



Shiksha Mandal's

G. S. College of Commerce, Wardha

(Autonomous)

B. Com. (Major in Business Administration)

Semester I



Evolution of Business & Business Environment (BCBA1.1)

Teaching Hours: 60

Total Credits: 4

Total Marks:

70+30 =100

Group: Major Core

Objectives:

1. To develop a holistic understanding of business fundamentals, organizational structures, and environmental dynamics.
2. To analyze the socio-cultural, economic, and regulatory factors shaping the business landscape.
3. To apply strategic frameworks and analytical tools to assess competitive forces and identify opportunities for growth and adaptation.
4. To cultivate ethical leadership skills and critical thinking abilities to navigate complex business challenges responsibly and effectively.

Learning Outcomes: After learning this course, students will be able to –

1. **Demonstrate** a comprehensive understanding of various business entities, including their formation, characteristics, and impacts on economic landscapes, enabling informed decision-making in entrepreneurial endeavours. **(Understand)**
2. Critically **analyze** and **compare** cooperative societies and joint stock companies, discerning their structural intricacies and socio-economic implications, fostering a nuanced perspective in business management contexts. **(Analyze)**
3. **Develop** proficiency in evaluating the multifaceted business environment, integrating socio-cultural, economic, and regulatory factors to devise strategic responses, thereby enhancing adaptability and resilience in organizational settings. **(Create)**
4. **Evaluate** the effects of liberalization, privatization, and globalization on business dynamics, employing strategic frameworks to navigate challenges and leverage opportunities in diverse global markets, fostering ethical decision-making and sustainable business practices. **(Evaluate)**

Unit	Content
I	Business: Meaning, Definition, Characteristics, Importance; Scope of business; Commerce, Trade & Aids to Trade, Need; Industrialization - Role & Impact on Economy & Nation. Forms of business: Sole trader – Characteristics, Formation, Advantages & Disadvantages; HUF – Meaning, Advantage & Disadvantages; Partnership: Meaning, Characteristics, Types of Partners, Status: Partnership Deed – Meaning, Importance, Contents
II	Co-operative Society: Meaning, Definition, Characteristics, Advantages & Disadvantages; Principles of Cooperation. Joint Stock Company: Meaning, Definition, Characteristics, Advantages & Disadvantages; Formation, Role of Promoters; Difference between Joint Stock Company and Cooperative Society.
III	Business Environment: Meaning of business, Concept of Business environment; Characteristics of Business environment; Components/factors of the Business Environment (internal environment & external environment) Socio-Cultural Environment: Introduction, nature of culture, impact of culture; Demographic environment. Economic Role of Government: Objectives of regulatory function of government; Regulatory authorities, purposes of regulation.



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IV	Liberalization: Meaning, objectives, benefits and limitations. Privatization: Meaning of Privatization, Objectives, benefits and problems with Privatization, Obstacles to privatization in India. Globalization: Meaning of Globalization, reasons for globalization, features and benefits of Globalization. Analysis of Business Environment: PESTEL, STEEP, PORTER'S five forces model, SWOT analysis
Books Recommended:	
1. Business environment – Veena K Pailwar; PHI	





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Secretarial Practice (BCBA 1.2.1)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To understand the concept of Secretarial Practice 2. To understand the role of a Company Secretary 3. To gain insight on basic secretarial laws laid down by ICSI			
Learning Outcomes: After learning this subject, 1. The learner would be able to understand the meaning, qualifications, disqualifications and role of a Company Secretary in the Company in accordance with the provisions of The Companies Act. 2. The learner would know the applicability of Secretarial Standards.			
Unit	Content		
I	Unit I: Fundamentals of Secretarial Practice & Corporate Secretaryship 1. Introduction to Secretarial Practice • Meaning, Definition & Scope • Evolution & Development of Company Secretaryship • Importance & Relevance in Corporate Governance • Qualities & Professional Ethics of a Company Secretary 2. Appointment, Roles & Responsibilities of Company Secretary as Key Managerial Personnel (KMP) • Appointment, Powers, Duties & Liabilities of Company Secretary • Removal & Resignation of Company Secretary 3. Secretarial Standards – Meaning and Application. Overview of Secretarial Standard (SS3)		
II	Unit II: Compliance, Corporate Governance & Emerging Trends in Secretarial Practice 1. Company Secretary & Legal Compliance • Corporate Social Responsibility (CSR) & Secretarial Audit 2. Winding Up of a Company & Role of Company Secretary • Role & Duties of Company Secretary in Liquidation Process 3. Recent Trends & Emerging Challenges in Secretarial Practice • Digitalization in Corporate Filing (MCA21, SPICE Forms) • Corporate Frauds & Role of Forensic Secretarial Audit (Relevant Case studies) • Startups, MSMEs & the Changing Role of Company Secretary		
Books Recommended: 1. Company Law & Practice – Ratan Nolakha 2. Corporate & Allied Laws – P.P.S. Gogna – S. Chand 3. Company Law – Dr. G. K. Kapoor, Dr. Sanjay Dhamija – Taxmann Publication 4. ICSI MODULES - The Institute of Company Secretaries of India (ICSI) (www.icsi.edu) 5. Ministry of Corporate Affairs (MCA) (www.mca.gov.in) 6. Related sources including SEBI (www.sebi.gov.in) and FICCI (ficci.in)			



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Entrepreneurship Development (BCBA 1.2.2)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Generic/ Open Electives
Objectives: 1. To understand the importance and significance of Entrepreneurship development. 2. To understand the process and opportunities available for new entrant. 3. To encourage the students to go for business.			
Learning Outcome: After learning this subject, students would be able to understand: 1. The importance of entrepreneurship. 2. Basic knowledge to establish business.			
Unit	Content		
I	Entrepreneurship: Meaning – Importance – Nature, Types, and Challenges. Role and Functions of Entrepreneur; Entrepreneurial Leadership – Meaning and Characteristics, Entrepreneurial Leadership, Significance and Impediment of Creativity in Entrepreneurship Process, Techniques of Idea Generation and Screening, Steps of Idea Generation.		
II	New Venture Planning and Financing: Franchising – Process and Opportunities, Business Plan – Need, Perspective, Elements, Business Plan Failures, Managing Growing and Ending the New Venture – Preparing for the New Venture Launch, Criteria for Evaluating New Venture Proposals; Early Management Decisions; New Venture Expansion Strategies and Issues.		
Books Recommended: 1. Entrepreneurship – Creating and Leading an Entrepreneurial Organization, Kumar, Arya, Pearson, India 2. Entrepreneurship – Starting, Developing and Managing a New Enterprise, Hishrich, Peters, Irwin 3. Launching New Ventures – An Entrepreneurial Approach Cengage Learning, Allen, K.R., 4. Entrepreneurship Development – Ramachandran K., Tata McGraw Hill, New Delhi, India. 5. Entrepreneurship – Roy, Rajeev, Oxford University Press. 6. Entrepreneurship – Hisrich, Robert D., Michael Peters and Dean Shepherd, Tata McGraw Hill, New Delhi			



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Intellectual Property Rights (BCBA 1.3.1)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Generic/ Open Electives
Objectives: 1. To introduce fundamental aspects of intellectual property rights to students who are going to play major role in developing and management of innovative project in industries. 2. To impart knowledge to students about the procedure of registration and protection of copyrights.			
Learning Outcome: After learning this course, the student will be able to: 1. Remember the concept of Intellectual Property Rights. 2. Understand the Concept and use of Copyright.			
Unit	Content		
I	Overview of Intellectual Property: Introduction of IPR, Scope of IPR, need for intellectual property right (IPR), Intellectual property related problems in India, Introduction to the leading international instruments concerning Intellectual Property Rights: The Berne Convention, The World Intellectual Property Organization (WIPO); International Trade Agreements concerning IPR — WTO — TRIPS.		
II	Copyrights: Definition of copyright, concept of Copyright, Procedure for registration of copyrights, Term of copyright, Works that can be copyrighted, Copy right in literary, dramatic and musical works, computer programmes and cinematograph films, Rights of performers and broadcasters, etc., Use of copyrights law, Infringement of copyrights, Remedies for infringement of copyright.		
Books Recommended: 1. Indian Patents Law – Legal & Business Implications , Ajit Parulekar and Sarita D’ Souza, McMillan India Ltd., 2006 2. Law Relating to Patents, Trademarks, Copyright, Designs & Geographical Indications , B. L. Wadehra; Universal law Publishing Pvt. Ltd., India 2000 3. Business Legislation for Management , MC Kuchhal; Vikas Publishing House. 4. Legal Aspects of Business , K Ramachandra; Himalaya Publishers.			



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Basics of FinTech (BCBA 1.3.2)

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Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To enable students to understand the impact of environment on the business. 2. To understand the business strategies and environment, along with an exposure to elements of external business environment.			
Learning outcome: After learning this subject, students would be able to: 1. Define FinTech, explore its evolution and current trends, and assess its impact on banking and finance. 2. Analyze FinTech's role in payment and lending industries, including digital wallets, KYC applications, and various lending methods.			
Unit	Content		
I	Introduction to Financial Technology: What is FinTech industry? Evolution of Financial Technology, Current trend and future of FinTech, Applications of FinTech, Use of FinTech in banks, Impact of digital disruption and innovations by Fin-tech on the Banking and Financial Sector		
II	FinTech and Financial Services: The use of FinTech in Payment Industry-Multichannel digital wallets, applications supporting wallets, onboarding and KYC application, FinTech in Lending Industry- Formal lending, Informal lending, P2P lending, POS lending, Online lending, Payday lending, Microfinance, Crowdfunding,		
Books Recommended: 1. FinTech: The Technology Driving Disruption in the financial service industry , Parag Y Arjunwadkar (2018), CRC Press. 2. Fintech Future: The Digital DNA of Finance , Sanjay Phadke (2020), Sage Publications (Paperback) 3. Fintech: The New DNA of Financial Services , Pranay Gupta, T. Mandy Tham (2018). Paperback 4. Report of working group on FinTech and Digital Banking , RBI (2017).			



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Semester I



Computer Application in Business (BCBA 1.4)

Teaching Hours: 45 (Theory + Practical)	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
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Objectives:

1. To enable students to understand the use of MS Word and MS Power Point.
2. To enable students to understand the use of MS Excel in data processing.

Learning outcome: After learning this subject, students would be able understand:

1. **Demonstrate** proficiently a skill to navigate MS-Word and PowerPoint interfaces, utilize features like tables, mail-merge, templates, and slide management.
2. **Demonstrate** competence in data entry, formatting, formulas, sorting, filtering, and chart creation in MS-Excel, alongside understanding advanced functions like V-Lookup and pivot tables.

Unit	Content
I	Microsoft Word: MS-Office Installation and Introduction to MS-Word, Parts of the MS-Word Window, working with various Menus, Inserting Tables, Mail-Merge, Macros, Templates, and Inserting Images and Pictures to the MS-Word. Microsoft Power Point: Introduction to MS-PowerPoint, Insertion, Deletion, Copying Slides, Slide Numbering, Header and Footer, Different Layouts, Master Slide, Inserting Tables, Sounds, Charts, Different Objects, Animation, Slide Transition.
II	Microsoft Excel: Introduction to MS-Excel, Elements of MS-Excel Workbook, Navigation, Entering and Editing, Formatting Cells, Formulas and Functions, V-Lookup, H-Lookup, Data Sorting, Conditional Formatting, Filters, Goal Seek, Tables, Views, Charts, Linking, Data Consolidation, Pivot Table.

Books Recommended:

1. **Computer Fundamentals** – P. K. Sinha, BPB Publication, New Delhi
2. **A First Course in Computers** – Sanjay Saxena, Vikash Publishing House Pvt. Ltd. New Delhi
3. **I.T. Today, Encyclopedia** – S. Jaiswal, Galgotia Publications, New Delhi
4. **Learn Microsoft Office 201G** – Linda Foulkes, Packt Publishing Limited; Illustrated edition (29 May 2020)



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B. Com. (Major in Business Administration) Semester I



Basics of Communication Skills (BCBA 1.5.1)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand the basic concepts of communication 2. To understand the different types of communication and its media/channels 3. To comprehend and analyse an unseen passage and answer questions based on it 4. To instil creative writing skills of Dialogue writing 5. To apply the concepts of grammar and vocabulary to solve exercise based on it			
Learning outcome: After studying this subject, students would be able to achieve the following course outcomes as per Bloom’s taxonomy: 1. CO1 and CO2 – Unit I- will achieve the attaining of CO1 and CO2 Remember and Understand by asking theory-based questions. 2. CO3 and CO4 – Unit II – Unseen Passage-will achieve the attaining of CO3 – Apply and CO4 – Analyze by asking questions based on unseen passage for comprehension. The students have to apply their skills of reading, analyzing and attempt the questions. 3. CO5 and CO6 – Unit II- Dialogue writing and Vocabulary/grammar-based exercises will achieve the attaining of CO5-evaluate and CO6-create.			
Unit	Content		
I (20 M)	1. Definition, Importance and features of communication 2. Process/ Cycle of communication ---- sender, receiver, channel, feedback. 3. Verbal communication-Oral & Written communication ---- Advantages & Disadvantages 4. Non-Verbal communication- Body Language (Gestures, postures, facial expressions and eye contact), Sign language, Para language, Space language and Touch Language 5. Print and Electronic media- Features, Advantages and disadvantages 6. Channels of communication- Vertical, horizontal, advantages and disadvantages		
II (15 M)	1. Unseen Passage for comprehension with 5 questions based on it (3 questions on write the answer, 1 question on vocabulary (write the synonym or antonym of a word from passage, 1 question on give a suitable title to the passage) 2. Dialogue writing with 5 conversations/dialogues. 3. Vocabulary exercises based on match the synonyms/Antonyms		
Recommended Books:			
1. 1. Business Communication – Urmila Rai, S.M. Rai - (Himalaya Publishing House) 2. 2. Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) 3. 3. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan (Tata McGraw-Hill) 4. 4. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan) 5. 5. High School English Grammer – N. D. Prasada Rao			



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Management Skills (BCBA 1.5.2)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 1. To understand Management Skills 2. To understand its importance 3. To develop efficient Management system			
Learning outcome: After learning this subject, students would be able to understand: 1. The Importance and scope of Management and role of Managers 2. The importance of planning and organizing 3. Leadership for proper management			
Unit	Content		
I	i) Meaning, Objectives, Scope, Importance of Management ii) Functions of Management, Role of Managers, Quality of Managers. iii) Planning: Meaning, Importance, Objectives, Types and Limitations of Planning, Essentials of good plans. iv) Organizing: Meaning, Principles, Importance and Types of Organization. v) Co-Ordination: Meaning, Concept, Importance, Need of Coordination.		
II	i)Types of Management Skills----Technical, personal, Human or Interpersonal etc. ii) Technical Skills-Use of gadgets for proper management iii) Personal Skills-Integrity, dedication, empathy iv) Interpersonal Skills-communication Skills-Oral, written, non-verbal, listening v) Leadership Skills-Personality skills, self-confidence, negotiation, persuasion skills		
Recommended Books: 1. Essential of Business Administration – K. Aswathapa, Himalaya Publishing House. 2. Management – Concept and Strategies, J. S. Chandan, Vikas Publishing. 3. Principles of Management – Tripathi, Reddy, Tata McGraw Hill. 4. Principles of Management – Ramasamy T, Himalaya Publishing House. 5. Principles of Business Management – Sherlekar, Himalaya Publishing House.			



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English-A Better India, A Better World (BCBA 1.6)

Teaching Hours: 30

Total Credit: 02

Total Marks:
35+15 = 50

Group: Ability
Enhancement Courses

Objectives:

1. To develop the comprehension and understanding skills of students.
2. To motivate students to acquire good values.
3. To develop the creative skills of students.
4. To develop the analytical and application skills of students

Learning Outcomes: After studying this subject, students would be able to achieve the following course outcomes as per Bloom's taxonomy:

1. CO1 and CO2- Unit I- will achieve the attaining of CO1 and CO2 Remember and Understand by asking theory-based questions.
2. CO3 and CO4- Unit II – Unseen Passage-will achieve the attaining of CO3- Apply and CO4- Analyze by asking questions based on unseen passage for comprehension. The students have to apply their skills of reading, analyzing and attempt the questions.
3. CO5 and CO6- Unit II- Developing an Ad and Vocabulary/grammar-based exercises will achieve the attaining of CO5-evaluate and CO6-create.

Unit	Content
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Following 4 chapters from the book are prescribed

- | | |
|-------------------------|--|
| I
(20
M) | <ol style="list-style-type: none">i) Learning from Experienceii) The Indian of the Twenty-first Centuryiii) What Can We Learn from the Westiv) The Role of Discipline in Accelerating National Development. |
|-------------------------|--|

Non-textual

- | | |
|--------------------------|--|
| II
(15
M) | <ol style="list-style-type: none">i) Unseen Passage for comprehension with 5 questions based on it (3 questions on write the answer, 1 question on vocabulary -write the synonym or antonym of a word from passage, 1 question on give a suitable title to the passage).ii) Draft/prepare an Advertisement for marketing a product or service, for Job requirement, for accommodation on rent.iii) Arrange Jumbled words of a sentence in a correct order. |
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Recommended Books:

1. **A Better India, A Better World:** N. R. Narayana Murthy, Published by Penguin Random House India, Gurgaon, India, 2010



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Ancient Indian Education System (BCBA 1.7)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Indian Knowledge System
Objectives: 1. To acquaint the students about our ancient Indian education system. 2. To understand the rich knowledge systems in the past. 3. To understand the development of education in India.			
Learning outcome: After learning this subject, students would be able to understand: 1. The rich knowledge systems in ancient India. 2. Changes in the education system over the years. 3. To understand our great culture and knowledge inheritance.			
Unit	Content		
I	Introduction to ancient education systems – i) Vedic period, origin of Vedic education. ii) Features of education in the Vedic period. iii) Objectives and Importance of Vedic education. iv) The concept of Gurukuls, teaching-Learning systems at Gurukuls, duties of students in the Gurukuls v) Sources of Vedic Education- the Vedas, Upanishads-their brief introduction. vi) Reasons for the decline of Vedic period.		
II	Buddhist Education i) Buddhist Period, origin of Buddhist education. ii) Features of education in the Buddhist period. iii) Objectives and Importance of Buddhist education. iv) Famous Universities in the Buddhist period- Takshshila, Kashi Nalanda, Valabhi, Vikramshila v) Main teachings of Buddhism. vi) Similarities and differences between Vedic education and Buddhist education.		
Recommended Books: 1. Education in Modern India – Damal B.D. and Dash B.N, Kalyani Publisher, New Delhi (2005). 2. History of Education in India – Ghosh, S.C, Rawat Publications, (2007). 3. A Hindu View of Life – S. Radhakrishnan, Macmillan Publications, New Delhi (1927). 4. A History of Education in India – Nurullah and Naik, Macmillan, Bombay. P.L. Rawat, (1995)			



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Semester I



Environment and Sustainable Development (BCBA 1.8)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives: 1. Understanding the concept of sustainable development: Students should be able to define and explain the concept of sustainable development, including its key principles and components. 2. Identifying sustainability challenges: Students should be able to identify and analyze sustainability challenges facing the planet, such as climate change, biodiversity loss, resource depletion, and pollution and suggest a possible solution for the same.			
Learning Outcome: After learning this subject, students would be able understand: 1. The learner would understand the importance of sustainable development. 2. The learner would be able to comprehend sustainable challenges.			
Unit	Content		
I	Unit I: Multidisciplinary Nature of Environmental Studies: Concept of Environment, Scope of Environmental Studies, Need for public Awareness, Environmental Degradation, Shelter Security, Economic Security, Social Security, Effects of Housing on Environment, Effects of Industry on Environment. Environmental Issues and Crisis: Carbon Credits, Resource degradation, greenhouse gases, desertification, natural calamities and social insecurity, Industrialization, Globalization and Environment, Global Warming.		
II	Unit II: Sustainable Development: History and emergence of the concept of Sustainable Development, Definition of Sustainable Development, Sustainable development practices in modern era. Sustainable Development Goals (SDGs): Introduction to Sustainable Development Goals (SDGs) established by United Nations, Need and Purpose for establishment of SDGs, SDG 6: Clean Water and Sanitation. SDG 7: Affordable and Clean Energy SDG 11: Sustainable Cities and Communities SDG 13: Climate Action. SDG 17: Partnerships for the goals		
Recommended Books: 1. Education in Modern India – Damal B.D. and Dash B.N, Kalyani Publisher, New Delhi (2005). 2. History of Education in India – Ghosh, S.C, Rawat Publications, (2007). 3. A Hindu View of Life – S. Radhakrishnan, Macmillan Publications, New Delhi (1927). 4. A History of Education in India – Nurullah and Naik, Macmillan, Bombay. P.L. Rawat, (1995)			



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Physical Education – I (BCBA 1.9.1)			
Teaching Hours: 60	Total Credits: 2	Total Marks: (20+15+10+5) = 50	Group: Co-Curricular Courses
Objectives: 1. Understand the concept and significance of health and wellness 2. Understand the role of physical activities in developing health and wellness. 3. Understand the fundamental skills & rules of major Games & Sports. 4. Perform & Guide various Physical & Fitness activities to develop health & wellness.			
Learning outcome: After learning this subject, student will be able to: 1. Students acquire the knowledge of physical fitness, sports, nutrition, yoga and understand the significance of its development for healthy life. 2. Students will learn theoretical and practical aspects of games, and aware about its rule and regulation. 3. Students will learn to apply knowledge of Physical fitness, Nutrition and exercise management to lead better quality life. 4. Students will understand and learn different dimensions of health & wellness for active lifestyle.			
Unit	Content		
I	A] Theory (Health & Wellness) a. Meaning, Definition and importance of Health & Wellness b. Factors Influencing Health & Wellness c. Warm Up Exercise-General & Specific, Stretching Exercises -Static & Dynamic and types and Cooling Down Exercises d. Injuries and First Aid e. Assessment of Height to weight ratio		
II	B] Practical & Theory Major Games- 1) Volleyball/Badminton/ Kabaddi • Measurements & Rules in Volleyball/ Badminton/Kabaddi • Fundamental skills in Volleyball/Badminton/Kabaddi		
Books Recommended: 1. Muller, J. P. (2000). Health, Exercise and Fitness. Delhi: Sports. 2. Uppal, A.K. (1992). Physical Fitness. New Delhi: Friends Publication. 3. Veena Goel, Gaurav Goel (2001) Encyclopaedia of sports and Games, Vikas Publishing house pvt. Ltd. 4. Prevention And Treatment of Sports Injuries, 2000, Anju Ambast, Khel Sahitya Kendra, Shiv Market, Ashok Vihar, Delhi 5. Sharma, O.P. (2015). First Aid for Sports Injuries. Sports Publication.			



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Women Studies and Services I (BCBA 1.9.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 25+25=50	Group: Co-curricular Course
Objectives: ○ To give exposure to women’s life, their experiences, and struggles. ○ To give a platform to discuss women related issues and work together towards women empowerment. ○ To create a holistic environment where individuals can explore and embrace their gender identity.			
Learning outcome: After completion of the course, students will be able to: ○ Explain about women studies and its importance. ○ Identify women issues and create awareness. ○ Develop skills are to conduct programs, training, extension work and field outreach activities.			
Unit	Content		
I	Introduction to Women Studies: Objectives of Women’s Studies; Importance of Women’s Studies; Socio-economic, cultural, and political conditions of women in the society, Women safety, Women and higher education.		
II	Social Issues Regarding Women : Issues of Girl child Female infanticide and feticide, Sex Ratio, child marriage, Dowry & Property Rights, Violence against Women, Domestic violence, Women in the Unorganized sector of Employment, Women’s work- Status and problems.		
Books Recommended: ❑ Women’s Studies in India: A Reader Mary E. John Publication: Penguin Books, New Delhi, 2008 ❑ A World of Equals: A Textbook on Gender, Susie Tharu, A. Suneetha, Uma Maheswari Bhrugubanda Publication: Orient Blackswan, 2022 ❑ Thinking Women: A Feminist Reader, Navneetha Mokkil & Shefali Jha Publication: Sage Stree, 2014			



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B. Com. (Major in Business Administration) Semester I



Cultural Activities (BCBA 1.9.3)

Teaching Hours:30

Total Credits:2

Total Marks: 50

Group : Minor

Objectives:

- ☐ To understand the concept and importance of culture
- ☐ To develop interest in cultural participation
- ☐ To enhance creativity and self-expression

Learning Outcomes:

After completion of the course, students will be able to:

1. Understand the concept, importance, and role of culture in society
2. Identify various cultural practices at national and global level
3. Demonstrate basic creative and artistic skills
4. Participate confidently in cultural and creative activities
5. Develop self-expression and communication skills

Unit	Content
I	Unit I: Introduction to Culture and Cultural Practices • Definition and importance of culture • Overview of Indian and global cultural practices • Role of culture in society Activities: • Cultural ice-breaking games • “My Culture My Identity” presentation • Short video/documentary discussion
II	Unit II: Basic Arts and Creative Expression • Introduction to performing and fine arts • Basics of dance, music, and visual arts • Development of creativity, self-expression, and stage confidence Activities: • Conduct of Creative Expression Lab based on thematic presentation through acting, music, movement, or visual representation • Organization of One-Minute Talent Challenge to enhance confidence and spontaneity • Participation in Sound and Rhythm Circle using body percussion and simple objects for musical creativity • Conduct of Live Art Jam Session involving collaborative group performance or artwork creation • Activity on Emotion to Expression through acting, dance, or vocal presentation • Organization and participation in Open Mic Sessions (Debate, Elocution, Poetry, Storytelling, Stand-up Expression)



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National Service Scheme (BCBA 1.9.4)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 25+10+10+5	Group: Co-curricular Course
Objectives: - To acquaint students with the history, philosophy, and need for the emergence of the National Service Scheme (NSS) and develop a sense of social responsibility. - To provide knowledge about the aims, objectives, motto, emblem, and theme song of NSS, fostering commitment to community service and national integration. - To develop an understanding of the organizational structure, roles of the Program Officer, financial provisions, and advisory committees, enabling effective participation and management of NSS activities.			
Learning outcome: After studying this subject, students would be able to achieve the following course outcomes. - Students will be able to explain the origin, philosophy, and significance of NSS and its role in nation-building. - Students will demonstrate awareness of NSS structure and administrative functioning, including responsibilities at different levels. - Students will develop leadership, organizational, and community engagement skills through informed participation in NSS programmes.			
Unit	Content		
I	- Introduction to National Services Scheme - NSS- History, Philosophy & Need of Emergence - Aims, Objectives, Motto and Emblem of NSS, NSS Theme Song		
II	- Organizational Structure of NSS-Hierarchy at different levels (National, State, University, College) - Roles and Responsibilities of Program Officer - Financial Provisions -Grant in Aid for NSS - Advisory committees & their functions		
Recommended Books: - National Service Scheme Manual 2006, Government of India - Salunkhe P.B. Ed, Chhatrapati Shahu the Pillar of Social Democracy - National Service Scheme Manual, Govt. of India			