



Shiksha Mandal's

G. S. College of Commerce, Wardha

(Autonomous)

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



Principles of Business Management(BCBA 2.1)			
Teaching Hours: 60	Total Credits: 4	Total Marks: 70+30 = 100	Group: Major Core
Objectives: - To introduce students to the fundamental concepts of management, including its nature, functions, scope, and importance, and to enable them to critically analyze management as a discipline. - To equip students with the knowledge and skills necessary for effective planning, organizing, and staffing within organizations, focusing on understanding planning processes, organizing principles, and staffing procedures. - To enable students to understand the principles and practices of directing, including leadership styles, communication methods, and motivation techniques, and to develop their ability to apply these concepts in real-world scenarios. - To develop students' decision-making abilities, coordination skills, and understanding of control mechanisms, emphasizing the importance of efficient decision-making processes, coordination principles, and control techniques in achieving organizational objectives.			
Learning Outcomes: After learning this subject, students will be able to: Demonstrate the ability to differentiate between management and administration, analyze whether management is a science or art, and evaluate management as a profession. Demonstrate effective planning, explain organizing principles, and understand staffing processes. Analyze directing principles, leadership styles, communication types, and motivation factors. Apply decision-making processes, understand coordination principles, and apply control techniques.			
Unit	Content		
I	Introduction to Management: A. Management Concept: Nature, Functions, Scope and Importance of Management. Skills of Managers. B. Development of Management Thought: Contribution of F. W. Taylor and Henry Fayol. C. Management and Administration: Differentiate between Management and Administration. "Is management a science or art?", Management as a Profession.		
II	Planning, Organizing and Staffing: A. Planning Concept: Importance, Types of Planning, and Process of Planning, Making Planning effective. B. Organizing Concept: Principles involved, Types of organization structure, Delegation of Authority, Centralization and decentralization of authority, Span of control. C. Staffing Concept: Importance, Steps in Staffing Process.		
III	Directing: Importance, Principles, Limitations of Direction. Sub Functions of Directing: A. Leadership Concept: Leadership Styles, Leadership development. B. Communication Concept: Importance, Types of Communication. C. Motivation Concept: Objectives of Motivation, Factors of Motivation.		
IV	Decision Making, Coordination and Controlling: A. Decision Making Concept: Process, Types of Decision Making, Approaches to Problem Solving. B. Co-Ordination Concept: Importance, Principles of Coordination. C. Controlling Concept: Need of Controlling, Process of Control, Control Techniques.		



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Books Recommended:

1. **Essential of Business Administration** – K. Aswathapa, Himalaya Publishing House.
2. **Principles and Practice of Management** – L M Prasad, Sultan Chand & Sons educational, New Delhi
3. **Management** – Concept and Strategies – J. S. Chandan, Vikas Publishing.
4. **Principles of Management** – Tripathi, Reddy, Tata McGraw Hill.
5. **Principles of Management** – Ramasamy T, Himalaya Publishing House.





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Semester II



Basics of Economics(BCBA 2.2.1)			
Teaching Hours: 30	Total Credits:2	Total Marks: 35+15 = 50	Group: Minor
Objectives: 1. To provide the students an understanding of basic concepts of business economics. 2. To make the students familiar with the fundamentals of economics.			
Learning Outcomes: 1. Understand the basic concepts of economics and contribution by traditional economists, and would be aware about the central problems of the economy. 2. Correlate how the individuals make decisions on the basis of choice, satisfaction and income level and understand application through realistic case studies.			
Unit	Content		
I	Introduction to Economics • Economics - Meaning, Nature, Scope, Importance • Contribution of Economists - Adam Smith, Alfred Marshal, Lionel Robbins - Definition, Features, Criticisms • Economic Systems- Socialism, Capitalism, Mixed- Meaning, Merits and demerits • Central Problems of Economic System • Production Possibility Curve - Meaning, Properties		
II	Foundation of Economic Analysis • Micro & Macro Economic Analysis - Meaning, Definition, Features, Merits, Demerits • Case Study on Bajaj Auto (Micro Analysis), Case Study on Automobile Sector (Macro Analysis) • Utility Analysis - Meaning, Features, Types • Law of Diminishing Marginal Utility - Meaning, Definition, Concept, Assumptions, Exceptions • Law of Equi Marginal Utility - Meaning, Definition, Concept, Assumptions, Limitations/Criticisms		
Books Recommended: 1. An Introduction to Modern Economics, Hardwick, Khan & Langmead, Longman London & New York. 2. Modern Economics – H. L. Ahuja, S. Chand & Co Ltd, Latest Edition. 3. Micro Economics – P. N. Chopra, Kalyani Publishers. 4. Principles of Economics – D. M. Mithani, Himalaya Publishing House, Latest Revised Edition. 5. Modern Economic Theory – K. K. Dewett, S. Chand & Co Ltd, Latest Revised Edition. 6. Advance Micro Economic Theory – M. Maria John Kennedy, Himalaya Publishing House, Latest Revised Edition.			



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



Basics of Computer Networking (BCBA 2.2.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Minor
Objectives: 1. To provide the students an understanding of basic concepts of hardware. 2. To make the students familiar with the concepts of Networking.			
Learning Outcomes: 1. Demonstrate the ability to differentiate between TCP/IP and OSI models, identify network layers, and classify network components, including routers, switches, and modems. 2. Summarize network security concepts, evaluate wireless technologies like 3G, 4G, and 5G, and predict the impact of emerging technologies such as AI and blockchain on networking.			
Unit	Content		
I	Introduction to Computer Networking Overview of Computer Networking: Definition and importance of computer networking, Basics of Networking Protocols: Introduction to TCP/IP model and OSI model, Explanation of layers and their functions, Network Devices and Infrastructure: Understanding network components: routers, switches, hubs, modems, Local Area Network (LAN), Wide Area Network (WAN), and Metropolitan Area Network (MAN), Internet and World Wide Web: Basics of internet infrastructure and how it works, Web browsers, URLs, HTTP, and HTTPS		
II	Advanced Topics in Computer Networking: Network Security Fundamentals: Introduction to network security concepts, Common threats and vulnerabilities, Wireless and Mobile Networking: Introduction to wireless communication technologies, Mobile networking standards: 3G, 4G, 5G. Emerging Trends and Future Directions: Recent developments in networking technologies, Potential impact of technologies like AI and blockchain on networking.		
Books Recommended:			
1. "Computer Networking: A Top-Down Approach" by James F. Kurose and Keith W. Ross (7th Edition) 2. "Computer Networks" by Andrew S. Tanenbaum and David J. Wetherall (5th Edition) 3. "Data Communications and Networking" by Behrouz A. Forouzan (5th Edition) 4. "Computer Networks and Internets" by Achyut S. Godbole and Atul Kahate (2nd Edition) 5. Cisco Networks – Christopher Carthern, William Wilson, Noel Rivera, Richard Bedwell 6. Computer Networks – Fourth Edition, Andrew S., Tsanebaum			



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Semester II



Legal Aspects of Business (BCBA 2.2.3)			
Teaching Hours: 30	Total Credit: 2	Total Marks: 35+15 = 50	Group: Minor
Objective: 1. To develop a basic understanding of the business laws – Indian Contract Act, 1872. 2. To develop a basic understanding of business laws – Indian Sale of Goods Act, 1930.			
Learning Outcome: After learning this subject, the student will be able to: 1. Describe and explain rights and duties of respective parties under different types of contracts. 2. Analyse the salient features of Indian Sale of Goods Act, 1930 and its applications in real life situations.			
Unit	Content		
I	Indian Contract Act, 1872 Definition, Essential elements of a valid contract, Agreements, Offer and Acceptance, Essentials of a valid offer and acceptance, Consideration, no consideration no contract, Capacity of parties to contract, Free consent, Legality of object, Agreement declared void. Performance of a contract, Types of performance, Discharge of contract, Breach of contract, Remedies for breach of contract. Quasi contract, Contingent Contract		
II	Sale of Goods Act, 1930 Meaning of contract of sale, Difference between sale & agreement to sell, Goods, Classification of goods, Price- modes of fixing price, Conditions and Warranty, Implied Conditions and Warranty, Difference between conditions and warranty, Transfer of ownership/property in goods, Doctrine of ‘Caveat Emptor’, ‘Nemo dat quod non habet’, Unpaid seller, Rights of an unpaid seller, Sale by auction.		
Books Recommended: 1. Business Laws , Kapoor N.D., Sultan Chand & Sons, New Delhi 2. Intellectual property Rights & Law , G.B. Reddy –Gogia Law agency Hyderabad. 3. Law and Practice of intellectual Property , Vikas Vashisht, Bharat Law House Delhi, 1999. 4. I.T. Rules with Information Technology Act, 2000 , Taxmann Publication Pvt. Ltd. New Delhi 5. Law of Information Technology , Paintall D; Taxmann Publication Pvt. Ltd., New Delhi			



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Semester II



Fundamentals of Financial Accounting (BCBA 2.3.1)

Teaching Hours: 30

Total Credits: 2

Total Marks:

35+15 = 50

Group: Generic/Open

Electives

Objectives: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Learning Outcomes:

1. **Assess** the meaning, scope, and development of accounting, apply principles, concepts, and conventions, and demonstrate proficiency in preparing journal entries following Accounting Standards through synthesis.
2. **Construct** various types of ledgers, including cash and bank books, compile trial balances, and evaluate the advantages and limitations of trial balances through evaluation.

Unit	Content
I	Fundamentals of Accounting: Theory: Meaning and scope of Accounting, Need, Development & Definition of accounting, Branches of accounting and Principles, Concepts and Conventions of accounting, Journal Entries of Transactions; Meaning, importance and benefits of Accounting Standards. Practical Problems: Preparation of Journal of Sole Proprietor.
II	Ledger and Trial Balance: Theory: Meaning of Ledger, different types of ledgers, importance and objectives of ledgers, meaning of trial balance, importance and objectives of trial balance, uses of trial balance, advantages and limitations of trial balance. Practical Problems: Preparation of Ledgers, Simple Cash Book, Simple Bank Book and Trial Balance

Books Recommended:

1. **Financial Accounting – Paul, S. K,** New Central Book Agency
2. **Financial Accounting for Managers – Ghosh, T. P.** Taxman Allied Service
3. **Financial Accounting – Dr. V. K. Goyal,** Excel Books
4. **Financial Accounting – Jain S.P., Narang K.L.,** Kalyani Publishers, Delhi.
5. **Financial Accounting – Grewal, Shukla, S.** Chand Publications, Delhi
6. **Advanced Financial Accounting – R.S.N. Pillai, Bhagavathi, S. Uma, S. Chand**
7. **CA Foundation and Intermediate Modules by ICAI.**



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



Indian Financial System (BCBA 2.3.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objectives: 1. To enable the students with the understanding of Indian Financial System. 2. To equip the students with knowledge of financial instruments, financial regulations and financial services.			
Learning Outcomes: After learning this subject, the students will be able to understand: 1. The concept of money markets, capital markets and various instruments of money and capital markets. 2. The instruments of capital markets, financial markets.			
Unit	Content		
I	Components of formal financial system- Structure & Functions of Financial system, financial system and economic growth. Money Markets – Meaning and Instruments: - Treasury Bills, Commercial papers, Commercial bills, Call money market: Meaning and Features Capital Market Capital Market: Meaning and Features Types of Capital Market: Meaning and Features Structure of the Indian Capital Market – Recent Developments in the Indian Capital Market		
II	Financial Instruments: Traditional Instruments: Equities, Debentures and Bonds; Hybrid Instruments: Different types of bonds such as Floating Rate Bonds, Zero Coupon Bonds, Deep Discount Bonds, Inverse Float Bonds: Meaning and Features. Financial Regulations & Financial Services- Financial Regulation - SEBI, RBI and IRDA: Meaning and Functions. The Derivative Market in India: Meaning of Derivatives; Participants in the Derivatives Markets – Hedgers, Arbitrageurs and Speculators (concept & role), Types of Financial Derivatives – Forwards, Futures, Options and Swaps: Concept and Features.		
Books Recommended: 1. Pathak Bharati (2008) : The Indian Financial System–Markets, Institutions, and Services, (2nd Edition), Pearson Education, New Delhi. 2. Financial Institutions and Markets, Growth and Innovation, Bhole L.M., Tata McGraw-Hill, New Delhi, 2008. 3. Financial Economics, Bodie, Z.et.el, Pearson Education, New Delhi, 2009. 4. Introduction to Futures and Options Market, Hull John, Prentice Hall of India, Delhi, 2002. 5. Financial Services, Khan M. Y., Tata McGraw Hill, New Delhi, 2007. 6. Management of Banking and Financial Services, Paul, J. and P. Suresh, Pearson Education, Delhi, 2008. 7. Reserve Bank of India (various issues) Report on Currency and Finance, RBI, Mumbai. 8. Reserve Bank of India, Occasional Papers, Vol.18, Nos.2&3, RBI, Mumbai 1997. 9. Derivatives: An Introduction, Strong, R. A., Thomson Asia Pvt. Ltd, Bangalore, 2002. 10. Futures and Options, Sridhar, A. N., Equities and Commodities; Shroff Publishers, Mumbai 2006.			



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Indian Banking and Insurance Systems (BCBA 2.4.1)			
Teaching Hours:30	Total Credits: 2	Total Marks: 35+15=50	Group: Generic/Open Electives
Objectives: 1. This course aims at providing the understanding of basic principles followed in Banking and Insurance. 2. This course aims at providing the understanding of the need of insurance and its applicability.			
Learning Outcome: After learning this subject, the student will be able to: 1. Understand recent trends in Banking and principles of bank lending. 2. Understand the concept of insurance and its role.			
Unit	Content		
I	Introduction to Banking: Basic Concepts: Origin, Need, Types, Scope and Functions of Banking, Brief history, Forms of banking – Unit banking, Branch banking, Group banking, Chain banking, Correspondent banking: Meaning and Features. Principles of Bank Lending & Internet Banking: Types of advances - Loans, Cash Credit, Overdraft, Bills Purchased, Bills Discounted, Letters of Credit (Concept) - Types of Securities – Sound principles of Bank Lending. Internet Banking: RTGS, NEFT, Debit Card, Credit Card, UPI: Meaning, Benefits.		
II	Insurance: Meaning, Need and Scope of Insurance, Concept of risks and types of business risks, Principles of Insurance General and Life Insurance: Meaning and Importance Re-Insurance: Meaning and Importance IRDA: Meaning and Objectives of IRDA		
Books Recommended: 1. Banking and Insurance , Agarwal, O.P., Himalaya Publishing House 2. Financial Services Banking and Insurance , Satyadevi, C., S.Chand 3. Practical and Law of Banking , Suneja, H.R., Himalya Publishing House 4. Elements of Banking Law , Chabra, T.N., Dhanpat Rai and Sons. 5. Elements of Banking and Insurance , Jyotsna Sethi and Nishwan Bhatia, PHI Learning			



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Quantitative Aptitude and Logical Reasoning (BCBA 2.4.2)

Quantitative Aptitude and Logical Reasoning (BCBA 2.4.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 35+15 = 50	Group: Generic/Open Electives
Objective: 1. To develop an understanding of the basic mathematical and statistical tools and their application in business and finance and develop logical reasoning skills and apply the same in simple problem solving. 2. The students should be able to evaluate various real-life situations by resorting to analysis of key issues and factors.			
Learning Outcome: After learning this subject, the student will be able to understand: 1. Demonstrate proficiency in understanding and applying ratio, proportion, and indices concepts, including properties, laws, and easy applications, through analysis and synthesis. 2. Apply factorial concepts, solve problems on permutations and combinations, and demonstrate logical reasoning skills by solving problems related to number series, alphabet series, letter coding, number coding, and blood relations at a basic to moderate level.			
Unit	Content		
I	Ratio & Proportion and Indices Ratio - Meaning, properties, the concept & application of inverse ratio. Proportion – Meaning, properties of proportion, laws on proportion (Invertendo, Alternendo, Componendo, Dividendo) Indices – Meaning of indices & laws of indices (Easy applications)		
II	Basic Concepts of Permutation & Combination Introduction, factorial, problems on permutations including circular permutation with restrictions and problems on combination (easy to moderate level). Logical Reasoning Number series, Alphabet series, letter coding, number coding and blood relations. (Basic & Moderate level)		
Books Recommended: 1. Quantitative Aptitude for competitive exams , Dr. R. S. Agrawal, S. Chand. 2. A Modern Approach to Logical Reasoning , Dr. R. S. Agrawal, S. Chand 3. Quantitative Aptitude for all competitive exams , Abhijit Guha, Tata Mac Graw Hill. 4. Quantitative Aptitude for CAT , Deepak Agrawal & D. P. Gupta. 5. Quantitative Aptitude , Shripad Deo, Allied Publishers Pvt. Ltd. 6. ICAI study module of CA Foundation course , Paper 3 Business Mathematics & Logical Reasoning & Statistics.			



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Basics of Tally Prime (BCBA 2.5)			
Teaching Hours: 45 (Theory + Practical)	Total Credits: 2	Total Marks: 35+15 = 50	Group: Vocational Skill Courses
Objectives: 1) To acquaint students with the Basics use of Tally Prime. 2) To acquaint students with practical understanding of creation of accounting and inventory masters, accounting of various business transactions, accounting of taxes (GST), daily accounting reports etc.			
Learning Outcomes: After learning this subject, students will be able to: 1) Understand the installation procedure of Tally Prime, Creation of Company in Tally Prime, Creation of Accounting Masters in Tally Prime. 2) Create Inventory Masters, Maintenance of Godowns, Activation of GST and Accounting of GST transactions and various reports (Day Book, Trial Balance, Profit C Loss A/c, Balance Sheet and Stock Summary) in Tally Prime.			
Unit	Content		
I	Introduction to Tally Prime – Installation Procedure, Opening Tally Prime, Creating a Company. Creating Accounting Masters – Introducing Groups, Introducing Ledgers, Introducing Vouchers and accounting vouchers transactions, Bank Reconciliation, cheque printing.		
II	Creating Inventory Masters – Stock Groups, Stock Items, Unit, Godown and inventory vouchers transactions. Introduction to GST – GST activation, GST Ledgers, GST Invoicing, Working with GST Reports. Reports – Day Book, Trial Balance, Profit & Loss A/c, Balance Sheet and Stock Summary.		
Books Recommended: 1. Tally Prime – Tally Education Private Ltd (TEPL). 2. Official Guide to Financial Accounting Using Tally Prime – BPB Publications. 3. Mastering in Tally Prime – Ascent Prime Publications. 4. Tally Prime GST – United Publications 5. Tally Prime Training Guide – BPB Publications.			



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Correspondence Skills (BCBA 2.6.1)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives to achieve after studying unit I and II: 1. To introduce Business correspondence. 2. To develop writing skills of correspondence. 3. To develop skills of analysis of a given text. 4. To develop creative writing skills			
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 questions on various business letters 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- Expansion of an idea and Vocabulary/grammar-based exercises will achieve the attaining of CO5-evaluate and CO6-create.			
Unit	Content		
I (20 M)	Business Correspondence i) Business Enquiry Letters- Enquiry about products and services with seller, Reply to enquiries ii) Business Order Letters- placing order about products and services, Reply to orders iii) Business Complaint Letters- Writing complaint letters to the seller about bad quality, less quantity, wrong products iv) Business Adjustment Letters- providing proper adjustment to the buyer v) Letters to Banks-Writing applications for bank loans, issuing of cheque book		
II (15 M)	i) 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) ii) Expansion of an idea based on given points iii) iii) Vocabulary exercise – Fill in the blanks with appropriate homonyms given in brackets		
Recommended Books:			
6. Business Communication – Urmila Rai, S.M. Rai - (Himalaya Publishing House) 7. Business Communication – V. K. Jain & Omprakash Biyani (S. Chand) 8. Business Correspondence and Report Writing – R.C. Sharma & Krishna Mohan (Tata McGraw-Hill) 9. Developing Communication Skills – Krishna Mohan & Meera Banerji (Macmillan)			



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Public Administration (BCBA 2.6.2)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Skill Enhancement Courses
Objectives: 4. To Understand the Concept of Public Administration 5. To Understand its Importance 6. Role of Public Administrators			
1. Learning Outcomes: After Studying this Subject, Students Would be Able to Understand the Administrative Systems in India.			
Unit	Content		
I	1. Meaning, Scope and Significance of Public Administration 2. Public & Private Administration 3. Public Services-Central, State & Local Government 4. Constitutional Framework of Government		
II	1. Basic Elements of Administrative Governance Planning, Organizing, Directing & Controlling 2. Characteristics of Public Administration--- Public Interest, Equality In Society, Tax Collection Etc. 3. Role of Public Administration in Development- Concept of Good Governance 4. Union Government-Executive, Parliament, Judiciary		
Recommended Books:			
1. Indian Public Administration – Institutions and Issues, Ramesh K Arora and Rajani Goyal: Vishwa Prakashan, New Delhi, 1996. 2. From Government to Governance – Kuldeep Mathur: National Book Trust, New Delhi, 2010. 3. Indian Administration – Hoshiar Singh: Kitab Mahal, New Delhi, 2004. 4. Indian Administration – S.R. Maheshwari: Orient Longman, Delhi, 2005. 5. Public Administration in India – S.R. Maheshwari: Oxford University Press New Delhi, 2005. 6. Public Administration in India – Padma Ramchandran: National Book Trust, New Delhi, 2006.			



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Business Hindi (व्यावसायिक हिंदी) (BCBA 2.7.1)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
उद्देश्य: 1. यह पाठ्यक्रम छात्रों को न केवल शैक्षणिक स्तर पर बल्कि भविष्य में बैंकिंग और कॉर्पोरेट जगत में प्रभावी संवाद के लिए भी तैयार करेगा। 2. इस पाठ्यक्रम से विद्यार्थियों को व्यावसायिक संचार, प्रशासनिक लेखन और कार्यालयी हिंदी का व्यावहारिक ज्ञान मिल सके। 3. विद्यार्थियों को व्यवसायिक संचार के लिए प्रभावी हिंदी सिखाना। 4. कार्यालयी और व्यापारिक पत्राचार का ज्ञान देना। 5. बैंकिंग, वित्त और प्रबंधन से संबंधित पारिभाषिक हिंदी शब्दावली का विकास करना।			
परिणाम एक विश्लेषण: 1. व्यवसायिक हिंदी के अध्ययन द्वारा विद्यार्थियों में हिंदी द्वारा रोजगार प्राप्त करने की रुचि जागृत हुई। 2. इस व्यवहारिक हिंदी के माध्यम से हिंदी भाषी व्यक्ति रोजगार के क्षेत्र में स्वयं को सिद्ध कर सकता है। वैश्वीकरण के इस युग में व्यक्ति हिंदी के अध्ययन द्वारा चरित्र निर्माण के साथ -साथ जीविकापार्जन भी कर सकता है।			
Unit (इकाई)	Content (मूलतत्त्व / घटक)		
I व्यवसायिक हिंदी	1. व्यवसायिक हिंदी - व्यवसायिक हिंदी का अर्थ, महत्व, विशेषताएँ, व्यापार और प्रबंधन में हिंदी की भूमिका, वित्त और वाणिज्य की भाषा , पारिभाषिक शब्दावली (वाणिज्य), हिंदी भाषा और रोजगार के क्षेत्र, वाणिज्य में हिंदी प्रयोग की संभावनाएं 2. संप्रेषण के प्रकार: मौखिक संप्रेषण (बातचीत), लिखित संप्रेषण (व्यावसायिक पत्र की संरचना/ ई-मेल), पूछताछ पत्र (Inquiry Letter), आदेश पत्र (Order Letter), शिकायत पत्र (Complaint Letter), भुगतान और स्मरण पत्र (Payment & Reminder Letters) 3. बैंकिंग और वित्तीय हिंदी- बैंकिंग संबंधी हिंदी शब्दावली, चेक, ड्राफ्ट, चालान आदि का परिचय, वित्तीय दस्तावेजों की भाषा, बीमा और निवेश संबंधी शब्द, आय-व्यय और लेखा से संबंधित शब्द, प्रतिवेदन।		
II हिंदी और रोजगार के अवसर	➤ साक्षात्कार :- परिभाषा , सीमाएं , उद्देश्य , प्रकार, महत्व। ➤ कल्पना विस्तार – पाठ्यक्रम में संकलित उक्तियों की सूची से ही कल्पना विस्तार का अध्ययन अपेक्षित है। ➤ हिंदी और रोजगार के अवसर हिंदी टंकण पद्धति – यूनिकोड , मंगल , निर्मला , कृतिदेव आदि।		
Recommended Books:			
संदर्भ सूचि :- व्यवसायिक हिंदी संदर्भ पुस्तकें – 1. हरिमोहन, डॉ. व्यावसायिक हिंदी. नई दिल्ली: राजकमल प्रकाशन, 2018. 2. भाटिया, कैलाश चंद्र. कार्यालयी एवं व्यावसायिक हिंदी. नई दिल्ली: वाणी प्रकाशन, 2019. 3. सक्सेना, रामप्रकाश. व्यावसायिक संप्रेषण हिंदी में. वाराणसी: विश्वविद्यालय प्रकाशन, 2017. 4. मिश्र, नरेश. व्यवसायिक हिंदी और संचार. नई दिल्ली: राधाकृष्ण प्रकाशन, 2020. 5. शर्मा, ओमप्रकाश. वाणिज्यिक हिंदी. नई दिल्ली: ग्रंथ शिल्पी, 2016. 6. वर्मा, एस. के. रोजगार और हिंदी. नई दिल्ली: वाणी प्रकाशन, 2019. 7. वाजपेयी, अशोक. हिंदी और रोजगार के अवसर. नई दिल्ली: राधाकृष्ण प्रकाशन, 2016. 8. कुमार, सुरेश. हिंदी कंप्यूटिंग और टंकण. नई दिल्ली: प्रभात प्रकाशन, 2020. 9. सी-डैक (C-DAC). हिंदी टंकण मार्गदर्शिका. पुणे: सी-डैक, 2022. 10. मिश्र , डॉ. राजेंद्र, प्रयोजन मूलक हिंदी और जनसंचार , तक्षशिला प्रकाशन , दिल्ली			



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B. Com. (Major in Business Administration)**Semester II**

Marathi (BCBA 2.7.2)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Ability Enhancement Courses
उद्दिष्टे- भाषा मानवाला परिष्कृत, परिमार्जीत आणि संस्कारीत बनवून त्यांच्या व्यक्तित्व गुणांचा सुवास समाजा मध्ये पसरविण्याचे कार्य करित असते. विद्यार्थ्यांना उद्यमशील प्रेरणे बरोबरच मानवी जीवनातील उच्च मूल्यांची ओळख करून देणे .वैश्वीकरणाच्या युगात चारित्र्य निर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे. मराठी भाषेचा अभ्यास करणाऱ्या व त्यासोबतच स्पर्धा परीक्षेची तयारी करणाऱ्या विद्यार्थ्यांमध्ये निबंध लेखनाचे कौशल्य विकसित करणे..			
साध्य- (अध्ययन निष्पत्ती) घटक 1 -(गद्य विभाग) आणि घटक २ (पद्य विभाग) लेखक, कवी आणि कवियत्री यांच्या साहित्याचे विद्यार्थ्यांनी आवडीने अध्ययन करून त्याची समाज उपयोगी मते जाणून घेतली. घटक 2- वैश्वीकरणाच्या युगात चारित्र्य निर्मिती बरोबरच व्यक्तीला रोजगाराच्या क्षेत्रात स्वयंपूर्ण सिद्ध करण्यासाठी व्यावहारिक मराठीला उपजीविकेचे साधन म्हणून स्वीकारणे.			
घटक	विषय घटक		
I साहित्यिक मराठी	गद्य विभाग ➤ आमची एक दुष्ट खोड आळस- गोपाळ गणेश आगरकर ➤ शील बनविणारे शिक्षण - स्वामी विवेकानंद ➤ डॉ. पंजाबराव देशमुख- वि. भि. कोलते पद्य विभाग ➤ ज्ञानेश्वरांचे अभंग -संत ज्ञानेश्वर ➤ नवा शिपाई -केशवसुत ➤ पुतळे- वसंत आबाजी डहाके		
	II ➤ मुलाखत लेखन- स्वरूप पूर्वतयारी, प्रकार, प्रात्यक्षिके ➤ जाहिरात लेखन -व्याख्या ,कार्य प्रकार, प्रतिमा निर्मिती, जाहिरातीची माध्यमे, जाहिरात लेखन आणि जाहिरातीचा शेवट		
Recommended Books:			
संदर्भ ग्रंथ :- 1. राष्ट्रसंत तुकडोजी महाराज नागपुर विद्यापीठ की बी. कॉम -१ मराठीचे पाठ्यपुस्तक 2. सुगम मराठी व्याकरण व लेखन, मो. रा. वाळम्बे 3. जाहिरातींचे जग- यशोदा भागवत, मौज प्रकाशन गृह, मुंबई			



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



Value Education (BCBA 2.8)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 35+15 = 50	Group: Value Education Courses
Objectives: 1. Understanding the moral values: To impart & inculcate the importance of value-based living. Student should be able to understand the teachings of great Indian leaders and their relevance in today's world 2. Sensitization of students for Nation Building: Sensitization of students on various facets like Human rights, Duties & Responsibilities of citizens, etc.			
Learning Outcomes: After learning this subject, students would be able – 1. To build a strong base of high moral values in life. 2. To appraise Indian values and to contribute to nation building.			
Unit	Content		
I	UNIT I- Moral Values: 1. Meaning & definition of moral values, Types of values and need of value education. 2. Important values in Human Life – Integrity, truth, commitment, empathy, honesty, punctuality, unity, forgiveness, love, teamwork, ability to sacrifice, care, positive & creative thinking. 3. Role of values in education. 4. Teachings of great Indian Leaders: - Seven Deadly Sins by Mahatma Gandhi and Ten Golden Teachings of Swami Vivekanand. 5. Seven inspiring thoughts of Mother Teresa & Baba Amte.		
II	UNIT II A – Values & Self: 1. Self-confidence - Theories of self confidence 2. Stress Management - Techniques of Stress Management 3. Self-acceptance – Techniques and importance 4. Self-growth – Role of spirituality, meditation, yoga in self-growth. B – Values & Nation Building: 1. Sensitization for social & human values, sensitization to constitutional obligations- rights & duties. 2. Dr. A. P. J. Kalam's Ten points for enlightened citizenship. 3. Valuable thoughts on management - Shivaji Maharaj's eight valuable thoughts on management for nation building. 4. Ratan Tata's eight valuable thoughts on management.		
Recommended Books: 4. Vivekananda, Swami. "Personality Development" – Advaita Ashrama, Kolkata, 2008. 5. 2. "Value Education" – Dr. Kiruba Charles and V Arul Selvi 6. 3. "Wings of Fire" – Dr. A. P. J. Kalam 7. 4. Skill Development – Dr. Mohini T. Bhelwani, Shree Sainath Prakashan, Nagpur 8. 5. Shivaji : The Management Guru, Prof. Namdev Jadhav, Rajmata Prakashan, Mumbai			



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Semester II



Physical Education – II (BCBA 2.9.1)			
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 concept of yoga and significance of Asanas & Pranayama in developing health and wellness 4. Understand the fundamental skills & rules of major Games & Sports. 5. Perform & Guide various Physical & Fitness activities to develop health & wellness 6. Perform related test to assess parameters related to health. 7.			
Learning outcome: After learning this course, students will be able to: 1. Students acquire 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	Theory A 1) Physical Fitness & Nutrition a. Types of Physical Fitness b. Health Related Physical Fitness c. Skill Related Physical Fitness 2) Components d. Components of Health-Related Physical Fitness e. Components of Skill Related Physical Fitness B. Nutrition & Caloric Requirement f. Caloric requirement for various activities g. Implication of Nutrition to promote Health & Wellness		
II	Game: Athletics- A. Throwing Events (Measurements, Skills) a) Shot Put b) Discus Throw c) Javelin Throw d) Hammer Throw B. Jumping Events a) Long Jump b) High Jump c) Triple Jump b) Pole Vault C. Running Events • Sprints: 100mtrs,200mtrs,400mtrs. • Middle Distance: 800 mtrs,1500 mtrs., • Long Distance: 3000 mtrs,3000 mtrs Steeplechase,5000 mtrs,10000 mtrs, • Relay Race: 4X100mtrs,4X400mtrs • Hurdles: 110(Men),100(Women),400mtrs.		



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Books Recommended:

1. D.M Jyoti, Yoga and Physical Activities (2015) lulu.com3101, Hills borough, NC27609, United States
2. Health, Exercise and Fitness, Dr. Briz, Mohan.T. Raman, Sports Publications, Darya Ganj, New Delhi
3. Lokesh Tani (2018) Track Athletics Sports Publication New Delhi.
4. Prevention And Treatment of Sports Injuries, 2000, Anju Ambast, Khel Sahitya Kendra, Shiv Market, Ashok Vihar, Delhi.





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



Women Studies and Services II (BCBA 2.9.2)			
Teaching Hours: 30	Total Credits: 2	Total Marks: 25+25=50	Group: Co-curricular Course
Objectives: ○ To promote gender equity and gender sensitization among students in the field of knowledge. ○ To understand gender discrimination in various aspects of day-to-day life of individuals and create awareness. ○ To organize various activities like Guest lectures, counseling of girl students regarding menstrual hygiene, sexual and mental harassment, safety measures, financial independence, career development, self-defence training, etc.			
Learning outcome: After completion of the course, students will be able to- ○ Understand gender equity and gender sensitization. ○ Promote gender equality and mental health. ○ Organize and conduct programs, training sessions, extension work and field outreach activities.			
Unit	Content		
I	Gender Equality Understanding Sex - Gender, Gender Equality, Gender Equity, Gender Sensitization, Patriarchy and Patriarchy practices in different institutions.		
II	Mental Health and Women What is Mental Health, Critical issues in Mental Health and Women, Gender Bias in Mental Health, Psychological effect related to reproductive health.		
Books Recommended: □ Seeing Like a Feminist, Nivedita Menon, Penguin/Zubaan, 2012 □ Feminism in India , Maitrayee Chaudhuri, Kali for Women, 2004 □ South Asian Feminism, Ania Loomba & Ritty A. Lukose Duke University Press, 2012			



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Cultural Activities (BCBA 2.9.3)

Teaching Hours:30

Total Credits:2

Total Marks: 50

Group : Minor

Objectives:

- ☐ To understand traditional festivals and celebrations
- ☐ To promote cultural diversity and inclusivity
- ☐ To develop event participation skills

Learning Outcomes:

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

1. Explain traditional festivals and their cultural significance
2. Demonstrate understanding of cultural diversity and inclusivity
3. Participate in and organize festival-based cultural activities
4. Work effectively in teams during cultural events
5. Appreciate and promote regional and national heritage

Unit

Content

I Unit I: Festivals and Cultural Diversity

- Study of national, regional, and global festivals
- Understanding cultural diversity, inclusivity, and traditions
- Significance of festivals in social and cultural life
- **Interdisciplinary Cultural Integration:**
 - Culture and Economics (festival markets and economic activities)
 - Culture and Environment (eco-friendly and sustainable celebrations)
 - Culture and Media (role of social media in cultural promotion and trends)

Activities:

- Organization of Theme-Based Festival Presentation showcasing rituals, traditions, and cultural significance
- Conduct of Ethnic Day Celebration to promote traditional attire and cultural identity
- Arrangement of Cultural Food and Heritage Exhibition highlighting regional cuisines and traditions
- Group activity on “Adopt a Tradition” – study and presentation of a selected cultural practice
- Preparation of Audio-Visual Presentations on global cultural diversity

II Unit II: Cultural Event Participation and Planning

- Basics of organizing cultural events
- Introduction to teamwork and coordination
- Understanding roles and responsibilities in event management

Activities:

- Assisting senior students in organizing cultural events (stage management, registration, coordination, logistics support)
- Participation in *guided group activities* such as flash mob or street performance under supervision
- Supporting roles in organizing events such as cultural fairs, exhibitions, or food festivals
- Observation and reporting of event planning and execution processes
- Preparation of brief *event reports* based on participation and learning



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National Service Scheme (BCBA 2.9.4)			
Teaching Hours: 30	Total Credit: 02	Total Marks: 25+10+10+5	Group: Co-curricular Course
Objectives: - To familiarize students with NSS programmes and activities, including regular and special camp activities, and enable their active participation in community service. - To develop an understanding of volunteerism, its meaning, qualities, and significance in national development, along with opportunities available in NSS such as various camps. ☐ To train students in planning and documentation, including preparation of yearly action plans and effective report writing.			
Learning outcome: After learning this subject, students would be able to understand: - Students will be able to participate effectively in NSS regular and special camp activities with a sense of responsibility and teamwork. - Students will demonstrate volunteer qualities and social commitment, contributing positively to community and national development. - Students will acquire skills in planning, organizing, and report writing, enabling proper execution and documentation of NSS programmes.			
Unit	Content		
I	- NSS Programmes and Activities (Regular activities) - NSS Programmes and Activities (Special Camp activities) - Yearly Action Plan of NSS Unit		
II	- Volunteerism– Meaning, definition, basic qualities of volunteers, need of volunteerism for National development. - Opportunities in NSS for Volunteers (Various Camps) - Report Writing		
Recommended Books: - Training Programme on National Programme Scheme TISS - Orientation Courses for N.S.S. Programme Officers, TISS - Hans Gurmeet, Case Material as a Training Aid for Field Workers			