



## 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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## GROUP-B : PAPER-IV BUSINESS REGULATORY FRAMEWORK

### OBJECTIVE

The objective of this course is to provide a brief idea about the framework of Indian business laws.

### COURSE INPUTS

- UNIT I Law of Contract (1872): Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.
- UNIT II Special Contracts: Indemnity; Guarantee; Bailment and pledge; Agency.
- UNIT III Sale of Goods Act 1930: Formation of contracts of sale; Goods and their classification, price; Conditions, and warranties; Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.
- UNIT IV Indian Partnership Act 1932 : Nature, Concept and kinds of Partnership, Partnership Deed, Registration of Partnership firm, Dissolution of Partnership and Firm.
- UNIT V Negotiable Instrument Act 1881: Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing; Negotiation; Dishonour and discharge of negotiable instrument.
- UNIT VI The Consumer Protection Act 1986: Salient features; Definition of consumer; Grievance redressal machinery;

### Suggested Readings

1. Desai T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata..
2. Khergamwala J.S: The Negotiable Instruments Act; N.M.Tripathi Pvt. Ltd, Mumbai.
3. Singh Avtar: The Principles of Mercantile Law; Eastern Book Company, Lucknow.
4. Kuchal M.C: Business Law; Vikas Publishing House, New Delhi.
5. Kapoor N.D: Business Law; Sultan Chand & Sons, New Delhi.
6. Chandha P.R: Business Law; Galgotia, New Delhi.
7. व्यावसायिक नियामक ढांचा, आर.सी. अग्रवाल।
8. व्यावसायिक नियामक रूपरेखा, वी.एन.गुप्ता : नवयुग प्रकाशन, आगरा।

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## GROUP-C: PAPER-V BUSINESS ECONOMICS

### OBJECTIVE

This course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

### COURSE INPUTS

- UNIT I Introduction: Nature, Scope and Significance of Business Economics; Role of Business Economist; Difference between Economics and Business Economics : Relationship of Business Economics with other Branches of Knowledge.
- UNIT II Elasticity of Demand: Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand; Determinants of elasticity of demand; Importance of elasticity of demand.
- UNIT III Consumption Function: Utility, Diminishing Marginal Utility and Equi-Marginal utility : Indifference Curve, Consumer Surplus.
- UNIT IV Theory of Costs: Short-run and long-run cost curves - traditional and modern approaches.
- UNIT V Market Structures: Market structures and business decisions; Objectives of a business firm.
- Perfect Competition: Profit maximization and equilibrium of firm and industry; Short-run and long run supply curves; Price and output determination. Practical applications.
  - Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination. Practical applications.
  - Monopolistic Competition: Meaning and characteristics; Price and output determination under monopolistic competition; Product differentiations; Selling costs; Comparison with perfect competition; Excess capacity under monopolistic competition.
  - Oligopoly: Characteristics, indeterminate pricing and output; Classical models of oligopoly; Price leadership; Collusive oligopoly; Kinked demand curve.
- UNIT VI Factor Pricing-I: Marginal Productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labor; Rent -concept; Ricardian and modern theories of rent; Quasi-rent.
- UNIT VII Factor Pricing-II: Interests -concept and theories of interest; Profit -nature, concepts, and theories of profit.

### Suggested Readings

- Nellis & Parker: The Essence of Business Economics; Prentice Hall, New Delhi.
- Ahuja H.L.: Business Economics; S.Chand & Co., New Delhi.
- व्यावसायिक अर्थशास्त्र : जे.सी. पन्त ।
- व्यावसायिक अर्थशास्त्र : प्रो. के.पी.जैन, नवयुग प्रकाशन, आगरा ।
- अर्थशास्त्र के सिद्धान्त : डा. एम.एल. झिंगन ।
- Business Economics : S.K. Agrawal, S. Chand & Co., Delhi.

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## GROUP-C: PAPER-VI MONEY AND FINANCIAL SYSTEM

### OBJECTIVE

This course exposes the students to the working of money and financial system prevailing in India.

### COURSE INPUTS

- UNIT I Money: Meaning, Functions & Significance of Money, Various forms of Money, Causes, remedies & effects of inflation, Deflation & reflation, Principal Method of note issues, Monetary standard : Gold standard, bi-metallism & managed currency standard.
- UNIT II Finance : Role of finance in an economy; Kinds of finance; Financial system; Components; Financial intermediaries; Markets and instruments, and their functions.
- UNIT III Indian Banking System : Definition of bank, Commercial banks-importance and functions; Structure of commercial banking system in India; Balance sheet of a Bank; Meaning and importance of main liabilities and assets; Regional rural banks; Cooperative banking in India.
- UNIT IV Process of Credit Creation By Banks : Credit creation process; Determination of money supply and total bank credit.
- UNIT V Development Banks and other Non-Banking Financial Institutions: Their main features; Unregulated credit markets in India-main feature.
- UNIT VI The Reserve Bank of India : Functions; Instruments of monetary and credit control; main features of monetary policy since independence.

### Suggested Readings

1. Chandler L.V. and Goldfeld S.M. : The Economics of Money and Banking; Harper and Row, New York.
2. Gupta S.B. : Monetary Planning of India; S.Chand, New Delhi.
3. Khan M.Y. : Indian Financial System - Theory and Practice; Tata McGraw Hill, New Delhi.
4. Reserve Bank of India : Functions and Working.
5. Banking Commission : Report (S).
6. Reserve Bank of India : Bulletins.
7. Reserve Bank of India : Annual Report(s).
8. Report on Currency and Finance.
9. Sengupta A.K. and Agarwal M.K. : Money Market Operations in India; Skylark Publications, New Delhi.
10. Khubchandani : Practice and Law of Banking, Macmillan India Ltd, New Delhi.
11. Hatler : Bank Investment and Funds Management; Macmillan India Ltd, New Delhi.
12. भारतीय बैंकिंग प्रणाली, डा. वी.सी. सिन्हा।
13. भारतीय बैंकिंग प्रणाली : डा. एस.के. सिंह एवं जे.पी. मिश्रा।
14. मुद्रा एवं वित्तीय प्रणालियां : डा. सतीश कुमार साहा।

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