

B. Com: Semester-1

Paper-SEC1: BUSINESS COMMUNICATION

Objective: The objective of this paper is to develop effective business communication skills among the students.

Unit 1: Introducing Business Communication

Introducing Business Communication: Basic forms of Communicating; Communication models and processes; Effective communication; Theories of communication.

Unit 2: Corporate Communication

Formal and informal communication networks; Grapevine; Miscommunication (barriers); improving communication.

Practices in business communication; group discussion; Mock interviews; seminars; effective listening exercises; individual and group presentations and reports writing.

Unit 3: Writing skills

Planning business messages; Preparation of first and final draft; business letters and memo formats; Appearance request letters; Persuasive letters; sales letters; collection letters; office memorandum; Preparation of short report and formal report; Principles of oral presentation, factors affecting presentation, sales presentation, training presentation.

Suggested Readings:

1. Bovee and Thil: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S. Fielder: Principles of Business Communication; Macmillan Publishing Company.
3. Kaul: Business Communication; Prextince Hall, New Delhi
4. Balasubramanyam: Business Communication; Vikas Publishing House, Delhi.

B. Com: Semester - III

Paper - SEC2: E - COMMERCE

Objectives: The objective of this paper is to enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

Unit 1: Introduction

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Unit 2: E-payment System

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Unit 3: On-line Business Transactions

Meaning, purpose, advantages & disadvantages of transacting online, E-commerce applications in various industries {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

Suggested Readings:

1. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education.
2. David Whitely, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Education
3. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application*, 4thEd., McGraw Hill Education
4. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
5. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education
6. TN Chhabra, *E-Commerce*, Dhanpat Rai & Co.

B. Com: Semester - IV

Paper – SEC3: ENTREPRENEURSHIP AND STARTUP BUSINESS

Objectives: The objective of this paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behaviour.

Unit 1: Introduction

Meaning, elements, determinants and importance of entrepreneurship and creative behaviour; Entrepreneurship and creative response to the society problems and at work.

Unit 2: Sources of business ideas and tests of feasibility

Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control.

Unit 3: Financing of enterprise and Start-ups

Meaning and need for financial planning; sources of finance- internal and external; Start-ups: Meaning, types, components, benefits for the economy. Effective ways of marketing for start-ups, Digital and Viral Marketing, Funding Options for Start-ups: Individual funding, Angel funding, Crowd funding. Prominent Indian Government schemes for the start-ups.

Suggested Readings:

1. Robert Hisrich, Michael Peters, Dean Shepherd, *Entrepreneurship*, McGraw-Hill Education
2. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
3. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
4. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
5. Poornima M, *Entrepreneurship Development –Small Business Enterprises*, Pearson, Delhi, 2009.
6. Michael H. Morris, et. al., *Entrepreneurship and Innovation*, Cengage Learning, New Delhi, 2011.
7. Khanka, S.S., *Entrepreneurial Development*, S. Chand & Co, Delhi.
8. K Ramachandran, *Entrepreneurship Development*, McGraw-Hill Education

B.Com: Semester - IV

Paper –SEC3: MODERN OFFICE MANAGEMENT

Objective: The objective of this paper is to help student learn the office management procedure and acquire skill for efficient office management.

Unit 1: Office

Common Forms of Business Organization- Advantages of Office Work- Categories of Office Career and Job Classifications under Each Category- Specific Skill Requirements for Office Jobs- Duties and Responsibilities of Office Staff.

Unit 2: Records Management

Objectives of Record Keeping, Filing-meaning, types of Filing System- Steps in Filing. Indexing- handle Incoming & Outgoing Mails.

Unit 3: Document/Report Writing

Key points to write a document: The 5w-h plan for writing; Steps in writing workplace documents; Important things to remember when editing seven layout mistakes to avoid; Quick tips for report Writing; Basics of Meetings.

Suggested Readings:

1. Office Management By Ankita Bhatia Dr. R. K. Chopra
2. Office Management By Dr. P. Rizwan Ahmed
3. Office Management By R S N Pillai