

S Y. B. Com

Semester - III

**Business Entrepreneurship I (Special Paper - I)**

(Proposed Syllabus)

Course Code – 23-COB236 (a)

No. of Credits: - 4

(Theory 3 +Practical 1)

**Objectives of the course:**

- 1) To understand the creativity and innovation required or necessary in the entrepreneurship.
- 2) To study Business ethics and social responsibilities of business.
- 3) To study different types of Entrepreneurship.

Unit No.	Unit Title	Contents	Purpose Skills to be Developed
1	Creativity and Innovation.	<b>Creativity-</b> Meaning, Creativity Process, Techniques and Tools of Creativity. <b>Innovation-</b> Meaning, Sources of Innovation- Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.	Students should understand concept of Creativity and Innovation. Importance of creativity and Innovation in Entrepreneurship Development.
2	Business Ethics and Social Responsibilities of Business	Business Goals-Types of Goals Business Ethics- Importance Social Responsibilities – Meaning, Responsibilities towards Stakeholders, Investors, Employees- Government and Society at Large. Social Audit – Concept, Advantages and Limitations. Brief Introduction to Corporate Governance	Students should know ethics to be followed in business as well as responsibilities towards various stakeholders of business.





Group Entrepreneurship	Concept- Meaning and Significance- Individual Entrepreneurship V/s Group Entrepreneurship. Advantages and Disadvantages of Group Entrepreneurship. Self Help Group- Definition, Meaning and Evolution- Administration Functions and Operation of SHG's	Students should be able to understand advantages and disadvantages of group entrepreneurship and working of self-help groups.
4 Women Entrepreneurship and Social Entrepreneurship.	Qualities of a Good Social Entrepreneur Social Innovation Management of Social Enterprises Promises and Perils of Social Enterprises Role of women in society Government Schemes Benefits of Women Entrepreneurs Challenges to Women Entrepreneurs Women Empowerment through Entrepreneurship	Students should know history and current status of women and social entrepreneurship. Students should be informed of various schemes available.

### Teaching Methodology

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Business planning models (Product Development, Market Research)	Related videos and PPT	Assign small business models, producer project(s) to students to understand them with the 360 degree of the business.	Students will be able to do the SWOT analysis of their business model.
2	12	Conducting survey and collecting information of practices followed by the nearby organizations of business ethics and social responsibility	Annual Reports of the companies. Videos, PPTs.	Assign small projects in individual or in group.	Students will practically study the practices followed by the organizations.
3	12	Collecting necessary information through various resources.	Related videos and PPT	Visit To Self Help Group.	Student will understand working of Self Help Group.





12	Collecting information through various resources	Related PPT and Videos on Global scenario of Social and Women entrepreneurship.	Collection of data on Social and Women entrepreneurship.	Students will know pros and cons of Social and Women Entrepreneurship.
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### References

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House	New Delhi
2	Dynamics of Entrepreneurship Development and Management	Desai Vasant	Himalaya Publishing House	New Delhi
3	Entrepreneurial Development	Khanka S.S.	S. Chand	New Delhi
4	Entrepreneurial Development	Gupta, Shrinivasan	S. Chand	New Delhi
5	Udyog	--	UdyogSanchalaya	Mumbai
6	Indian Economy	RuddarDatt, K.P.M. Sundharam	S. Chand	New Delhi



**S.Y.B.COM**  
**Semester-IV**  
**Business Entrepreneurship - II**

**Course Code: - 23-COB246(a)**      **No. of Credits :- No. of Credits: - 4**      **(Theory 3+Practical 1)**

**Objectives of the Course:**

- 1) To make students aware about challenges in Entrepreneurship Development
- 2) To generate entrepreneurial inspiration through study of successful Entrepreneurs.
- 3) To familiarize students about fundamentals of Entrepreneurship.

Unit No.	Unit Title	Contents	Purpose Skills to be developed
1	Role of Service Sector in National Economy.	Types of Service Ventures, Service Industry Management, Success Factors in Service Ventures, Opportunities in Service Industry in Rural and Urban Areas, Distinction between Service Industry and Manufacturing Industries.	Students should understand various opportunities in service sector. Success factors in service industry.
2	Challenges in Entrepreneurship Development	Social, Cultural, Educational, Political, Economical, challenges. International Situation, Cross Cultural Aspects. Challenges of Globalization. <u>Effect of Corona Virus on Entrepreneurship.</u>	Students should be able to understand challenges posed by changing business environment and how to overcome it.





3	Theories of Entrepreneurship	Schumpeter – Theory of Innovation Peter Drucker- Theory of opportunity Max Weber- Theory of Entrepreneurial Growth McClelland- Theory of Motivation Economic Theory of Entrepreneurship.	Students will gain knowledge of fundamentals of Entrepreneurship.
4	Stories of Successful Entrepreneurs.	Mr. Radhakishan Damani (D Mart) Mr. Ritesh Agarwal (OYO Hotels) Mr. Sanjeev Bhikchandani (Naukri.com) Mumbaiche Dabewale Mr. Ratan Tata.	Students will learn real stories of well-known entrepreneurs. It will inspire them to start their enterprises and become entrepreneurs.

Teaching Methodology- S.Y.B.Com Semester-IV BE II Special paper I

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Small research on field market survey.	Related videos and PPT,	A group of 3 to 5 students will visit service enterprises. And find out success factors of service units.	Inspire students to start service enterprises.
2	12	Conducting survey and collecting information of the challenges (internal and external) in the entrepreneurship development	Interviews of Entrepreneurs videos, Films.	Assign small projects in individual or in group	Students will practically study the Challenges in entrepreneurship development.
3	12	Study of contribution of various theories. Collecting information through available literature.	Literature Review	Group of students will make presentation on various theories.	Students will gain fundamental knowledge of Entrepreneurship.



4	12	Collecting detail information of entrepreneurs and enterprise through available literature, news, reports, etc.	Biographical videos or CDs of entrepreneurs and enterprises	Prepare a small project on at least one entrepreneur to study its 360 degree.	Inspiration from study of Biographies to become entrepreneurs
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### References

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House	New Delhi
2	Dynamics of Entrepreneurship Development and Management	Desai Vasant	Himalaya Publishing House	New Delhi
3	Entrepreneurial Development	Khanka S.S.	S. Chand	New Delhi
4	Entrepreneurial Development	Gupta, Shrinivasan	S. Chand	New Delhi
5	Udyog	--	Udyog Sanchalaya	Mumbai
6	Indian Economy	Ruddar Datt, K.P.M. Sundharam	S. Chand	New Delhi



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**Subject: Marketing Management**

**Programme: S.Y.B.Com, Semester: III**

**Course Code: 23-COB236(d)**

### Objective of the Course

1. To introduce the concept of Marketing Management.
2. To give the students the basic knowledge of Marketing Management to be a successful modern marketer.
3. To inculcate knowledge of various aspects of marketing management through practical approach.
4. To interpret the issues in marketing and their solutions by using relevant theories of marketing management.

Unit No.	Unit Title	Contents	Course outcomes
1	Elements of Marketing Management	1.1 Introduction 1.2 Meaning of Marketing Management 1.3 Nature & Scope of Marketing Management 1.4 Features of Marketing Management 1.5 Functions of Marketing Management 1.6 Components of Marketing Management	Student will get acquainted with the basics of Marketing Management.
		1.7 Problems of Marketing Management 1.8 Marketing Management Philosophy 1.9 Marketing Characteristics in Indian Context 1.10 Marketing Management Process	



2	<b>Marketing Planning</b>	<p>2.1 Introduction</p> <p>2.2 Meaning of Marketing Planning</p> <p>2.3 Definition of Marketing Planning</p> <p>2.4 Nature of Marketing Planning</p> <p>2.5 Scope of Marketing Planning</p> <p>2.6 Elements of Marketing Planning</p> <p>2.7 Importance of Marketing Planning</p> <p>2.8 Types Marketing Planning</p> <p>2.9 Principles behind Successful Planning</p> <p>2.10 Steps in Marketing Planning Process</p> <p>2.11 Constraints to Effective MarketingPlanning</p>	It will help them to implement the knowledge in practical situations by enhancing their skills in the field of Marketing.
3	<b>Marketing Strategy</b>	<p>3.1 <b>Marketing Strategy</b></p> <p>3.1.1. Introduction</p> <p>3.1.2 Concept of Strategy</p> <p>3.1.3 Meaning of Marketing Strategy</p> <p>3.1.4 Significance of Marketing Strategy</p> <p>3.1.5 Aim of Marketing Strategy</p> <p>3.1.6 Marketing Strategy Formulation</p> <p>3.1.7 Bases of Formulating Marketing Strategy</p> <p>3.1.8 Types of Marketing Strategy</p>	It will help students to know the preferences, likes and dislikes of the consumer which lead to the further modernization of the sales strategies by marketer





4	<b>Marketing Research</b>	<p>4.1 Introduction</p> <p>4.2 Meaning of Marketing Research</p> <p>4.3 Definition of Marketing Research</p> <p>4.4 Scope of Marketing Research</p> <p>4.5 Role of Marketing Research</p> <p>4.6 Marketing Research Agencies</p> <p>4.7 Marketing Information Vs. Marketing Research</p> <p>4.8 Objectives of Marketing Research</p> <p>4.9 Marketing Research Procedure</p> <p>4.10 Research Problem Definition</p> <p>4.11 Research Design</p> <p>4.12 Data Collection</p> <p>4.13 Sampling and Sampling Designs</p> <p>4.14 Probability Sampling Techniques</p> <p>4.15 Data Analysis</p> <p>4.16 Method of Reporting Research Findings</p>	To enable the students to study the effect of external environment on decision-making of the firm.
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**Subject: Marketing Management:**

**Programme: S.Y.B.Com, Semester: IV**

**Course Code: 23-COB246(d)**

**Subject: Trends in Marketing**

**Objective of the Course**

1. To create awareness and impart knowledge about the basics of Marketing Management which is the basic foundation of Marketing subject.
2. To orient the students in recent trends in marketing management.
3. To understand the concept of Green Marketing.
4. To enable students to apply this knowledge in practical by enhancing their skills in the field of Marketing.

Unit No.	Unit Title	Contents	Course Outcomes
	<b>1. Consumer Behaviour</b>	<b>1.1 Consumer Behaviour</b> <b>1.1.1</b> Introduction <b>1.1.2</b> Meaning of Consumer Behaviour <b>1.1.3</b> Definition of Consumer. <b>1.1.4</b> Scope of Consumer Behaviour <b>1.1.5</b> Determinants of Consumer Behaviour. <b>1.1.6</b> Concept of Motivation <b>1.1.7</b> Multivariable Models of Consumer Behaviour Behaviour <b>1.1.8</b> Buying Motives & Consumer Importance of Buying Motives	





2.	<b>Introduction to International Marketing</b>	<p>2.1 Introduction</p> <p>2.2 Meaning of International Marketing</p> <p>2.3 Definition of International Marketing</p> <p>2.4 Scope of International Marketing</p> <p>2.5 Objectives of International Marketing</p> <p>2.6 Facts of International Marketing</p> <p>2.7 Benefits of International Marketing</p> <p>2.8 Limitation of International Marketing</p> <p>2.9 Forces influencing International Marketing</p> <p>2.10 Forces restraining International Marketing</p> <p>Case Studies</p>	It will help them to gain a solid understanding of the theoretical and conceptual knowledge of International marketing.
3.	<b>Digital Marketing</b>	<p>3.1 Digital Marketing</p> <p>3.2 Introduction</p> <p>3.3 Meaning of Digital Marketing</p> <p>3.4 Definition of Digital Marketing</p> <p>3.5 Difference between Traditional Marketing &amp; Digital Marketing</p> <p>3.6 Digital Marketing Channels</p> <p>3.7 Search Engine Optimisation (SEO) Off- page Optimisation On- Page Optimization</p> <p>3.8 Social Media Marketing Facebook Marketing Twitter Marketing Google Marketing Video Promotion YouTube Marketing Pinterest Marketing Instagram Marketing</p> <p>3.9 Online Paid advertisement Google AdWords Facebook Ads Twitter Ads</p> <p>3.10 Email Marketing</p> <p>E-marketing: Meaning, Advantages and limitations</p> <p>3.11 Mobile App Marketing</p> <p>3.12 Web Analytics</p> <p>3.13 Content Marketing</p> <p>3.14 Affiliate Marketing</p> <p>3.15 Case studies</p>	



4	<b>Green Marketing</b>	<b>4.1 Introduction</b> <b>4.2 Meaning of Green Marketing</b> <b>4.3 Definition of Green Marketing</b> <b>4.4 Objectives of Green Marketing</b> <b>4.5 Importance of Green Marketing</b> <b>4.6 Strategies of Green Marketing</b> <b>4.7 Green marketing and consumer accountability</b> <b>4.8 Marketing mix of green marketing</b> <b>4.9 Principles of success of green products</b> Case studies	Students will understand how Green Marketing is necessary for marketers to use resources efficiently, so that organizational objectives are achieved without waste of resources.
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## CORE COURSE – V

### Subject: ELEMENTS OF COMPANY LAW

Course Code: 23-COB235

Total Credits: 03

#### Objectives of the Program

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.

Unit No	Unit Title	Contents	Skills
1.	The Companies Act, 2013: Introduction and Concept	<b>Company and its Formation</b> 1. Background and Features of company the Companies Act, 2013 2. Company: Meaning, Nature and Characteristics of Company. 3. Types of Companies: On the basis of mode of formation, Number of members, liability and Control, 4. Public and Private Companies: Distinction between Public and Private Companies, Privileges Conversion of Public into	Understand the concept of company and Equip the students with knowledge of nature and types of companies





		Private Company. Conversion of Private into Public Company. Types of Companies: Public Company Private Company One Person Company, Charitable Companies, Dormant Company, Sick Company, Small Company, Listed Company, Associate Company, MSME, Foreign Company and its business in India etc.	
2.	Formation and Incorporation of a Company	Formation and Incorporation of a Company: 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, Private Equity, Commencement of business	Acquaint the Students with Procedure of Formation of company.
3.	Principal Documents	Principal Documents: Documents relating to Incorporation and Raising of Capital: 1 Memorandum of Association: Meaning and importance- Form and contents- Alteration of memorandum. 2 Articles of Association: Meaning- Contents and form of Articles- Alteration of articles- Doctrine of constructive notice- Doctrine of Indoor Management. 3 Prospectus: Meaning, contents, Statutory requirements in relation to prospectus- Deemed Prospectus-	To make students understand the role and importance of various documents like Memorandum

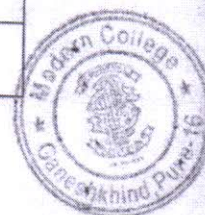




		Shelf prospectus – Statement in lieu of prospectus- Misstatement in a prospectus and Liabilities for Mis-statement.	
4.	E Governance and CSR	<p>E Governance and CSR</p> <p>1. E Governance –meaning, Importance of E Governance</p> <p>2.E Filing – Basic concept of MCA, E Filing</p> <p>3. Corporate Social Responsibility (CSR) [U/S 135] – Concept who is Accountable, CSR Committee, Activities under CSR,</p> <p>4. Company <del>Comparison</del> overview <i>Compliance</i></p>	<p>To be able to appreciate the emerging E Governance and E-filing under the Companies Act, 2013.</p> <p>To understand the provision related to CSR</p>

#### References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	The Companies Act with Rules	Taxmann	Tan Prints (India) Pvt. Ltd. Jhajjar	Chandigarh
2	The Companies Act, 2013	Bharat	Bharat Law House Pvt. Ltd.	Delhi
3	Company Law- A Comprehensive Text Book on Companies Act 2013	Dr. G.K. Kapoor & Dr. Sanjay Dhamija	Taxmann Publications Pvt Ltd	Delhi
4	Company Law	Dr S R Meyani	Asia Law House	Mumbai
5	Company Law by Kaydyachi Olakha	K Shriram	Aarti & Co.	Mumbai
6	Guideto Memorandum Articles & Incorporation of Companies	Bhandari & Makheeja	Lexis Nexis	Mumbai
7	Elements of Company Law	Arun Gaikawad , Chandrakant Chaudhari	Bibha	Pune
8	Elements of Company Law	Prakash	Nirali Prakashan	Pune





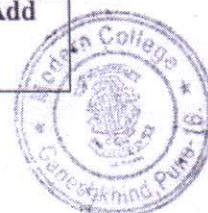
9	E-Commerce: Legal Compliance	Pratima Narayan	Eastern	Mumbai
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#### Teaching Methodology:

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	The Companies Act 2013 Document , PPT, Narration , Survey Analysis Article review	You Tube clips about the Companies Act 2013.	Report Review	Acquaint with knowledge and maturity to understand Company law 2013
2	12	Project making , jingles, slogan , Quiz Competition,	Use of You tube, Review of Movie on relevant topic	New Emerging Issues in Principle documents of company	To Acquaint knowledge and application of formation and incorporation of Company
3	12	Case study, Poster making, Interview with Company secretary	Case Analysis, format of principal documents of the company ,	Recent provisions of law and salient feature of principal documents of company.	To understand the knowledge about the principal documents of the company.
4	12	Virtual Learning, Group Discussion, Assignments on share capital, Interview of Corporate lawyer	Film on capital raising procedure, Internet precautions	Project on share capital of the company	To inculcate skills and knowledge about the share capital of the company

#### Methods of Evaluations

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
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Unit - I	Continuous Evaluation,	Written Exam	Seminar on The Companies Act, 2013
Unit - II	Continuous Evaluation,	Written Exam	Awareness program
Unit - III	Continuous Evaluation,	Written Exam	Visit to company secretary's office
Unit - IV	Continuous Evaluation,	Written Exam	Awareness program





**CORE COURSE – V**

**Subject: ELEMENTS OF COMPANY LAW-II**

**Course Code: 23-COB245**

**Total Credits: 03**

Depth of the program – Fundamental Knowledge

**Objectives of the Program**

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 Filling 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.

N o	Unit Title	Contents	Purpose Skills to be developed
1	Capital of the Company	Capital of the Company 1. Equity Share Capital: Meaning, Structure – Definition, 2. Preference share capital Meaning, Nature and Kinds Preference Shares. 3. Various Modes for	To give Comprehensive insight about the capital of Company and various aspects of shares.





		<p>Raising of Share Capital including private placement, public issue, rights issue, Bonus shares, ESOP, Sweat Equity Shares, Buy-back of shares.</p> <p><u>4. Venture Capital, Seed Capital, Angel Capital and Private Equity</u></p>	
2	<p>Management of Company</p> <p>II</p> <p>I</p>	<p>Management of Company:</p> <ol style="list-style-type: none"> <li>1. Board of Directors: Definition, Powers, Restrictions, Prohibition on Board.</li> <li>2. Director: Meaning and Legal position of Directors, Types of Directors, Related Party Transactions (Sec. 188)</li> </ol> <p>Appointment of Directors, Qualifications and Disqualifications, Powers, Duties, Liabilities of Directors, Loans to Directors, Remuneration of Directors</p>	To Equip the students with procedure and practices related to Directors.
3	Key Managerial Personnel (KMP)	<p>Key Managerial Personnel (KMP) (U/S 203)</p> <ol style="list-style-type: none"> <li>1. Meaning, Definition and Appointments of Managing Director, Whole Time Director, Manager, CS</li> <li>2. Company Secretary (CS)- Term of office/ Tenure of appointment, Role of Company secretary</li> <li>3. Distinction between Managing Director, Manager and Whole Time Director - Role (Powers, Functions of above KMP)</li> </ol>	To have Comprehensive understanding about the Key Managerial Person.
4	Company Meetings	<p>Company Meetings:</p> <ol style="list-style-type: none"> <li>1. Board Meeting – Meaning and Kinds</li> <li>2. Conduct of Meetings</li> </ol>	To acquaint students about the Meeting Procedures.





		<p>- Formalities of valid meeting [Provisions regarding agenda, notice, quorum, proxies, voting, resolutions (procedure and kinds) minutes, filing of resolutions, Virtual Meeting]</p> <p>3. Meeting of Share Holders General Body Meetings, Types of Meetings A. Annual General Meeting (AGM), (Ss.96 to 99) B. Extraordinary General Meeting (EOGM). (Sec.100)</p> <p>Provisions regarding convening, constitution, conducting of General Meetings contained in Ss.101 to 114</p>	
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**References :-**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	The Companies Act with Rules	Taxmann	Tan Prints (India) Pvt. Ltd. Jhajjar	Chandigarh
2	The Companies Act, 2013	Bharat	Bharat Law House Pvt. Ltd.	Delhi
3	Company Law-A Comprehensive Text Book on Companies Act 2013	Dr. G.K. Kapoor & Dr. Sanjay Dhamija	Taxmann Publications Pvt. Ltd	Delhi
4	Company Law	Dr S R Meyani	Asia Law House	Mumbai
5	Company Kaydyachi Olakha	K Shriram	Aarti & Co.	Mumbai
6	Guide to Memorandum, Articles &	Bhandari & Makheeja	Lexis Nexis	Mumbai





	Incorporation of Companies			
7	Elements of Company Law	Arun Gaikawad , Chandrakant Chaudhari	Bibha	Pune
8	Elements of Company Law	Prakash	Nirali Prakashan	Pune
9	E-Commerce: Legal Compliance	Pratima Narayan	Eastern	Mumbai

### Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1.	12	Document , PPT, Narration, , Survey Analysis, Article review	You Tube about Company Management	Report, Review on management of company	To Acquaint knowledge and maturity to understand Company management.
2.	12	Project making, , jingles, slogan, Quiz Competition, , Interview with Company secretary	Use of You tube, Review of Movie	Article review on new Emerging issues in CSR of company	To Acquaint with knowledge and role of key managerial person of the Companies and Rules about CSR.
3.	12	Street play, Case study, Poster making, Mock AGM.	Case Analysis, valid meetings	Recent Laws and salient features of meetings of company.	To get training into various types of meeting and procedure.
4.	12	Group Discussion, Assignments on e- governance and e-filing, Interview of lawyer	Film on E-governance procedure and case study of winding up	Project on winding – up of company and E- governance	To enhance skills and knowledge about the E-governance of the company and winding-up of the Company





### Methods of Evaluations

Subject	Internal Evaluation	External Evaluation	Suggested Add on Course
Unit – I	Continuous Evaluation,	Written Exam	Seminar on legal aspects on starting business
Unit – II	Continuous Evaluation,	Written Exam	Awareness program
Unit – III	Continuous Evaluation,	Written Exam	Visit to IPR Websites
Unit – IV	Continuous Evaluation,	Written Exam	Awareness program



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**Progressive Education Society's  
Modern College of Arts, Science and Commerce, Ganeshkhind,  
Pune - 16**

**S Y B Com (Semester III) (Choice Based Credit System)**

**Subject: Business Communication-I      Course Code: 23-COB**

**234**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

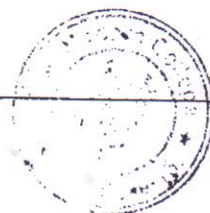
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**Objectives of the Course:**

- To understand the concept, process and importance of communication.
- To acquire and develop good communication skills for internal correspondence in business.
- To equip the students with life skills.
- To develop business communication skills through the application and exercises.

**Medium of Instruction: English**

Unit No.	Unit Title	Contents	Skills to be developed
1.	Basics of Business Communication	Introduction, Meaning, Definition, Characteristics, Importance, Principles, Process of communication, Barriers to communication & Remedies to overcome barriers.	Conceptual Clarity and understanding the Meaning, Characteristics and Importance of communication. To understand the Principles and Process of communication To understand Barriers to communication
2.	Methods and Channels of Communication	Methods of Communication : Verbal (Oral and Written Communication), Non-Verbal Communication (Graphs, Charts, Diagrams, Sign, Symbol, Color, Gesture, Posture, Facial expression, Eye contact) Channels of Communication : Formal Channels (Vertical, Horizontal, Diagonal Channels)	To understand the methods of communication





		Informal Channels (Grapevine, Single Strand, Gossip Chain, Probability Chain, Cluster Chain)	
3.	Presentation Skills and Life skills	<p>Presentation Skills : Principles of effective public speaking, Formal Speech, Oral Presentations, Presentations using visual aids, Group discussion, Interview techniques, Dos and Don'ts of Public Speaking.</p> <p>Life Skills: Meaning, Need, Importance, Elements...</p> <p>Manners &amp; Etiquettes, Grooming.</p> <p>b) Listening Skills</p> <p>c) Problem-solving skills</p> <p>d) Time management abilities</p> <p>e) Negotiation Skills</p> <p>f) Decision Making Skills</p> <p>g) Interpersonal Skills</p> <p>h) Creative thinking.</p>	<p>To acquire the fundamental knowledge about soft skills</p> <p>To understand the Elements of Soft Skills</p>
4	Internal Correspondence	<p>Meaning, importance and types of internal correspondence (Office Memorandum, Office Circular, Office Order) Drafting of internal correspondence. Collecting specimen of internal correspondence.</p>	To understand the importance of internal correspondence

#### Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Poster Presentation, Group Discussion, Library visit, Home Assignment, Pre reading, Class discussion, internet resources	Relevant You Tube Videos, Relevant slide show, online Video, Short Film Show	Individual assignment report	Understanding of basic knowledge of Business Communication
2	10	Pre reading, Class discussion, internet resources, Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion,	Relevant You Tube Videos, Short Film Show, A.V Application	Visit to Office	Understanding the importance and Essentials Qualities of business letters.





		Library /Home Assignment , Internal Assignment, case study			
3	18	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading, Class discussion , library visit , internet resources ,students Seminar/Workshop Case study	Relevant You Tub Videos.PPT ,AV Application, online video	Presentation	Understanding the knowledge about soft skills.To create awareness about soft skill among the students
4	08	Guest Lectures of eminent Personalities , Group Discussion, Library visit ,Home Assignment ,casestudy	Online Videos, Relevant slide show , Short FilmShow	Individual Resume / Bio-Data Writing	To create ability among the students forwriting resumeand Job application letter. To create ability among the students for Business Correspondence
Total	48				

#### References:

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Communication	K. K. Sinha	Galgotia Publishing Company	New Delhi.
2	Business Correspondence & Report Writing	R. C. Sharma & Krishan Mohan	Tata McGraw Hill Publishing Co. Ltd.	New Delhi.
3	Communication	C.S. Rayudu	Himalaya publication	Mumbai
4	Business Communication	Asha Kaul	Prentice Hall of India	New Delhi.
5	Business Communication	Vasishth Neeru& Rajput Namita	Kitab Mahal	Allahabad
6	Soft Skills	Dr. Alex	S.Chand Publication	Delhi





7	Essentials of Business Communication	Rajendra Pal & Korlahalli	Sultan Chand & Sons	New Delhi.
8	Managerial Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson	Delhi

**Guidelines for completion of Practical's:**

- At least three Practical's should be completed during each semester by students in consultation with subject teacher.
- Practical should be based on visit as well as library assignments, Project based, Activity based.
- A subject teacher has special privileges to make the allotment of practical topics.
- Students should discuss with the subject teacher at the time of selection of practical topics.
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**Progressive Education Society's  
Modern College of Arts, Science and Commerce, Ganeshkhind, Pune - 16**

**S Y B Com (Semester IV) (Choice Based Credit System)**

**Subject: BUSINESS COMMUNICATION-II      Course Code: 23-  
COB 244**

**Total Credits: 04 (Theory 03 + Practical 01=04)**

**1. Objectives of the Course:**

- To learn the art of writing job application letter along with resume.
- To acquire and develop good communication skills for external correspondence in business.
- To develop awareness regarding new trends in business communication.
- To provide knowledge of various media of communication.
- To develop business communication skills through the application and exercises.

**Medium of Instruction: English**

UnitNo.	Unit Title	Contents	Skills to be developed
1	<u>External Correspondence</u>	<ul style="list-style-type: none"><li>• Meaning, importance, Principles, Qualities or essentials of a good business letter, Types of</li><li>• External correspondence, Layout (parts of business letters), Physical appearance, Forms of Business Letters (Full Block Form, Modified Block Form, Semi Block Form, Indented form and Hanging Indentation form)</li></ul>	<ul style="list-style-type: none"><li>• To acquire the fundamental knowledge about types of Business Letters</li><li>• To create ability among the students for Drafting of Business Letters</li></ul>

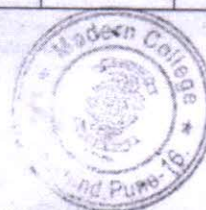




2	Types and Drafting of Business Letters	<ul style="list-style-type: none"> <li>• Enquiry Letters</li> <li>• Replies to Enquiry Letters</li> <li>• Order Letters</li> <li>• Credit and Status Enquiries</li> <li>• Sales Letters</li> <li>• Complaint Letters</li> <li>• Collection Letters</li> </ul> <p>Purpose, importance and points to be considered while drafting above business letters. Collection of specimen business letters.</p>	<ul style="list-style-type: none"> <li>• To acquire the fundamental knowledge about types of Business Letters</li> <li>• To create ability among the students for Drafting of Business Letters</li> </ul>
3	Job Application letters and Resume writing	<ul style="list-style-type: none"> <li>• Introduction, Meaning &amp; Drafting of Job Application letter, essential elements of Bio data, resume writing, Curriculum Vitae.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand Resume writing and Job application letter.</li> </ul>
4	Recent Trends in Business Communication	<ul style="list-style-type: none"> <li>• Internet: Email, Websites, 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.</li> </ul>	<ul style="list-style-type: none"> <li>• To understand the Recent Trends in Business Communication</li> </ul>

#### Teaching Methodology:

Topic No.	Total Lectures	Innovative Methods to be used	Film Shows and A.V. Application	Project	Expected Outcome
1	12	Lecture, PPT Presentation, Poster Presentation, Group Discussion, Library visit, Home Assignment, Pre reading, Class discussion, library visit, internet resources, case study	Relevant You Tub Videos, Relevant slide show, online Video Short Film Show	Report writing of students meeting	Understanding of basic knowledge of Report Writing and Internal Correspondence and Import Export Correspondence





2	12	Pre reading, Class discussion, internet resources, Lecture, Expert Lecture, PPT / Poster Presentation, Group Discussion, Library /Home Assignment ,Internal Assignment, students Seminar/Workshop	Relevant You Tub Videos , Short Film Show, A.V Application, online Video	Project Report on types of Social Media	Learning the Recent Trends in Business Communication
3	16	Lecture, PPT Presentation Poster Presentation, Group Discussion, Library visit ,Home Assignment ,Pre reading,Class discussion , libraryvisit , internet resources ,case study	Relevant You Tub Videos, PPT, AV Application, Short Film Show Online Videos	Writing of any one Business letter	To create ability among the students forDrafting of Business Letters
4	08	Guest Lectures of eminent Personalities , Group Discussion, Library visit ,Home Assignment, case study	Online Videos, Relevant slide show	Blog writing	To create ability among the students about Writing FormalMails and Blog writing.
Total	48				

### References:

Sr. No	Title of Book	Author/s	Publication	Place
1	Business Communication	K. K.Sinha	Galgotia Publishing Company	New Delhi.
2	Business Correspondence& Report Writing	R. C. Sharma & Krishan Mohan	Tata McGraw Hill Publishing Co. Ltd.	New Delhi.
3	Communication	C.S. Rayudu	Himalaya publication	Mumbai
4	Business Communication	Asha Kaul	Prentice Hall of India	New Delhi.
5	Business Communication	Vasishth Neeru& Rajput Namita	Kitab Mahal	Allahabad





6	Soft Skills	Dr. Alex	S.Chand Publication	Delhi
7	Essentials of Business Communication	Rajendra Pal & Korlahalli	Sultan Chand & Sons	New Delhi.
8	Managerial Communication	P. D. Chaturvedi & Mukesh Chaturvedi	Pearson	Delhi

#### Guidelines for completion of Practical's:

- At least three Practical's should be completed during each semester by students in consultation with subject teacher.
- Practical should be based on visit as well as library assignments, Project based, Activity based.
- A subject teacher has special privileges to make the allotment of practical topics.
- Students should discuss with the subject teacher at the time of selection of practical topics.
- If a student fails to complete minimum number of practical's, then the student shall not be eligible for appearing at the practical examination.

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15/02