

BBA 1st Sem

Business Communication Code- 103

Objective

The objective of the Course is to acquaint the students with the knowledge of the Communication written as well as oral required in the Corporate World in its day to day

functioning.

Course Contents

1. English Grammar: Proper Uses of Verb, Noun, Adverb, Adjective, Punctuation, Para Phrasing in Business Communication, Understanding Direct and Indirect Narration, Skills of Essay Writing and Precis Writing, significance of knowledge of Grammar in Business Communication.

2. Basic Forms of Communication, Communication Models, communication Process, Barriers in Communication, Corporate Communication: Formal and Informal Communication Networks, Grapevine, Non-Verbal Communication. Importance of Communication in Business World.

3. Business Correspondence: Essentials of effective correspondence, Different types of letters, sale letters, goodwill letters, greetings, notices, circulars and orders, Applications for employment, Modern Office techniques Used in Business Communication.

4. Oral Communication, Public Speaking, Body Language, Presentations before the Group, Factors Affecting Presentation, Effective listening, Interviewing Skills, Arranging and Participation in Group Discussion, Seminars and Conferences.

5. Report Writing: Writing Skills, Planning, Drafting, Writing, Re-Writing, Editing, Different Types of Business reports, Structure, Steps toward writing of Different Types of Business reports, Style of report Writings.

6. Fundamentals of computers-Basic knowledge of computers and its operation, application of MS-work, MS-excel MS-PowerPoint, Internet and its uses, Advantages of e-commerce.

Suggested Readings

1. Sharma -Business correspondence and report Writing
2. Monipally -The Craft of Business Letter Writing
3. Lesikan V Raymond -Basic Business Communications and Pettel E
4. Herta and Murthy -Effective Business Communications
5. Sinha K.K. -Business Communication

BBA 6th sem**605-H-2-Business Ethics****Course Contents**

1. Definition, Role, Significance and Importance of Business Ethics. An Overview of Business Ethics. Ethical Issues in Business. Business Ethics and Organizational performance.
2. Application of Values and Moral Philosophies to Business Ethics. Organizational Values, Shared Values and Business ethics.
3. Corporate Governance and Business Social Responsibility, Framework for Understanding Ethical decision making, Emotional Intelligent Leadership, Organizational Culture and Ethical Decision making.
4. Organizational relationship and conflicts in Ethical Decision making. Business ethics and Organization Performance.
5. Business ethics in Global Economy.

Suggested Readings

1. Chakraborty S K -Foundations of Managerial Work
2. Drucker P -Managing In Turbulent Time
3. Chakraborty S K -Management by Values
4. Griffiths B -The Marriage of East and West

B.Com. (Hons.): Semester - I

Paper – BCH 1.1 : ENVIRONMENTAL STUDIES

Assessment: Internal 30 marks , End semester exam of three hours 70 marks

Objective: To familiarize the students with the vulnerabilities of the environment and help them work in a manner which is environment friendly.

CONTENTS

Unit 1: Introduction to Environmental Sciences

Multidisciplinary nature of Environmental Sciences; Scope and importance; Concept of sustainability and sustainable development.

Unit 2: Ecosystems

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3: Natural Resources: Renewable and Non-renewable Resources

Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter---state). Energy resources: Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs.

Unit 4: Biodiversity and Conservation

Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity ;Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution. Nuclear hazards and human health risks.Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

Suggested Readings:

1. Joseph Benny ; *Environmental Studies*; McGraw Hill
2. Rajagopalan R ; *Environmental Studies*; Oxford University Press
3. Manjunath D.L ; *Environmental Studies*; Pearson Education.
4. Batra Sanjay Kumar ; *Environmental studies*,Taxmann.
5. Bharocha Erach ; *Environmental Studies*,Orient Blackswan(UGC)

B.Com. (Hons.): Semester – I

Paper – BCH 1.6 : BUSINESS ENVIRONMENT

Assessment: Internal 30 marks , End semester examination of three hours 70 marks

Objective: The objective of this course to develop ability to understand and scan business Environment in order to analyse opportunities and take decisions under uncertainty.

CONTENTS

Unit 1: Theoretical Framework of Business Environment

Concept, significance and nature of business environment; Elements of environment micro and macro; Techniques of environmental scanning and monitoring.

Unit 2: Economic Environment of Business

Significance and elements of economic environment; Economic system and business environment; Economic planning in India; Government policies, industrial policy, fiscal policy, monetary policy, EXIM policy.

Unit 3: New Economic Policy

Privatization, Liberalization and Globalization and their Implications for Indian Business, Role of MNCs.

Unit 4: Political and Legal Environment of Business

Critical elements of political environment; Government and business; Competition Act 2002, FEMA and Consumer Protection Act.

Unit 5 Technological Environment

Factors Influencing Technological Environment. Role and Impact of Technology on Business. Digitalisation of Business ,Transfer of technology-Channels, Methods and limitations.

Suggested Readings :

1. Adhikary M.: *Economic Environment of Business* Sultan Chand & sons New Delhi.
2. Ashwathappa K.: *Legal Environment of Business* Himalaya Publication New Delhi.
3. Cherunilam Francis: *Business Environment* Himalaya Publishing House New Delhi.
4. Rajvaid: *Business Environment*.
5. Dhingra I.C., *Indian Economy: Environmental and Policy*, Sultan Chand & sons New Delhi.
6. Mishra S.K. and Puri V.K.: *Economic Environment of Business*.
7. Kumar Singh Shrawan, *Business Environment*, Taxmann.

B.Com. (Hons.): Semester – II

Paper – BCH 2.1: BUSINESS COMMUNICATION

Assessment: Internal 30 marks , End semester examination of three hours 70 marks

Objective: To equip students effectively to acquire skills in reading, writing, comprehension and communication.

CONTENTS

Unit 1: Introduction

Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit 2: Business Correspondence

Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter - office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit 3: Report Writing

Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.

Unit 4: Communication and Customer Care/Customer Relations

Introduction; Striving toward Competitive Advantage; The overall changing scenario; Customer as partner in production and distribution; Customer friendly orientation of employees; Implications for hiring the right people; A proposed framework for communication with customers.

Unit 5: Oral Presentation

Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Bovee and Thill, *Business Communication Essentials*, Pearson Education
2. Shirley Taylor, *Communication for Business*, Pearson Education
3. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, McGraw Hill Education
4. Murphy Herta A., Hildebrandt Herbert W., Thomas Jane P., *Effective Business Communication (SIE)*, McGraw Hill Education
5. Young Dona, *Foundations of Business Communication: An Integrative Approach*, McGraw Hill Education
6. Lesikar Raymond V., Flatley Marie E., Rentz Kathryn, Lentz Paula, and Pande Neerja, *Business Communication: Connecting in a Digital World (SIE)*, McGraw Hill Education

B.com IIIrd Year

Paper – II: Auditing and Corporate Governance

Objective: To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards and to give an overview of the principles of Corporate Governance and Corporate Social Responsibility.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Introduction : Meaning, Objectives, Basic Principles and Techniques; Classification of Audit, Recent Trends in Auditing; Nature and significance of cost audit; Tax audit; Management audit
2. Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities.
3. Audit of Companies:: Company Auditor- Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties , Liabilities of Statutory Auditors under the Companies Act 2013
4. Special Areas of Audit: Special features of Cost audit, Tax audit, and Management audit; Basic considerations of audit in EDP Environment; Auditing Standards; Relevant Case Studies/Problems
5. Auditor's Report- Contents and Types with specimen.
6. Corporate Governance: Conceptual framework of Corporate Governance: Theories & Models, Broad Committees; Corporate Governance Reforms.
7. Business Ethics: Morality and ethics, business values and ethics, approaches and practices of business ethics, corporate ethics, ethics program, codes of ethics, ethics committee; Ethical Behavior: Concepts and advantages
8. Corporate Social Responsibility (CSR): Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013.

Suggested Readings:

1. Ravinder Kumar and Virender Sharma, *Auditing Principles and Practice*, PHI Learning.
2. Aruna Jha, *Auditing*, Taxmann Publication.
3. Anil Kumar, *Corporate Governance: Theory and Practice*, Indian Book House, New Delhi
4. M.C. Kuchhal, *Modern Indian Company Law*, Shri Mahavir Book Depot. (Publishers) (Relevant Chapters).
5. N. Balasubramanian, *A Casebook on Corporate Governance and Stewardship*, McGraw Hill Education.
6. B.N. Ghosh, *Business Ethics and Corporate Governance*, McGraw Hill Education.
7. S.K. Mandal, *Ethics in Business and Corporate Governance*, McGraw Hill Education.
8. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press.
9. Christine Mallin, *Corporate Governance (Indian Edition)*, Oxford University Press

B.com IIIrd Year

Group V – Communication Group (Compulsory for all)

Paper – I: Business Communication

Objective: To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Paper pattern: This question paper consists of three sections, 'A', 'B' & 'C'. Section 'A' consists of ten objective/very short answer type questions of 1 mark each. **All the questions of section 'A' are compulsory.** Section 'B' consists of seven short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'B' is of 2 marks. Section 'C' consists of eight long answer type questions, students have to attempt **any four** questions. Each question of section 'C' is of 7.5 marks.

1. Meaning, Importance, Process, Types: Oral, Written, Verbal, Non-Verbal, Problems of Communication, Listening as a Communication Tool, Techniques of Better Communication.
2. Communication and decision making in small groups: roll of groups, characteristics of small groups, solving problems in small groups etc., examining group discussions – its role in team work.
3. Communication within the organization; Memo writing, Proposal writing, Report writing, Office orders, circular, writing notes
4. Communication outside the organization:
5. Business Correspondence: request for quotations, tenders, orders, drafting of sales letters, circular letters, proposals, correspondence with local and foreign customers and suppliers regarding dues, complaints, follow-up letters. Correspondence with banks regarding overdrafts, cash credit and current account.
6. Resume Writing
7. Oral Presentation. Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids.

Suggested Readings:

1. Urmila Rai and S.M. Rai, *Business Communication*, Himalaya Publishing House.
2. Rajender Pal, *Essentials of Business Communication*, S. Chand and Sons
3. Asha Kaul. *Business Communication*, PHI.
4. Rohini Aggarwal. *Business Communication and Organisation and Management*, Taxmann Publications Pvt. Ltd.