

# As Per NEP 2020

## University of Mumbai



### Title of the program

- A- U.G. Certificate in Commerce
- B- U.G. Diploma in Commerce
- C- B.Com.
- D- B.Com. ( Hons.)
- E- B.Com. (Hons. with Research)

### Syllabus for

### Semester – Sem I & II

Ref: GR dated 20<sup>th</sup> April, 2023 for Credit Structure of UG

(With effect from the academic year 2024-25  
Progressively)

# University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars	
<b>1</b>	<b>Title of program</b> O: _____A	<b>A</b>	<b>U.G. Certificate in Commerce</b>
	O: _____B	<b>B</b>	<b>U.G. Diploma in Commerce</b>
	O: _____C	<b>C</b>	<b>B.Com</b>
	O: _____D	<b>D</b>	<b>B.Com. (Hons.)</b>
	O: _____E	<b>E</b>	<b>B.Com. (Hons. with Research)</b>
<b>2</b>	<b>Eligibility</b> O: _____A	<b>A</b>	12th <b>OR</b> Passed Equivalent Academic Level 4.0
	O: _____B	<b>B</b>	Under Graduate Certificate in Commerce <b>OR</b> Passed Equivalent Academic Level 4.5
	O: _____C	<b>C</b>	Under Graduate Diploma in Commerce <b>OR</b> Passed Equivalent Academic Level 5.0
	O: _____D	<b>D</b>	Bachelors of Commerce with minimum CGPA of 7.5 <b>OR</b> Passed Equivalent Academic Level 5.5
	O: _____E	<b>E</b>	Bachelors of Commerce with minimum CGPA of 7.5 <b>OR</b> Passed Equivalent Academic Level 5.5
<b>3</b>	<b>Duration of program</b> R: _____	<b>A</b>	One Year
		<b>B</b>	Two Years
		<b>C</b>	Three Years
		<b>D</b>	Four Years
		<b>E</b>	Four Years
<b>4</b>	<b>Intake Capacity</b> R: _____	<b>120</b>	

5	<b>Scheme of Examination</b> R: _____	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination	
6	R: _____ <b>Standards of Passing</b>	40%	
7	<b>Sem. I &amp; II Credit Structure</b> R: _____ A	Attached herewith	
	R: _____ B		
	<b>Sem. III &amp; IV Credit Structure</b> R: _____ C		
	R: _____ D		
8	<b>Semesters</b>	A	Sem I & II
		B	Sem III & IV
		C	Sem V & VI
9	<b>Program Academic Level</b>	D	Sem VII & VIII
		E	Sem VII & VIII
		A	4.5
		B	5.0
		C	5.5
		D	6.0
		E	6.0
10	<b>Pattern</b>	Semester	
11	<b>Status</b>	New	
12	<b>To be implemented from Academic Year Progressively</b>	From Academic Year: 2024-25	

**Sign of the BOS  
Chairperson  
Prof. Dr. Kishori  
Bhagat  
BOS in Commerce**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant  
Balkrishna Sangurde  
Faculty of Commerce  
& Management**

**Sign of the  
Offg. Associate Dean  
Prof. Dr. Kishori  
Bhagat  
Faculty of Commerce  
& Management**

**Sign of the  
Offg. Dean  
Prof. Kavita Laghate  
Faculty of  
Commerce &  
Management**

# Preamble

## 1) Introduction

The Bachelor of Commerce (B.Com) program is designed at the heart of a dynamic and personalized educational journey of the students. The program is meticulously crafted curriculum goes beyond traditional academic boundaries, offering an array of specialized courses designed to empower each student with a diverse skill set and a competitive edge in the modern business landscape. In addition to the fundamentals subject that provide a comprehensive understanding of business, finance, accounting, management, marketing, and entrepreneurship, the program places a strong emphasis on growth and success of the students. Students will have the opportunity to tailor education to their aspirations and interests, with a range of vocational skill courses including Fundamentals of Startups, Business Etiquettes, Corporate Grooming, Negotiation Skills, Mall Management, Tourism Management, Business Leadership Skills, Sensory Marketing, Inventory Management, Quality Management, Social Media Marketing, Family Business Management, Finance for Non finance executives, Principles of investment, Human Resource Associate, Personnel Management and Basics of Healthy Work Environment. The NEP (2020) recognizes that each student is unique, and hence the Program aims to provide students not only with a solid academic foundation but also a plethora of practical, real-world skills to ensure their success in a rapidly evolving business world. The journey through the B.Com program now shall be more than just earning a degree; it shall unlock full potential of the students and prepare them for a rewarding and fulfilling career tailored to their individual passions and aspirations.

## 2) Aims and Objectives: -

Aim:

The program aims to provide students with a personalized and diverse educational experience, encompassing a wide range of specialized fields while aiming to equip them with practical skills and knowledge in commerce to excel in their unique career aspirations, fostering individual growth and success.

Objectives:

- To tailor education to individual needs and fostering a diverse skill set for success.
- To provide students with a well-rounded understanding of commerce, encompassing a wide range of specialized areas.
- To bridge the gap between academic knowledge and real-world applications with practical skills and knowledge.
- To equip students for diverse and rewarding career opportunities with VSC's.
- To Nurture personal and professional growth through a student-centric approach.
- To prepare students for a wide array of career opportunities while fostering their individual growth, ethical awareness, and ability to excel in the ever-evolving world of commerce.

### 3) Learning Outcomes

1. The Graduates will demonstrate a profound understanding of essential commerce subjects, enabling them to apply their knowledge effectively in real-world situations.
2. The Students will acquire practical skills in specialized areas, empowering them to implement strategies and solve complex problems in fields like Startups, Marketing, and Quality Management.
3. The learner will develop strong critical thinking skills and ethical decision-making abilities, essential for navigating the business world with integrity and foresight.
4. The program will instill a global perspective, preparing students to understand and engage in the international business environment.
5. The Program will enhance communication skills, enabling students to convey ideas and concepts clearly and professionally.
6. The Graduates will gain leadership and management skills, positioning them for leadership roles in various business and organizational settings.
7. The program will equip students with the knowledge and skills necessary for diverse career opportunities, fostering their preparedness for roles in entrepreneurship, marketing, finance, and the service sector.
8. The students will develop the ability to adapt to evolving business dynamics and industry trends, ensuring their continued relevance in the competitive job market.
9. The program will cultivate research and analytical skills, enabling graduates to gather and interpret data for informed decision-making.
10. The learners will adopt a customer-centric mindset, critical for success in fields such as Sensory Marketing and Social Media Marketing.
11. Graduates will be proficient in applying Quality Management principles to enhance business processes and product quality, contributing to operational efficiency and customer satisfaction.
12. The program allows students to specialize in specific fields like Mall Management or Tourism Management, positioning them for unique and fulfilling career paths.
13. Students will be well-versed in ethical business practices and corporate social responsibility, aligning with contemporary values in the business world.

#### 4) Any other point (if any)

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5) Credit Structure of the Program (Sem I, II, III, IV, V & VI) Sem. I & II Credit Structure

**Under Graduate Certificate in Commerce**

**Credit Structure (Sem. I & II)**

R: _____ A										
Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum Cr.	
	Mandatory	Electives								
4.5	I	(2+2+2) <b>Commerce-I</b> (Introduction To Business) (2)  Balance (02+02) Credits from Accountancy / Business Economics / Business Management			2+2	<b>VSC :</b> Fundamentals of Start Ups (2)  OR Business Etiquettes & Corporate Grooming (2)  <b>SEC :</b> Negotiation Skills (2)	<b>AEC:</b> 2 <b>VEC:</b> 2 <b>IKS:</b> 2	<b>CC</b> :2  CC 1	22	UG Certificate 44
R: _____ B										
	II	(2+2+2) <b>Commerce-II</b> (Introduction to Service Sector) (2)  Balance (02+02) Credits from Accountancy / Business Economics / Business Management		2	2+2	<b>VSC:</b> Mall Management (2)  OR Tourism Management (2)  <b>SEC</b> Business Leadership Skills (2)	<b>AEC:</b> 2 <b>VEC:</b> 2 <b>IKS:</b> 2	<b>CC</b> :2  CC 2	22	
	<b>Cum Cr.</b>	<b>12</b>	<b>-</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>4</b>	<b>44</b>	

**Exit Option :- Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor**

**Under Graduate Diploma in Commerce**  
**Credit Structure (Sem. III & IV)**

<b>R: _____ C</b>										
	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum Cr.
		Mandatory	Electives							
5.0	III	(4+4)		4	2	VSC Six Sigma and ISO (2)  OR Inventory Management (2)  OR Logistic Management (2)	<b>AEC:2</b>	CC 2 FP 2	22	UG Diploma 88
<b>R: _____ D</b>										
	IV	(4+4)		4	2	<b>SEC:</b>  Family Business Management (2)  OR Finance for Non Finance Executives (2)  OR Principles of Investment (2)	<b>AEC:2</b>	CC 2 CEP 2	22	
	<b>Cum Cr.</b>	<b>28</b>		<b>10</b>	<b>12</b>	<b>12</b>	<b>14</b>	<b>12</b>	<b>88</b>	
<b>Exit Option :- Award of UG Diploma in Major with 88 credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor</b>										

**B.Com.**

**Credit Structure (Sem. V & VI)**

R: _____ E										
5.5	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum Cr.
		Mandatory	Electives							
	V	(4+4+2)	4	4		Integrated Marketing Communication (2)  OR Sensory Marketing (2)  Social Media Marketing (2)		<b>FP 2/ CEP:2</b>	22	UG Degree 132
		<b>Commerce-VII</b> Introduction to Marketing) (4)  <b>Commerce-VIII</b> Marketing Research (4)  <b>Commerce-IX</b> (Fundamentals of Event Management) (2)	Export Marketing -I  Marketing Research-I							
R: _____ F										
	VI	(4+4+2)	4	4				OJT:4	22	
		<b>Commerce-X</b> HRM (4)  <b>Commerce-XI</b> Knowledge Management (4)  <b>Commerce-XII</b> (Fundamentals of HR Analytics) (2)	Export Marketing -II  Marketing Research-II							
	<b>Cum Cr.</b>	<b>48</b>	<b>8</b>	<b>18</b>	<b>12</b>	<b>14</b>	<b>14</b>	<b>18</b>	<b>132</b>	

**Exit Option :- Award of UG Degree in Major with 120-132 credits OR Continue with Major and Minor**

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – on Job Training, FP – Field Project, CEP – Continuing Education Program, CC – Co-Curricular, RP – Research Project ]



# SEMESTER-I

## MAJOR MANDATORY INTRODUCTION TO BUSINESS

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>INTRODUCTION TO BUSINESS</b>
<b>VERTICLE /CATEGORY</b>	<b>A/MAJOR MANDATORY (CORE)</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

### COURSE OBJECTIVE

This course provides an overview of the business, understanding and significance of the Business Environment, Project Planning and Business Strategy.

### COURSE OUTCOMES

CO1: Learners will recognize the fundamental components of the business

CO2: Learners will be able to apply theoretical knowledge to real world scenarios within the Business Environment.

CO3: Learners would understand the concept and importance of project planning and would get hands on through case studies

CO4: To create comprehensive understanding among the learners about Business Strategies

### ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Business and Business Environment	15
2	Project Planning and Business Strategies	15
<b>TOTAL HOURS</b>		<b>30</b>

## **COURSE DESIGN**

### **COURSE UNIT TITLE 1: BUSINESS and BUSINESS ENVIRONMENT (15)**

a. Business

Introduction - Traditional and Modern Concept of business., Functions, Scope and Significance of business. Objectives of Business: Steps in setting business objectives,

b. Business Environment

Concept and Importance of business environment, Constituents of Business Environment, Educational Environment and its impact, International Environment – Current Trends in the World, Climate change and its impact

PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments

### **COURSE UNIT TITLE 2 PROJECT PLANNING and BUSINESS STRATEGIES: (15)**

a. Project Planning

Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion. Statutory Requirements in Promoting Business Unit.

b. Business Strategy

Introduction :- Concept of Business strategy, New Trends in Business strategy: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies

PEDAGOGICAL APPROACH: Lecture Method, Assignments and Case Studies

### **REFERENCES:-**

- Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P. International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction to Commerce, Vikram, Amit, Atlantic Pub
- A Course Book on Business Environment, Cherunilam, Francis, Himalaya Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials of Business Environment, Aswathappa K., Himalaya Pub
- Essentials of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann

**Total 50 Marks: with 2 Credits  
30 Marks External and 20 Marks Internal**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

**20 Marks Internal  
Any 4 out of 6**

- |                     |            |
|---------------------|------------|
| 1) Class Test       | (05 Marks) |
| 2) Assignment       | (05 Marks) |
| 3) Presentation     | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz             | (05 Marks) |
| 6) Case Study       | (05 Marks) |

- Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the Semester.**

**VSC Semester 1**  
**Fundamentals of Start Up**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Fundamentals of Start up</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 1</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

**COURSE DESCRIPTION**

The course Fundamentals of Start up introduce the fundamentals of startup in India, funding strategies & motivation to start own business.

**COURSE OBJECTIVE**

To understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up.

**COURSE OUTCOME**

Course Outcomes: On successful completion of this course, the students will be able:

CO1: Develop a start-up Enterprise with Big Idea Generation.

CO2: Analyze start-up capital requirement by analyzing legal factors.

CO3: Interpret feasibility Analysis towards funding issues.

CO4: Access growth stages in new venture and reasons for scaling ventures.

CO5: Evaluate financial stability and decide on expansion possibilities

**ORGANISATION OF THE COURSE**

<b>UNIT NO</b>	<b>COURSE UNITS AT A GLANCE</b>	<b>TOTAL HOURS</b>
1	Start-up Opportunities	15
2	Start-up Capital Requirements and Legal Environment	15
<b>TOTAL HOURS</b>		<b>30</b>

## **COURSE DESIGN**

### **Semester I Title: Fundamentals of Start-ups**

#### **Module 1: Start-up Opportunities (15)**

- The New Industrial Revolution – The Big Idea- Generate Ideas with Brainstorming- Business Start-up - Ideation- Venture Choices - The Rise of the start-up Economy
- The Six Forces of Change- The Start-up Equation, The Entrepreneurial Ecosystem: Entrepreneurship in India, Government Initiatives.

PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments

#### **Module 2: Start-up Capital Requirements and Legal Environment (15)**

- Identifying Startup Capital Resource requirements, Constructing a Process Map, Approval for New Ventures
- Funding Strategies with Bootstrapping, Crowd Funding, Preparation of Startup Project Report.

PEDAGOGICAL APPROACH: Lecture Method, Case study and Hands on project report

#### **REFERENCES:-**

- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016. Page 6 of 6 Anjan Raichaudhuri,
- Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
- S. R. Bhowmik, M. Bhowmik, Entrepreneurship, New Age International, 2007.
- Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
- Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
- Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009.

**Total 50 Marks: with 2 Credits  
30 Marks External and 20 Marks Internal**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)  
a.  
b.

Q. 2 Answer the following (15 Marks)  
a.  
b.

Q. 3 Answer the following (15 Marks)  
a.  
b.

**20 Marks Internal  
Any 4 out of 6**

- |                     |            |
|---------------------|------------|
| 3) Class Test       | (05 Marks) |
| 2) Assignment       | (05 Marks) |
| 3) Presentation     | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz             | (05 Marks) |
| 6) Case Study       | (05 Marks) |

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
4) The internal Assessment shall be conducted throughout the Semester.**

**VSC Semester 1**  
**Business Etiquettes and Corporate Grooming**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Business Etiquette and Corporate Grooming</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 1</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

**COURSE DESCRIPTION**

The course in business etiquette and corporate grooming introduces concepts related to business etiquette and corporate grooming and its applications in the contemporary context.

**COURSE OBJECTIVES**

At the end of the course, students will be able to

1. Identify basic concepts related to business etiquette and corporate grooming.
2. Discuss the concepts in the context of effective writing and business correspondence.
3. Discuss its applications in different settings and appreciate the key minimum standards required by etiquette practice Level of Knowledge: Conceptual and application

**COURSE OUTCOME**

CO1: Enable the learners to understand the etiquette required in business

CO2: Help the learners know the concept of corporate grooming

CO 3: Enable the learners to understand the application of business etiquette and corporate grooming

**ORGANISATION OF THE COURSE**

<b>UNIT NO</b>	<b>COURSE UNITS AT A GLANCE</b>	<b>TOTAL HOURS</b>
1	Business Etiquettes	15
2	Corporate Grooming	15
<b>TOTAL HOURS</b>		<b>30</b>



## COURSE DESIGN

### Unit 1 –Business Etiquettes – (15)

- Business Etiquettes- Concept, Principles, Significance of Business Etiquettes in 21st Century Professional Advantage; Need and Importance of Professionalism Minimum standards required by etiquette practice.
- Workplace Etiquette, E-Mail Etiquette, Telephone Etiquette Dining Etiquette, Meeting Etiquette and Presentation Etiquettes.

PEDAGOGICAL APPROACH: Lecture Method, Role Play and Assignments

### Unit 2 – Corporate Grooming (15)

- Corporate Grooming - Concept, Hygiene and Grooming Guide - Posture and Gesture – Yes's and NO's of Grooming, Appearance and Attire, Clothes Encounters - Gauge in brain (Formal vs informal), Connecting and Building Rapport - Listening Skills, Conversational Skills, Body Language.
- Emotional intelligence: Importance, concept, theory and measurements. Stress Management: Strategies for preventing and relieving stress. Time management: Meaning; Techniques and styles.

PEDAGOGICAL APPROACH: Lecture Method, Case study and Role Play

#### REFERENCES:-

- Lillian H. Chaney, Jeanette S. Martin. The Essential Guide to Business Etiquette
- Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
- Thomas Means (2009), Business Communication.
- Nancy R. Mitchell Etiquette Rules Wellfeet Press 2017 A filed guide to modern manners

**Total 50 Marks: with 2 Credits**  
**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

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**20 Marks Internal**

- 1) Class Test (05 Marks)
- 2) Assignment (05 Marks)
- 3) Presentation (05 Marks)
- 4) Group Discussion (05 Marks)
- 5) Quiz (05 Marks)
- 6) Case Study (05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.**

**2) The internal Assessment shall be conducted throughout the Semester.**

**SEC Semester 1  
Negotiation Skills**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>I</b>
<b>COURSE TITLE</b>	<b>Negotiation Skills</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 1</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

**COURSE DESCRIPTION**

The course in negotiation skills will help the learners to have a better understanding of negotiation, negotiation skills, negotiation style & competencies in communication

**COURSE OBJECTIVES**

1. To understand the basics of negotiation skills & perspectives of negotiation
2. To know the ability of bargain
3. To discuss the different types of competencies in communication

**COURSE OUTCOME**

CO 1: Execute proven tactics for negotiation

CO 2: Refine personal negotiation style

CO 3: Improve ability to bargain successfully and ethically in any situation

CO 4: Build positive, productive relationship with all parties

CO 5: Applying appropriate communication skills across settings, purposes, and audiences.

CO 6: Displaying competence in oral, written, and visual communication.

**ORGANISATION OF THE COURSE**

<b>UNIT NO</b>	<b>COURSE UNITS AT A GLANCE</b>	<b>TOTALHOURS</b>
1	Negotiation and Types of Negotiations	15
2	Negotiation Skills	15
<b>TOTAL HOURS</b>		<b>30</b>

## COURSE DESIGN

### Unit 1 Negotiation and Types of Negotiations (15)

- Negotiation – Concept, Key Negotiation Concepts, Perception and Cognition in Negotiation, Negotiation Process, Conflict and Negotiation Strategy
- Types - Distributive Negotiation; Integrative Negotiation; Multiple Phases and Multiple Parties, Preparation for a deal; Table tactics; Frequently asked tactical questions; Barriers to Agreement; Mental Errors in reaching an agreement.

PEDAGOGICAL APPROACH: Lecture Method, Case study and Assignments

### Unit 2: Negotiation Skills (15)

- Negotiation Skills - Negotiating as an organizational capability; skills of an effective negotiator, Negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.
- Developing power, decision trees, psychological tools. Practical practice of negotiation

PEDAGOGICAL APPROACH: Lecture Method, Case study and Role Play

### REFERENCES:-

1. Michael A. Wheeler. (2003). Negotiation. Harvard Business Essential Series
2. David S. Hames. (2012). Negotiation: Closing Deals, Settling Disputes and Making Team Decisions. Sage Publications
3. C.S Rayudu, "Communication" Himalaya Publishing House, 2012
4. Myer & Myer, Communication Mcgraw Hill, 2007
5. Rai & Rai, Business Communication – Himalaya Publishing House , 2011
6. Harvard Business Essentials Guide to Negotiation2 Michael Wheeler. Harvard Business School Press  
Paperback: 208 pages, Harvard Business Press (July 1, 2003). ISBN-10: 1591391113 ISBN-13: 978-1591391111
7. Lewicki, R., Barry, B., Saunders, D.M. (2024). Negotiation (9th Ed.). McGraw Hill Education
8. Carrell, M. R., Heavrin, C. (2008). Negotiating Essentials: Theory, Skills and Practices(1st ed.). Pearson

### Recommended Reading

1. David Campbell. (2015). Guerrilla Business Negotiation Techniques
2. Jack Welch and Suzy Welch. (2009). Winning: The Ultimate Business How-to-Book. Harper Collins
3. P. D. Chaturvedi, Mukesh Chaturvedi , Business Communication- Skills, Concepts and Applications, Pears on Publications, 2013.

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

**20 Marks Internal**

- 1) Class Test (05 Marks)
- 2) Assignment (05 Marks)
- 3) Presentation (05 Marks)
- 4) Group Discussion (05 Marks)
- 5) Quiz (05 Marks)
- 6) Case Study (05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the Semester.**

# SEMESTER-II

**MAJOR MANDATORY  
INTRODUCTION TO SERVICE SECTOR**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE TITLE</b>	<b>INTRODUCTION TO SERVICE SECTOR</b>
<b>VERTICLE /CATEGORY</b>	<b>A/MAJOR MANDATORY (CORE)</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

<b>ORGANISATION OF THE COURSE</b>		
UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Concept of Services and Recent Trends in Service Sector	15
2	Retailing and E-Commerce	15
TOTAL HOURS		30

## COURSE DESIGN

### Unit 1: Concept of Services and Recent Trends in Service Sector

- **Services**

**Introduction:** Meaning, Characteristics, Scope and Classification of Services –Importance of service sector in the Indian context. Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people. Opportunities and challenges in service sector.

- **Recent trends in service sector**

**ITES Sector:** Concept and scope of BPO, KPO, LPO and ERP. **Banking and Insurance-FDI** and its impact on Banking and Insurance Sector in India, **Logistics:** Net working – Importance – Challenges

### PEDAGOGICAL APPROACH : Lecture, Case Study and Assignment

### Unit 2: Retailing and E-Commerce

- **Retailing**

**Introduction:** Concept of organized and unorganized retailing , Trends in retailing, **Retail Format:** Store format, Non – Store format, Store Planning, design and layout **Retail Scenario:** Retail Scenario in India and Global context – Prospects and Challenges in India.

- **E-Commerce**

**Introduction:** Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce. **Types of E-Commerce:** Basic ideas and Major activities of B2C,B2B, C2C. **Present status of E-Commerce in India:** Transition to E-Commerce in India,E- Transition Challenges for Indian Corporates.

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

### REFERENCES:-

- Business Organisation Management Maheshwari, Rajendra P ,Mahajan, J.P.,International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction To Commerce, Vikram, Amit, Atlantic Pub
- A Course Book On Business Environment, Cherunilam,Francis, Himalaya Pub
- Business Environment, Cherunilam,Francis, Himalaya Pub
- Essentials Of Business Environment, Aswathappa,K., Himalaya Pub
- Essentials Of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann
- Strategic Management, David,Fred R., Phi Leraning
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Strategic Management, Bhutani, Kapil, Mark Pub.
- Entrepreneurship, Hisrich, Robert D, Mc Graw Hill
- Entrepreneurship Development, Sharma, K.C., Reegal Book Depot
- Service Marketing, Temani, V.K., Prism Pub • Service Marketing, Temani, V.K., Prism Pub
- Management Of Service Sector, Bhatia, B S, V P Pub



**Total 50 Marks:30 Marks External and 20 Marks Internal  
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with 2 Credits**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

**20 Marks Internal**

- |                     |            |
|---------------------|------------|
| 1) Class Test       | (05 Marks) |
| 2) Assignment       | (05 Marks) |
| 3) Presentation     | (05 Marks) |
| 4) Group Discussion | (05 Marks) |
| 5) Quiz             | (05 Marks) |
| 6) Case Study       | (05 Marks) |

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the Semester.**

**VSC 2:  
Mall Management**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE TITLE</b>	<b>Mall Management</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 2</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

<b>COURSE DESCRIPTION</b>
The course in mall management will help the learners to concepts of shopping malls, Mall administration and Facilities & Maintenance Management malls.
<b>COURSE OBJECTIVES</b>
1. The course content provides a detailed outline of Malls and its design and retail components. 2. Special emphasis is given to the practical aspects. The objective of the course is to impart skills necessary for taking up positions in Mall administration
<b>COURSE OUTCOME</b>
CO1 : Describe the concepts of Shopping Malls and its pre developmentprocess.
CO2: Identify types of commercial Lease and its Tenant Mix.
CO3: Carrying out the practical aspects of Facilities & Maintenance Management of Malls.
CO4: Focus on Marketing Planning and Entertainment in Shopping Malls.
CO5: Understand the Regulatory Framework & Macro Economic View of shopping Malls

## ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Concept of Mall & Mall Architecture	15
2	Handling a Mall project & Components of Mall Management	15
<b>TOTAL HOURS</b>		<b>30</b>

## COURSE DESIGN

### Module I: Concept of Mall & Mall Architecture (15)

- Definition, Types and Genesis of malls, growth of malls globally, Diffusion of the concept to India, growth of malls in India, future trends and projections, advantages of mall over other retail formats, comparison of Malls in USA and India.
- A description of the various components of mall architecture and their significance like Facade, Atrium, Parking, circulation path and utilities

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture assignment

### Module II: Handling a Mall project & Components of Mall Management (15)

- Choosing the macro and micro locations, identifying the catchments, Concept and Tenant-Mix Planning, Deciding Tenant-mix and anchor tenant(s), concept planning and retail zoning, a comment on suitability of popular retail formats as anchor tenants like Hyper markets, Department Stores, Multiplexes and Eating joints.
- Lease Management, Marketing and Space Selling, Facilities & Utilities management, Security & Information Systems, Mall promotion&Events management.

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

### REFERENCES:-

- Harvinder Singh, Srini R Srinivasan (2012), Mall Management: Operating in Indian Retail Space, Tata McGraw Hill Education Pvt. Ltd
- Levy & Weitz (2011), Retailing Management (5th ed), Tata McGraw Hill
- Burman & Evans(2011), Retail Management-A strategic Approach (8th ed), (Pearson Education)
- Paco Underhill (2007), Simon & Schuster ,Call of the Mall

**Total 50 Marks:30 Marks External and 20 Marks Internal  
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with  
2 Credits**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

---

**20 Marks Internal**

- 3) Class Test (05 Marks)
- 2) Assignment (05 Marks)
- 3) Presentation (05 Marks)
- 4) Group Discussion (05 Marks)
- 5) Quiz (05 Marks)
- 6) Case Study (05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.**

**4) The internal Assessment shall be conducted throughout the Semester.**

## VSC Semester II

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE TITLE</b>	<b>Tourism Management</b>
<b>VERTICLE /CATEGORY</b>	<b>VSC 2</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

<b>COURSE DESCRIPTION</b>
The course focus on making the students understand the concept of tourism management & importance of tourism management
<b>COURSE OBJECTIVE</b>
The course aims at making the students aware about the different basicconcepts of travel and tourism.
<b>COURSE OUTCOME</b>
Imparting basic knowledge about tourism and its types

<b>ORGANISATION OF THE COURSE</b>		
UNIT NO	COURSE UNITS AT A GLANCE	TOTALHOURS
1	Tourism Overview	15
2	Types and Forms of Tourism	15
<b>TOTAL HOURS</b>		<b>30</b>

## COURSE DESIGN

### Module – I: Tourism Overview (15)

- Definition and Historical Development of Tourism, its Structure, Components and Elements. Nature, Characteristics and Significance of Tourism Industry
- Approaches to the Study of Tourism. Definition and Distinction between Travellers, Visitors, Excursionist, Tourist and Transit visitor. Travel Motivators and Deterrents.

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

### Module–II: Types and Forms of Tourism (15)

- Inter–regional and Intra–regional Tourism, Inbound and Outbound Tourism, Domestic, International Tourism. Forms of Tourism: Religious, Historical, Social, Adventure, Health, Business, Conferences, Conventions, Incentives, Sports and Adventure, Senior Tourism
- Special Interest tourism like Culture or Nature Oriented, Ethnic, Concept of Sustainable Tourism and importance

PEDAGOGICAL APPROACH:- Visit, Case Study Lecture

### REFERENCES:-

- *Mill and Morrison*, The Tourism System: An Introductory Text. Prentice Hall.
- *Mill, R.C.*, Tourism: The International Business. Prentice Hall, New Jersey.
- *Jayapalan. N.*, An Introduction to Tourism. Atlantic Publishers.
- *Mill R.C.*, Tourism, the International Business, Prentice Hall. New Jersey.
- *Swarbrooke, J.* Sustainable Tourism Management. CABI Publishers
- *Bhatia, A K.*, The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited
- *Gupta, V. K.*, Tourism in India. Neha Publishers and Distributor *Aggarwal, A.* Travel and Tourism in India. Sublime Publishers

**Total 50 Marks:30 Marks External and 20 Marks Internal  
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with  
2 Credits**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

- a.
- b.

Q. 2 Answer the following (15 Marks)

- a.
- b.

Q. 3 Answer the following (15 Marks)

- a.
- b.

---

**20 Marks Internal**

- 1) Class Test (05 Marks)
- 2) Assignment (05 Marks)
- 3) Presentation (05 Marks)
- 4) Group Discussion (05 Marks)
- 5) Quiz (05 Marks)
- 6) Case Study (05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the Semester.**

<b>PROGRAM</b>	<b>B.COM</b>
<b>SEMESTER</b>	<b>II</b>
<b>COURSE TITLE</b>	<b>Business Leadership Skills</b>
<b>VERTICLE /CATEGORY</b>	<b>SEC 2</b>
<b>COURSE LEVEL</b>	<b>4.5</b>
<b>COURSE CODE</b>	
<b>COURSE CREDIT</b>	<b>2</b>
<b>HOURS PER WEEK THEORY</b>	<b>2</b>
<b>HOURS PER WEEK PRACTICAL/TUTORIAL</b>	<b>NA</b>

### **COURSE DESCRIPTION**

This course focuses on leadership development in the corporate world. The topics include development of leadership skills at personal level and team level, coaching employees to improve performance, organizational leadership, ethics involved, performance management and new recruit management

### **COURSE OBJECTIVES**

Enable the learners to

1. Distinguish between appropriate and inappropriate governance structures within an organization.
2. Distinguish between appropriate and inappropriate internal control systems, including system design, controls over data, transaction flow, wireless technology, and internet transmissions.
3. Improve communication skills
4. Be result oriented and focus on vision Level of Knowledge: Conceptual and Basic

### **COURSE OUTCOME**

CO 1: To Develop interpersonal skills, professionalism, leadership and values

CO 2: To understand accountability, effectively resolve conflicts, teamwork

CO 3: To Develop human resource management skills

CO 4: To Develop External Awareness, be adaptable

CO 5: To Obtain and document information about an organization's strategic planning processes to identify key components of the business strategy and market risks.

### **ORGANISATION OF THE COURSE**

UNIT NO	COURSE UNITS AT A GLANCE	TOTALHOURS
1	Personal Leadership	15
2	Team Leadership	15
<b>TOTAL HOURS</b>		<b>30</b>



## COURSE DESIGN

### Module 1 Personal Leadership (15)

- Personal Leadership - Concept and importance, Interpersonal skills (build trust, credibility and respect); Professionalism (project an image of integrity and maturity); Business professionalism (categories of important business relationships, attitude at business meetings, luncheons, dinners)
- Leadership styles; Focus and Discipline (Organizing and prioritizing skills, multitasking, ); Global travel and culture; Network through community service; Network to build business connections and personal brand, promote organization; Time Management

PEDAGOGICAL APPROACH:- Role Play, Case Study, Lecture

### Module 2 Team Leadership (15)

- Team Leadership – concept and importance, Tangible and intangible costs of employee turnover; Communications to lead (listening effectively, avoiding biases, speaking persuasively); Conflict management (between peers, associates & subordinates); Delegation (Identify candidates for delegation and collaboration); Lead effective meetings (skills essential for building cooperation and positive results in meetings); Leadership Communications;
- Leadership styles and tendencies; Leading strong teams (analyze and capitalize team strengths, working with diverse styles, creation of competitive spirit, motivation); Sharing the glory (focus on team achievements); Visionary Leadership

PEDAGOGICAL APPROACH:- Role Play, Case Study, Lecture

#### REFERENCES:-

1. Andrew J. Du Brin. (2016). Leadership: Research Findings, Practice and Skills. Cengage Learning, 2. Marshall Goldsmith & Mark Reiter. (2007).
2. What got you here, Won't get you there. Hachette Books Recommended Reading 1. Robert J. Anderson and William A. Adams. (2015).
3. Mastering Leadership: An Integrated Framework for Breakthrough Performance and Extraordinary Business Results. Wiley
4. Robert N. Lussier and Christopher F. Achar. (2016). Leadership: Theory, Application and Skill development. Cengage Learning
5. D. Sivanandhan Radhakrishnan Pillai. (2014). Chanakya's 7 Secrets of Leadership. Jaico Publishing House

**Total 50 Marks:30 Marks External and 20 Marks Internal  
For Major Subject: 30 Marks with 2 Credits/ For Minor Subject with 2  
Credits**

**30 Marks External**

DURATION: 1 Hour

MARKS: 30

**Any 2 out of 3**

Q. 1 Answer the following (15 Marks)

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**20 Marks Internal**

- 3) Class Test (05 Marks)
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- 4) Group Discussion (05 Marks)
- 5) Quiz (05 Marks)
- 6) Case Study (05 Marks)

**Note: 1) Any Four out of the above can be taken for the internal Assessment.  
2) The internal Assessment shall be conducted throughout the  
Semester.**

**Letter Grades and Grade Points:**

<b>Semester GPA/ Programme CGPA Semester/ Programme</b>	<b>% of Marks</b>	<b>Alpha-Sign/ Letter Grade Result</b>	<b>Grading Point</b>
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

## Justification for B.Com.

1.	Necessity for starting the course:	<b>The main program of Commerce and management faculty that gives opportunity to many avenues of career</b>
2.	Whether the UGC has recommended the course:	<b>Yes</b>
3.	Whether all the courses have commenced from the academic year 2024-25	<b>Yes</b>
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	<b>B.Com program has aided and un-aided divisions both adequate faculties are available</b>
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	<b>No</b>
6.	The intake capacity of each course and no. of admissions given in the current academic year:	<b>As per NEP 2020 hence admissions</b>
7.	Opportunities of Employability / Employment available after undertaking these courses:	<b>Plenty of opportunities in industry and organizations at junior levels are available and forms the qualifying degree for many professional programs</b>

**Sign of the BOS  
Chairperson  
Prof. Dr. Kishori  
Bhagat  
BOS in Commerce**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant  
Balkrishna Sangurde  
Faculty of Commerce  
& Management**

**Sign of the  
Offg. Associate  
Dean  
Prof. Dr. Kishori  
Bhagat  
Faculty of  
Commerce &  
Management**

**Sign of the  
Offg. Dean  
Prof. Kavita Laghate  
Faculty of  
Commerce &  
Management**