation.

1. Promotion: Meaning of the term 'Promoter' / Promoter Group - Legal Position of Promoters, Pre-incorporation contracts.
2. Registration/ Incorporation of a company: - Procedure, Documents to be filed with ROC. Certificate of Incorporation Effects of Certificate of Registration.
3. Capital Subscription / Raising of Capital
4. Commencement of business

### **UNIT 3: Capital of the Company**

**12 Lectures**

- 3.1 Memorandum of Association: Meaning and importance- Form and contents- Alteration of memorandum.
- 3.2 Articles of Association: Meaning, Contents and form of Articles- Alteration of Articles- Doctrine of Constructive Notice, Doctrine of Indoor Management.
- 3.3 Prospectus: Meaning, Contents, Statutory requirements in relation to Prospectus- Deemed Prospectus- Shelf prospectus - Statement in lieu of prospectus- Misstatement in a prospectus and Liabilities for Mis-statement

### **UNIT 4: Capital of the company**

**12 Lectures**

#### 4.1 Various Modes for Raising Share Capital

Private placement, public issue, rights issue, bonus shares, ESOS, Sweat Equity Shares,

- 4.2 Allotment of Shares: Meaning- - Statutory provisions for allotment, improper and irregular allotment Consequences of irregular allotment.
- 4.3 Calls On Shares: Meaning- Requisites of a valid call Calls in advance,
- 4.4 Share Certificates: Meaning, Provisions regarding issue of share certificates - Duplicate Share Certificate.

### **References:**

1. Company Law Procedure K.V.Shanbhogue Bharat Law House
2. Company Procedures and Registrar of Companies M.L.Sharma Tax Publishers
3. Company Law Procedures S.Kannan, V.S.SowrirajanTaxmann
4. Concise Commentary on companies Act Mamta Bhargava Shreeji Publishers
5. Company Law & Secretarial Practice Dr.K.R.Chandratre Bharat Law House
6. Guide to Memorandum, Articles and Incorporation of Companies M.C.Bhandari, R.D.Makheeja Wadhwa & Company

7. Company Rules & Forms Bhargava & Bhargava Taxmann
8. Company Law Practice Manual Adesh Ojha & Other The Tax Publishers
9. Guide to Company Law Procedure M.C.Bhandari Wadhwa & Company
10. Guide to the Companies Act A.Ramaiya Wadhwa & Company

## Mapping of Program Outcomes with Course Outcomes

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

**Subject:** Elements of Company Law I

**Course:** Elements of Company Law I

**Course Code:** UCCL231

**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
CO 1	3	2			
CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				2	
CO 7					3

### Justification for the Mapping

**PO1: Knowledge and Critical Thinking**

CO1: Students will demonstrate proficiency in acquainting and transforming legal aspects and procedures in their professional life.

CO2: Students will develop a deep understanding of different sections and rules solve complex practical work.

CO3: Students will master the regular practice by understanding the tools and techniques of company law in their organization.

**PO2: Communication skills**

CO1: Students will apply their knowledge of various legal skills to solve problems involving the organization.

CO2: Students will use their understanding of company act to solve complex spatial problems.

CO3: Students will apply their knowledge of company law procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of spheres to solve problems involving judicial issues and difficulties.

**PO3: Independent learning**

CO5: Students will apply their legal skills effectively, analyse the concepts and participate in healthy arguments and portray skill in business management and in writing.

**PO4: Leadership quality**

CO6: Students will demonstrate the ability to understand their clients in their regular practice by applying legal and company act knowledge. This ability is essential for success in many different careers.

**PO5: Teamwork**

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

REV.  
K-12-2023

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCBC241
<b>Course Title</b>	: Business Communication II
<b>No. of Credits</b>	: 03 Credits (Theory)
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To understand the concept, process and importance of modern communication means.
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 media of communication.
5. To develop business communication skills through the application and exercises.
6. To describe the concept, process and importance of business letters.
7. To instils the knowledge about new technologies business communication and its application in business organization.

**Course Outcomes:**

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

- CO1. Impart the knowledge of basic terminologies of business letters.
- CO2. Know about different types and drafts of business letters.
- CO3. Aware about the new trends in the process of communication at large.
- CO4. Instils the knowledge about the different types of reports and use of computer in business communication.
- CO5. Impart the knowledge of importance of communication technologies and its day to day application.
- CO6. Know about the resume writing and job application letter in their professional life.
- CO7. Acquaint with the use and importance with the new social media platforms of communication.

**Topics and Learning Points**

**UNIT 1: Types and Drafting of Business Letters**

**12 Lectures**

Types and Drafting of Business Letters:

1.1 Enquiry Letters

- 1.2 Replies to Enquiry Letters
- 1.3 Order Letters
- 1.4 Credit and Status Enquiries
- 1.5 Sales Letters
- 1.6 Complaint Letters
- 1.7 Collection Letters
- 1.8 Circular Letters

**UNIT 2: Report writing and internal correspondence** **12 Lectures**

- 2.1 Introduction, Meaning and Essential elements of Report writing
- 2.2 Types of Reports
- 2.3 Internal Correspondence:
  - a) Office Memo (Memorandums)
  - b) Office Orders
  - c) Office Circulars
  - d) Form Memos or Letters
  - e) Press Releases

**UNIT 3: Recent Trends in Business Communication** **12 Lectures**

- 3.1 Internet: Email, Websites,
- 3.2. Social Media Network (Twitter, Face book, LinkedIn, You tube, WhatsApp) , Google Doc, Google Form, Google Sheet, Google Slide, Google Class Room, Online Conference, Video conferencing, Meeting through Zoom App, Google meet App ,Cisco Webex meetings App.

**UNIT 4: Writing Formal mail and Blog Writing** **12 Lectures**

- 4.1: Essential elements of mail, Format of mail
- 4.2: Introduction and meaning of Blog, Writing a blog

**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.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasishth Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

## Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Business Communication II

Course: Business Communication II

Course Code: UCBC241

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
CO 1	3	2			
CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				2	
CO 7					3

### Justification for the Mapping

**PO1: Knowledge and Critical Thinking**

CO1: Students will demonstrate proficiency in acquainting and transforming communication skills and internal correspondence in their day to day life.

CO2: Students will develop a deep understanding of drafts of business letters to solve complex practical work.

CO3: Students will master the regular practice by understanding the drafting of business letters in their organization.

**PO2: Communication skills**

CO1: Students will apply their knowledge of various reports writing to solve problems involving the organization.

CO2: Students will use their understanding of new technologies in communication systems of to solve complex spatial problems.

CO3: Students will apply their knowledge of social media platforms in business communication and procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of spheres to solve problems involving different letters of applicable to business.

**PO3: Independent learning**

CO5: Students will apply their communication skills effectively, analyse the concepts and participate in healthy arguments and portray skill in communication and in writing in the form of social media.

**PO4: Leadership quality**

CO6: Students will demonstrate the ability to understand their clients in their regular practice. This ability is essential for success in many different careers.

**PO5: Teamwork**

CO6: Students will apply knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large in the form of team work.

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCBCSEC3
<b>Course Title</b>	: Business Communication II (Practical)
<b>No. of Credits</b>	: 02 Credits (Practical)
<b>No. of Teaching Hours</b>	: 30

**Course Objectives:**

1. To develop awareness of the complexity of the communication process.
2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.
3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups.
4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centred manner.
5. To enable students to understand the nature and purpose of routine and persuasive business correspondence
6. To develop ability to communicate effectively with the help of electronic media.
7. To instils the knowledge about new technologies business communication and its application in business organization.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic terminologies of business letters.
- CO2: Know about different types and drafts of business letters.
- CO3: Aware about the new trends in the process of communication at large.
- CO4: Instils the knowledge about the different types of reports and use of computer in business communication.
- CO5: Impart the knowledge of importance of communication technologies and its day to day application.
- CO6: Know about the resume writing and job application letter in their professional life.
- CO7: Acquaint with the use and importance with the new social media platforms of communication.

**UNIT 1: Preparing a draft of Business Letter**

**10 Lectures**

- 1.1. Different drafts of business letters should be taken under this topic.
- 1.2. A teacher should brief about different drafts of business letters in the class as per the syllabus.
- 1.3. A teacher should make aware about the demo drafts of business letters in the class.
- 1.4. Students should make demo drafts of below mentioned letters:
  - Enquiry Letter
  - Reply to enquiry Letter
  - Order Letter
  - Any other topic
- 1.5. Students should maintain this activity in the practical journal provided by the institution.

**UNIT 2: Writing of Report**

**10 Lectures**

- 2.1 Report writing activity of the students should be conducted under this topic.
- 2.2 A teacher should brief about different drafts of reports in the class.
- 2.3 A teacher should ask students to write reports for the activities held in college.
- 2.4 Students can write reports of below mentioned activities.
  - Induction Programme
  - Youth Festival
  - Annual Prize Distribution
  - Any other relevant topic
- 2.5 Students should maintain this activity in the practical journal provided by the institution.

**UNIT 4: Application of New Technologies in Communication**

**10 Lectures**

- 3.1 A survey activity should be conducted in this topic on the topic New Technologies adopted by the local firms as business tool.
- 3.2 A teacher should brief students about New Technologies adopted by the local firms as business tool.
- 3.3 A teacher should ask students to make their own survey individually or in a group.
- 3.4 A teacher should ask students to conduct survey about new technologies adopted by the local firms as business tool
- 3.5 Students should maintain this activity in the practical journal provided by the institution.

**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.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.
10. Vasishth Neeru & Rajput Namita (2006), "Business Communication", Kitab Mahal, Allahabad.

## Mapping of Program Outcomes with Course Outcomes

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

**Subject:** Business Communication II (Practical)

**Course:** Business Communication II (Practical)

**Course Code:** UCBCSEC3

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

<b>Programme Outcomes (POs)</b>					
<b>Course Outcomes</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
CO 1	3	2			
CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				2	
CO 7					3

### Justification for the Mapping

**PO1: Knowledge and Critical Thinking**

CO1: Students will demonstrate proficiency in acquainting and transforming communication skills and internal correspondence in their day to day life.

CO2: Students will develop a deep understanding of drafts of business letters to solve complex practical work by conducting survey.

CO3: Students will master the regular practice by understanding the drafting of business letters in their organization.

**PO2: Communication skills**

CO1: Students will apply their knowledge of various reports writing to solve problems involving the organization.

CO2: Students will use their understanding of new technologies in communication systems of to solve complex spatial problems.

CO3: Students will apply their knowledge of social media platforms in business communication and procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of spheres to solve problems involving different letters of applicable to business.

**PO3: Independent learning**

CO5: Students will apply their communication skills effectively, analyse the concepts and participate in healthy arguments and portray skill in communication and in writing in the form of social media.

**PO4: Leadership quality**

CO6: Students will demonstrate the ability to understand their clients in their regular practice. This ability is essential for success in many different careers.

**PO5: Teamwork**

CO6: Students will apply knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large in the form of team work.

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCBM241
<b>Course Title</b>	: Business Management II
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

- 1.To enable students about the basic motivational tools used in the field of management.
- 2.To make students aware about how leadership influences organizational success.
- 3.To make them understand about the significance of coordination and control in modern business management.
- 4.To provide an understanding about various emerging trends in management.
- 5.To provide them tools and techniques to be used in the performance of the managerial job.
- 6.To provide knowledge of various skills applying in business management.
- 7.To develop business management skills through the application and exercises.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic concepts and terminologies of motivation business management.
- CO2: Know about different types and techniques control in management.
- CO3: Aware about the new trends in the process of management at large.
- CO4: Instils the knowledge about the different types of leadership management and use of computer in management.
- CO5: Impart the knowledge of importance of disaster management and its day to day application.
- CO6: Know about the social media platforms of management of change used in the business.
- CO7: Acquaint with the use and importance with the new social media platforms of management and corporate governance.

**UNIT 1: Motivation**

**12 Lectures**

- 1.1 Meaning, Importance and Theories of motivation
- 1.2 Types of Motivation
- 1.3 Maslow's Need Hierarchy Theory
- 1.4 Herzberg's Two Factor Theory
- 1.5 Douglas MC Gregor's Theory of X and Y
- 1.6 Ouchi's Theory Z

**UNIT 2: Leadership Skills**

**12 Lectures**

- 2.1 Meaning, Importance, Qualities and Functions of a leader
- 2.2 Leadership styles for effective management
- 2.3 Contribution of Mahatma Gandhi, Dr. Babasaheb Ambedkar and Pt. Jawaharlal Nehru in leadership.
- 2.4. Contribution of Women leaders: Sudha Murthy and Kiran Mujumdar Shaw

**UNIT 3: Coordination and Control**

**12 Lectures**

- 3.1 Meaning and need of coordination and control
- 3.2. Techniques and difficulties in establishing coordination and control
- 3.3 Relation between Planning and Control
- 3.4 Steps in the process of control and its techniques

**UNIT 4: Emerging Trends in Business Management**

**12 Lectures**

- 4.1 Meaning and Need of Corporate Social Responsibility and examples
- 4.2 Corporate Governance and Corporate Citizenship
- 4.3 Disaster Management
- 4.4 Management of Change

**References:**

1. Principles of Management - Koontz & O'Donnel
2. The Management Process - R S Davar
3. Essentials of Management - Koontz & O'Donnel Tralel McGraw Hill Publishing House
4. Business Administration - Mritunjoy Banerjee
5. Principles & Practice - T N Chhabra, Dhanapat Rai & Co. of Management.
6. Management - LM .Prasad.
7. Super Highway: Bill Gates Foundation
8. Makers of Modern India - NBT Publishers
9. Indian Business leaders

## Mapping of Program Outcomes with Course Outcomes

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

**Subject:** Business Management II

**Course:** Business Management II

**Course Code:** UCBM241

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

<b>Programme Outcomes (POs)</b>					
<b>Course Outcomes</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>
CO 1	3	2			
CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				3	
CO 7					3

### Justification for the Mapping

**PO1: Knowledge and Critical Thinking**

CO1: Students will demonstrate proficiency in acquainting and transforming motivational skills and techniques in their day to day life.

CO2: Students will develop a deep understanding of different levels of management solve complex practical work.

CO3: Students will master the regular practice by understanding the leadership techniques of management in their organization.

**PO2: Communication skills**

CO1: Students will apply their knowledge of various managerial skills to solve problems involving the organization.

CO2: Students will use their understanding of management coordination and problem solving to solve complex spatial problems at the stage of origin.

CO3: Students will apply their knowledge of management procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of new trends in management to solve managerial issues and difficulties.

**PO3: Independent learning**

CO5: Students will apply their managerial skills effectively, analyse the concepts and participate in healthy arguments and portray skill in business management and in writing.

**PO4: Leadership quality**

CO6: Students will demonstrate the ability to understand their clients in their regular practice. This ability is essential for success in many different careers.

**PO5: Teamwork**

CO6: Students will apply knowledge of with leadership skills and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**CBCS Syllabus for S.Y. B.Com. Semester IV  
(2022 Pattern)**

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S.Y. B.Com
<b>Semester</b>	: IV
<b>Course Code</b>	: UCCL241
<b>Course Title</b>	: Elements of Company Law II
<b>No. of Credits</b>	: 03
<b>No. of Teaching Hours</b>	: 48

**Course Objectives:**

1. To develop general awareness among the students about management of company.
2. To have a comprehensive understanding about Key managerial Personnel of company and their role in Company administration.
3. To acquaint the students about e-governance and e-filing under the Companies Act, 2013.
4. To equip the students about the various meetings of Companies and their importance.
5. To make students capable of becoming good human resource of the corporate sector.
6. To impart the fundamental knowledge about e-governance and e-filing with the students.
7. To update the knowledge of provisions about board of directors of the Companies Act of 2013.

**Course Outcomes:**

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

- CO1: Impart the knowledge of basic definitions and terminologies of company law.
- CO2: Know about different provisions and sections of company act 2013.
- CO3: Aware about the new amendments in the company law related to company meeting and board meeting.
- CO4: Instils the knowledge about the different types of acts and laws applicable to business.
- CO5: Impart the knowledge of importance of legal aspects and its day to day application.
- CO6: Know about the online platforms of company law and e-portal used in the business.
- CO7: Acquaint with the use and importance with the new online portal under company law.

**Topics and Learning Points**

**UNIT 1: Management of Company**

**12 Lectures**

- 1.1 Board of Directors: Definition, Powers, Restrictions, Prohibition on Board
- 1.2 Director: Meaning and Legal position of Directors, Types of Directors, Related Party Transactions (Sec.188)

1.3 Appointment of Directors, Qualifications and Disqualifications, Powers, Duties, Liabilities of Directors, Loans to Directors, Remuneration of Directors

**UNIT 2: Key Managerial Personnel (KMP)**

**12 Lectures**

2.1 Meaning, Definition and Appointments of Managing Director, Whole Time Director, Manager, Company Secretary

2.2 Company Secretary (CS)- Term of office/ Tenure of appointment, Role of Company secretary

2.3 Distinction between Managing Director, Manager and Whole Time Director - Role (Powers, Functions of above KMP)

2.4. Corporate Social Responsibility (CSR) [U/S 135] – Concept who is Accountable, CSR Committee, Activities under CSR

**UNIT 3: Company Meetings**

**12 Lectures**

3.1 Board Meeting – Meaning and Kinds

3.2 Conduct of Meetings - Formalities of valid meeting [Provisions regarding agenda, notice, quorum, proxies, voting, resolutions (procedure and kinds) minutes, filing of resolutions, Virtual Meeting]

3.3. Meeting of Share Holders General Body Meetings, Types of Meetings A. Annual General Meeting (AGM), (Sec.96 to 99) B. Extraordinary General Meeting (EOGM).(Sec.100)

3.4. Provisions regarding convening, constitution, conducting of General Meetings contained in Sec.101 to 114

**UNIT 4: E-Governance and Winding up of a company**

**12 Lectures**

4.1 E Governance –meaning, Importance of E Governance

4.2 E Filing – Basic concept of MCA, E- Filing

4.3 Winding –up: Meaning of winding-up, Dissolution of company, Conceptual understanding of winding-up by the Tribunal,

4 4 Compulsory winding-up, Members' voluntary winding-up, Creditors' voluntary winding-up

**References:**

1. Company Law Procedure K.V.Shanbhogue Bharat Law House
2. Company Procedures and Registrar of Companies M.L.Sharma Tax Publishers
3. Company Law Procedures S.Kannan, V.S.SowrirajanTaxmann
4. Concise Commentary on companies Act Mamta Bhargava Shreeji Publishers
5. Company Law & Secretarial Practice Dr.K.R.Chandratre Bharat Law House
6. Guide to Memorandum, Articles and Incorporation of Companies M.C.Bhandari, R.D.Makheeja Wadhwa & Company
7. Company Rules & Forms Bhargava & Bhargava Taxmann
8. Company Law Practice Manual Adesh Ojha & Other The Tax Publishers
9. Guide to Company Law Procedure M.C.Bhandari Wadhwa & Company
10. Guide to the Companies Act A.Ramaiya Wadhwa & Company

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CO 2	3	2			
CO 3	3	2			
CO 4		2			
CO 5			2		
CO 6				2	
CO 7					3

#### Justification for the Mapping

**PO1: Knowledge and Critical Thinking**

CO1: Students will demonstrate proficiency in acquainting and transforming company legal aspects and procedures in their professional life.

CO2: Students will develop a deep understanding of different sections and rules solve complex practical legal issues.

CO3: Students will master the regular practice by understanding the provisions of company law in their organization.

**PO2: Communication skills**

CO1: Students will apply their knowledge of various legal matters to solve problems involving the organization.

CO2: Students will deal with their understanding of company act 2013 to solve complex spatial problems.

CO3: Students will apply their knowledge of company law procedures to solve problems involving the routine matters and issues.

CO4: Students will use their understanding of spheres to solve problems involving judicial and legal issues and difficulties.

**PO3: Independent learning**

CO5: Students will apply their legal skills effectively, analyse the concepts and participate in healthy arguments and portray skill in business management and in writing.

**PO4: Leadership quality**

CO6: Students will demonstrate the ability to understand their clients in their regular practice by applying legal and company act knowledge. This ability is essential for success in many different careers.

**PO5: Teamwork**

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