



## टिप्पणी एवं आदेश

कुलसचिव / कुलपति महोदय

कृपया पत्रावली में सम्मुख संलग्न वाणिज्य अध्ययन बोर्ड की बैठक दिनांक 09.07.2018 की कार्यवाही का अवलोकन करने का कष्ट करें। अध्ययन बोर्ड द्वारा वाणिज्य संकाय के अन्तर्गत स्नातक स्तर पर बी०कॉम० के पाठ्यक्रम को संशोधित किया गया है, जो सत्र 2018-19 से लागू होना है।

उक्त संशोधित पाठ्यक्रम का विद्यापरिषद् / कार्यपरिषद् से अनुमोदन होना है। जबकि बी०कॉम० प्रथम वर्ष का संशोधित पाठ्यक्रम सत्र 2018-19 से लागू होना है। यह भी उल्लेखनीय है कि शिक्षण सत्र 2018-19 का शिक्षण कार्य 10 जुलाई से प्रारम्भ हो चुका है।

अतः टिप्पणी अवलोकनार्थ एवं सहमति की दशा में विद्यापरिषद् / कार्यपरिषद् के अनुमोदन की प्रत्याशा में बी०कॉम० प्रथम वर्ष के पाठ्यक्रम को विश्वविद्यालय के वेबसाइट पर अपलोड किये जाने की अनुमति हेतु पत्रावली आदेशार्थ प्रस्तुत है।

कृपया आदेशार्थ।

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**BACHELOR OF COMMERCE (B.COM-I)**

**COURSE INPUT DETAILS**

**SESSION - 2018-19**

**GROUP-A: PAPER-I BUSINESS COMMUNICATION**

**OBJECTIVE**

The objective of this course is to develop effective business communication skills among the students.

**COURSE INPUTS**

- UNIT I Introducing Business Communication: Basic forms of communicating; Communication models and processes; Effective communication; Theories of communication; Audience analysis.
- UNIT II Self-Development and Communication: Development of positive personal attitudes; SWOT analysis; Vite's model of interdependence; Whole communication.
- UNIT III Corporate Communication: Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving communication. Practices «in business communication; Group discussions; Mock interviews; Seminars; Effective listening exercises; Individual and group presentations and reports writing.
- UNIT IV Principles of Effective Communication
- UNIT V Writing Skills: Planning business messages; Rewriting and editing; The first draft; Reconstructing the final draft; Business letters and memo formats; Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum.
- UNIT VI Report Writing : Introduction to a proposal, short report and formal report, report preparation. Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.
- UNIT VII Non-Verbal Aspects of Communicating. Body language: Kinesics, Proxemics, Para language. Effective listening: Principles of effective listening; Factors affecting listening exercises; Oral, written, and video sessions. Interviewing Skills: Appearing in interviews; Conducting interviews; Writing resume and letter of application. Modern Forms of Communicating : Fax; E-mail; Video conferencing; etc. International Communication: Cultural sensitiveness and cultural context; Writing and presenting in international situations; Inter-cultural factors in interactions; Adapting to global business.

**Suggested Readings**

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Balasubramanyam: Business Communications; Vikas Publishing House, Delhi.
3. Kaul: Business Communication; Prentice Hall, New Delhi.
4. Kaul: Effective Business Communication: Prentice Hall, New Delhi.
5. Senguin J: Business Communication; The Real World and Your Career, Allied Publishers, New Delhi.
6. व्यावसायिक सम्प्रेषण : मिश्रा एवं शुक्ल, SBPD Publication, Agra.
7. Business Communication; R.K. Madhukar Vikas Publishing, New Delhi.

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## GROUP-A: PAPER-II BUSINESS ENVIRONMENT

### OBJECTIVE

This course aims at acquainting the students with the emerging issues in business at the national and international level in the light of the policies of liberalization and globalization.

### COURSE INPUTS

- UNIT I Indian Business Environment: Concept, components, and importance
- UNIT II Profile of Public Sector, Joint Sector and CO-operative Sector.
- UNIT III Economic Trends (overview): Income; Savings and investment; Industry; Trade and balance of payments, Money; Finance; Prices.
- UNIT IV Problems of Growth: Unemployment; Poverty; Regional imbalances; Social injustice; Inflation; Parallel economy; Industrial sickness.
- UNIT V Role of Government: Monetary and fiscal policy; Industrial policy; Industrial licensing, Privatization; Devaluation; Export-Import policy; Regulation of foreign investment.
- UNIT VI The Current Five Year Plan: Major policies; Resource allocation.
- UNIT VII International Environment: International trading environment (overview); Trends in world trade and the problems of developing countries; Foreign trade and economic growth; International economic groupings; International economic institutions - GATT, WTO, UNCTAD, World Bank, IMF; GSP; GSTP; Countertrade.

### Suggested Readings

1. Agarwal A.N.: Indian Economy; Vikas Publishing House, Delhi.
2. Khan Farooq A: Business and Society; S. Chand,. Delhi.
3. Dutt R. and Sundharam K.P.M; Indian Economy; S.Chand, Delhi.
4. Misra S.K and Puri V.K:Indian Economy; Himalaya Publishing House, New Delhi.
5. व्यावसायिक पर्यावरण, डा. वी.सी. सिन्हा।

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## GROUP-B: PAPER-III FUNDAMENTALS OF ENTREPRENEURSHIP

### OBJECTIVE

It provides exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

### COURSE INPUTS

- UNIT I Introduction : The entrepreneur; Definition: Emergence of entrepreneurial class; Theories of entrepreneurship : Role of socio-economic environment; Characteristics of entrepreneur; Leadership; Risk taking; Decision-making and business planning.
- UNIT II Promotion of a Venture : Opportunities analysis; External environmental analysis-economic, social, and technological; Competitive factors; Legal requirements for establishment of a new unit, and raising of funds; Venture capital sources and documentation required.
- UNIT III Entrepreneurial Behaviour : Innovation and entrepreneur; Entrepreneurial behavior and Psycho-Theories, Social responsibility.
- UNIT IV Entrepreneurial Development Programmes (EDP) : EDP, their role, relevance, and achievements; Role of Government in organizing EDPs; Critical evaluation.
- UNIT V Role of Entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries; Role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

### Suggested Readings

1. Tandon B.C. : Environment and Entrepreneur; Chugh Publications, Allahabad.
2. Pandey I.M. : Venture Capital - The Indian Experience; Prentice Hall of India.
3. Shukla M.B. : Entrepreneurship.
4. अग्रवाल, आर.सी. उद्यमिता।
5. अग्रवाल एवं गुप्ता, उद्यमिता के मूल आधार।

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