



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE

**(An Autonomous Institution affiliated to Rashtrasant Tukadoji Maharaj
Nagpur University, Nagpur)**

**BOARD OF STUDIES IN COMMERCE AND
MANAGEMENT**

B.COM

**CURRICULUM FRAMEWORK FOR THREE / FOUR YEARS
GRADUATE PROGRAM IN "BUSINESS ADMINISTRATION"**

(As per NEP 2020)

(Effective from Academic Year 2024-25)

(As Approved by the Board of Studies on 16/01/2025)



BUSINESS ADMINISTRATION

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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SEMESTER I

Business Administration (Semester I)				Teaching Scheme / Total Hours Per Week			Examination Scheme								
Sr · No	(UG Certificate in Commerce)	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Principles of Business Management	Major	BCOM1BAM1	4	-	4	60	24	-	-	40	16	100	40	4
2	Foundation of Financial Accounting	Minor	BCOM1BAMI1	3		3	60	24	-	-	40	16	100	40	3
3	Computer Application for Business	VSC	BCOM1BAVSC1	1	2	3	60	30	40	20	-	-	100	50	2
4	Startup Support Executive	SEC	BCOM1BASEC1	1	2	3	40	20	40	20	20	10	100	50	2
5	English	AEC	BCOM1BAAEC1	1	2	3	60	24	-	-	40	16	100	40	2
6	Office Automation	OE	BCOM1BAOE1A	2	-	2	60	24	-	-	40	16	100	40	2
	Life Skills for Success		BCOM1BAOE1B												
7	Environmental Studies	VEC	BCOM1BAVE C1	2	-	2	60	24	-	-	40	16	100	40	2
8	Indian Economics and Business Model	IKS	BCOM1BAIKS	2	-	2	60	24	-	-	40	16	100	40	2
9	NCC / NSS / Sports / Cultural / LLL	CC	BCOM1BACC1	-	4	4	-	-	-	-	100	50	100	50	2
		Total		16	10	26	460	194	80	40	360	156	900	390	21

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAM1)
Semester I (Major - Principles of Business Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAM1
Course Name	Principles of Business Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Understand the basic meaning of Management • Aware about basic word used in Management
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Identify different functions of management and management thoughts for a manager.
CO 2	Differentiate between Management and Administration.
CO 3	Outline plans for various activities.
CO 4	Develop competency of decision making while working in a group.
CO 5	Apply various management principles in day-to-day life.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction -Nature, function, definition and importance of management, Definition, nature, purpose and scope of management, Functions of a manager, is management a science or art? Development of Management Thought -Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach.
Unit II	Management and Administration -Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development.
Unit III	Management Planning - Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry.
Unit IV	Decision Making - Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making. Organization -Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organization structure.
Textbooks / Reference Books:	1. Essential of Business Administration - K. Aswathapa Himalaya Publishing House 2. Management:- Concept and Strategies By J. S. Chandan, Vikas Publishing 3. Principles of Management, By Tripathi, Reddy Tata McGraw Hill

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4. Principles of Management By Ramasamy T, Himalaya Publishing House
5. Principles of Management, Dr. Neeru Vashisht & Dr. Namita Rajput, Taxman

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAMI1)
Semester I (Minor – Foundation of Financial Accounting)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

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PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

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Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAMI1
Course Name	Foundation of Financial Accounting
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the meaning, scope, objectives, concepts, conventions, and branches of accounting and describe the role of accounting across business verticals.
CO 2	Apply accounting rules to record business transactions through journal entries, subsidiary books, ledger posting, and rectify errors.
CO 3	Prepare trial balance and final accounts of a sole proprietor including simple adjustment entries.
CO 4	Interpret basic accounting standards (AS 1, AS 9, and AS 10) and explain the application of IFRS, IAS-1, and IAS-2 in financial reporting.
CO5	Analyze how accounting principles support decision-making in different business sectors and evaluate the quality of financial statements.
Syllabus:	Contents
Unit I (11 Hours)	Book-Keeping and Accounting: Meaning, Definition & Scope of Accounting, Branches of Accounting; Objectives of Accounting, Accounting Principles: Introductions to Concepts and Conventions; Interaction of accounting with different business verticals.
Unit II (11 Hours)	Accounting Transactions: Accounting Cycle, Rules, Journal Entries, Ledger Posting. Subsidiary Books (Purchase, Purchase Returns, Sales, Sales Returns & Cash Book – Single & Double Column), Journal Proper, Rectification of Errors
Unit III (11 Hours)	Introduction and Preparation of Trial Balance; Introduction to Final Accounts of a Sole Proprietor (Simple Adjustments): Preparation of Trading Account, Profit and Loss Account and Balance Sheet.
Unit IV (12 Hours)	Introduction to Accounting Standards: (Meaning and Scope), AS 1: Disclosure to Accounting Policies, AS 9: Revenue Recognition., AS 10: Accounting for Fixed Assets, Introduction to IFRS, IAS-1: Presentation of Financial Statements (Introductory Knowledge), IAS-2: Inventories (Introductory Knowledge).
Textbooks / Reference Books:	Textbooks 1. T.S. Grewal – <i>Introduction to Accountancy</i> , S. Chand. 2. S.N. Maheshwari & S.K. Maheshwari – <i>Fundamentals of Accounting</i> , Vikas Publishing.



3. **R.L. Gupta & Radhaswamy** – *Financial Accounting*, Sultan Chand & Sons.
4. *Financial Accounting (Principles and Practices)*, Jawahar Lal & Seema Srivastava, S Chand Publication
5. *Financial Accounting*, B. Charumati & N. Vinayakam, S. Chand Publication
6. *Financial Accounting*, Dr. Kaustubh Sontakke, Himalaya Publication
7. *An Introduction to Accountancy-12e*, S. N. Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari; Vikas Publishing House.

Reference Books

1. **Hanif & Mukherjee** – *Financial Accounting*, Tata McGraw Hill.
2. **Bhattacharya** – *Essentials of Financial Accounting*, Pearson.
3. **Jawaharlal & Seema Srivastava** – *Accounting Theory and Practice*, HPH.
4. **ICAI Publications** – *Accounting Standards (AS 1, AS 9, AS 10)*.
5. **IASB / IFRS Foundation** – Framework for IAS-1 & IAS-2 (Introductory).

Online References (Free & Authentic Sources)

1. Institute of Chartered Accountants of India (ICAI)

- **Accounting Standards (AS 1, AS 9, AS 10)**
<https://www.icai.org>
- Official publications, study material, practice manuals.

2. IFRS Foundation (International Financial Reporting Standards)

- **IAS-1: Presentation of Financial Statements**
- **IAS-2: Inventories**
- Overview summaries & conceptual framework.
<https://www.ifrs.org>

3. NPTEL – Accounting Courses (IIT & IIM Faculty)

Free video lectures and notes:

- *Introduction to Financial Accounting*
- *Business Accounting*
<https://nptel.ac.in>

4. SWAYAM / MOOC Platform

Government-approved online courses on:

- Book-Keeping
- Financial Accounting
- Accounting Standards
<https://swayam.gov.in>

5. NCERT (Foundational Accounting Concepts)

Class 11 *Financial Accounting – Part I and II*:

- Basics of journal, ledger, trial balance, final accounts.
<https://ncert.nic.in>

6. Investopedia

Basic definitions and conceptual clarity for:

- Accounting Principles
- Financial Statements

IFRS & GAAP

<https://www.investopedia.com>

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**Evaluation Pattern:**

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2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAVSC1)
Semester I (VSC I - Computer Application for Business)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAVSC1
Course Name	Computer Application for Business
No. of Credits	02 (Theory – 1, Practical –1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination -Min passing marks 30) + 40 (Practical Examination - Min passing marks 20) = 100 marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	VSC (Vocational Skill Course)
Pre-requisites for the course	• Basic Computer Skills: Familiarity with using computers, the internet, and common software applications. • File Management: Ability to manage files and folders, including creating, saving, deleting, and organizing files using an operating system like Windows • Communication Skills: Strong verbal and written communication skills for effective messaging.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Compare various types of operating system.
CO 2	Perform basic tasks using word processing tools.
CO 3	Perform basic mathematic operations and data presentation using Charts in MS-Excel.
CO 4	Create simple PowerPoint presentations.
CO 5	Use word processing, Spreadsheet and presentation software for various professional and academic task along with basic understanding of Computer fundamentals.
Syllabus: Contents	
Unit I (10 Hours-Theory)	Introduction to Computers: Generation of Computers, Block Diagram, Working of Computer, Hardware and Software, Programming and Flow Charts concepts, Operating systems (MSDOS, Windows, UNIX, Linux), Networking concepts
Unit II (02 Hours-Theory + 10 Hours-Practical)	Word Processing: Introduction, starting word, creating document, Structure of Ms-word window and its application, Mouse & keyboard operations, designing a document; formatting - selection, cut, copy, paste, Toolbars, operating on text; Printing, Saving, Opening, closing of document; creating a template; Tables, borders, textbox operations; Spelling and Grammar check
Unit III (02 Hours-Theory + 10 Hours-Practical)	Spreadsheet Package: Introduction to Ms-Excel, Navigating, Excel Toolbars and Operations, Formatting Features- Copying Data Between Worksheets; Entering and Editing Cell Entries, Creation of Charts, Editing and Formatting Charts, Mathematical, Statistical and Financial Functions in Ms-Excel.

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Unit IV (01 Hours-Theory + 10 Hours-Practical)	PowerPoint Presentation: Working with PowerPoint Window, Standard Toolbar, Formatting Toolbar, Drawing Toolbar, Moving the Frame, Inserting Clip Art, Picture, Slide; Text Styling, Send to Back, Entering Data to Graph, Organization Chart, Table, Design Template, Master Slide.	
Textbooks / Reference Books:	1. Microsoft Office –2000 – Gini Courter , Annelte Marquis BPB 2. First Text Book On Information Technology – Srikant Patnaik 3. An Introduction to Operating Systems: Concepts and Practice (GNU/Linux and Windows) Prentice Hall India Pvt., Limited, 2019 4. Mastering MS Office, Bittu Kumar, V&S Publishers; Latest Revised Edition (9 January 2017) 5. MS-Office, Dr. S.S. Srivastava, Firewall Media, 2008	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	Practical (40 marks)
1.	32 MCQs of 2 marks each based on all four units. (8 MCQs from each unit) (Best 30 will be evaluated) (30 MCQs × 2 Marks = 60 Marks)	Practical 1 = 10 Marks Practical 2 = 10 Marks Practical File = 10 Marks Class Activity / Presentation / Viva – Voce = 10 Marks
	Total: 60 marks	Total: 40 marks

Practical List:

MS-WORD:

Microsoft Word 2016 is one of the most reliable, powerful, and feature rich word processors around, and while it's since been replaced by Word 2019, it still offers most of the functionality modern professionals need. Word has always worked best as part of the largest Microsoft Office ecosystem, but Word 2016 brings this to a whole new level. Integration with the various components of the Office suite are tighter than everything before, and a major shift towards cloud based sharing has changed the way that professionals can use Word in some pretty major ways. Through the use of OneDrive, users can quickly share their Word documents with anyone they've given the proper privileges. But that's not the only way you can share files. Through integration with Outlook, you can attach a document via email and allow your recipients to go in and edit it at their discretion. An additional commenting feature allows you to markup documents without changing their basic content. In short, Microsoft has paired Word with the sorts of functionality available through their Google cloud suite. Combine that with the polished and refined features at the heart of Word, and you have one of the finest word processing applications around.

Perform the following given operations:

- a. Type the above given paragraph as it is using “Calibri font”, font size-12
- b. Divide 4 paragraphs for the above text and justify alignment.
- c. Change font size on 18 points for the first paragraph.

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- d. Make 1.5 lines spacing for the second paragraph.
- e. Make Drop Cap the first letter of the third paragraph.
- f. Apply header and footer in the document. In header section -Type the chapter name as MS -word 2016 and in footer section → insert page number.

1. Prepare a table in MS-Word

Emp_id	First Name	Last Name	Department	Location
101	Ram	Sharma	Finance	Bangalore
102	Karan	Kapoor	Marketing	Hyderabad
103	Kiran	Varma	IT	Pune
104	Sarvashrestha	Gupta	HR	Raipur

- a. Apply Grid table style to the above given table.
- b. Create landscape orientation and select A4 paper size.
- c. Insert 'State' column after the 'Location' column.
- d. Insert one row below 2nd Row.
- e. Apply font "Cambria" and font size -13 on table.
- f. Insert watermark "Employee Details".
- g. Select the first row of the table and make it centrally aligned.
- h. Apply light grey colour shading to your table
- i. Right align the first column data.

2. Prepare a list showing bullets and numbering feature. The list should be displayed as follows

Information Technology

- ✓ Web technologies
- ✓ Tally
- ✓ MS-office 2016

- Word
- Excel
- Powerpoint

Example of Numbered List

1. Website Development
 - 1.1 HTML
 - 1.2 CSS
 - 1.2.1 Internal Style Sheet
 - 1.2.2 External Style Sheet

JAVASCRIPT

MS -EXCEL

1. Create a Mark-Sheet of MCM-Part I using MS-Excel. Mark-Sheet format should be as per below. Fill the information about 10students.

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Roll No.	Name of Student	IT (100)	ICP (100)	IOS (100)	C++ (100)	MIS & SA (100)	Practical I (100)	Practical II (100)	Total Marks (Out of 700)	%
1										

- Draw a pie chart for above mark sheet.
- Also write down the steps to perform above operation in MS-EXCEL.

2. Create an Employee Payment Sheet using MS-Excel. Employee Payment Slip format should be as per below. Fill the information about 10 employees format should be as per below. Fill the information about 10 employees.

Sr. No.	Name of Employee	Basic Salary	HRA 5%	TA 7%	DA 9%	Gross Salary
1.						

- Draw a bar chart for above employee payment sheet.
- Also write down the steps to perform above operation in MS-EXCEL.

3. Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1.	Butter	Amul India ltd	India	20	Rs. 19.00
2.	Milkmaid	Amul India ltd	India	10	Rs. 35.00
3.	Tea	Hindustan Lever ltd	Malaysia	15	Rs. 40.00
4.	Biscuits	Parle ltd	India	32	Rs. 12 .
5.	Papad	Haldiram ltd	India	12	Rs. 10
6.	Chocolate	Cadbury ltd	Australia	150	Rs. 15.00
7.	Paneer	Amul India ltd	India	23	Rs. 25.00
8.	Bournvita	Cadbury ltd	Australia	20	Rs. 15 + 30 = 45.0
9	Poppins	Parle ltd	India	27	Rs. 6.00
10	Sauce	India ltd	India	16	Rs. 21.00

- List only those records whose country = [India].
- List only those records whose company = [Amul].
- Also write down the steps to perform above operation in MS-EXCEL.

4. Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1	Butter	Amul India ltd	India	20	Rs.19.00

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2	Milkmaid	Amul India ltd	India	10	Rs.35.00
3	Tea	Hindustan Lever ltd	Malaysia	15	Rs.40.00
4	Biscuits	Parle ltd	India	32	Rs.12.
5	Papad	Haldiram ltd	India	12	Rs.10
6	Chocolate	Cadbury ltd	Australia	150	Rs.15.00
7	Paneer	Amul India ltd	India	23	Rs.25.00
8	Bournvita	Cadbury ltd	Australia	20	Rs.15 + 30 = 45.0
9	Poppins	Parle ltd	India	27	Rs.6.00
10	Sauce	India ltd	India	16	Rs.21.00

- Sort by Product Name, by company name, by country in ascending order.
- Sort by Country in descending order.
- Also write down the steps to perform above operation in MS-EXCEL

5. Create the following Product sheet in MS-EXCEL and perform the operation given below:

Sr. No.	Product Name	Company Name	Country	Quantity	Rate
1	Butter	Amul India ltd	India	20	Rs.19.00
2	Milkmaid	Amul India ltd	India	10	Rs.35.00
3	Tea	Hindustan Lever ltd	Malaysia	15	Rs.40.00
4	Biscuits	Parle ltd	India	32	Rs.12.
5	Papad	Haldiram ltd	India	12	Rs.10
6	Chocolate	Cadbury ltd	Australia	150	Rs.15.00
7	Paneer	Amul India ltd	India	23	Rs.25.00
8	Bournvita	Cadbury ltd	Australia	20	Rs.15 + 30 = 45.0
9	Poppins	Parle ltd	India	27	Rs.6.00
10	Sauce	India ltd	India	16	Rs.21.00

a) List records whose quantity is ≥ 10 and ≤ 100

b) List records whose rate is $\geq$ Rs.35.00.

Also write down the steps to perform above operation in MS-EXCEL.

MS-POWERPOINT

1. Make a presentation within 5 slides about Student's SWOT analysis .Your slide presentation should fulfill the following details:

Title slide should contain Topic Name, Your name, College Name, Course Name

Slide 1 contents –Strength

Slide 2 contents -Weakness

Slide 3 contents –Opportunities

Slide 4 contents –Threats

Apply below given formatting options using master slide:



- a. Background of each slide should be your college logo.
- b. The font size of title slide -32, font type-Cambria.
- c. Insert footer in the presentation showing your name.

2. Prepare 8 slides covering the details of different UPI apps, Payment Wallets.

The slide contain UPI apps classification should be created by using organization chart.

Slides should contain the following features:

- a. Insert one image on each slide
- b. Apply font formatting : Font type-Times New Roman ,Font -Size:24,Alignment – Justified
- c. Title of each slide should be centrally aligned
- d. Apply Animation and Transition
- e. Insert Header and footer
- f. Insert date and slide number
- g. Apply any light color slide design.

Handwritten signatures and initials at the bottom left corner.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BASEC1)
Semester I (SEC I - Startup Support Executive)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BASEC1
Course Name	Startup Support Executive
No. of Credits	02 (1- Theory, 1- Practical)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	40 (End Semester Examination – Min passing marks 20) + 40 (Practical Examination – Min passing marks 20) + 20 (Continuous Internal Examination – Min passing marks 10) = 100 marks (Min passing marks 20 + 20 + 10 = 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	• Familiarity with basic business concepts such as finance, marketing • Effective communication skills
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Describe startup concepts, formation processes, and the roles and competencies required for a Startup Support Executive.
CO 2	Explain SWOT analysis, market requirements, and the development of a Unique Selling Proposition (USP) for startups.
CO 3	Discuss key legal structures, required documents, and state-level procedures for registering startup entities.
CO 4	Describe LLP registration procedures, DIN/DPIN requirements, and ROC filing processes under the MCA portal.
CO 5	Prepare and evaluate essential business and legal documents required for supporting startup registration and compliance activities.
Syllabus: Contents	
Unit I (4 Hours)	Role and competencies required to be a Startup Support Executive, Common organizational structures, hierarchy and reporting relationships, Employment opportunities and market, Formation of Start-up.
Unit II (4 Hours)	SWOT analysis of start-up, Unique Selling Proposition of start-up, Requirements of Start-ups, The overview of Market.
Unit III (4 Hours)	Documents required to start Start-ups, Legal structure of corporations, The Partnership Deed, Performa of Partnership Deed, State Laws for registration, The applicability of different documents for registration; Bank Account, PAN, etc.
Unit IV (4 Hours)	Limited Liability Partnership Act 2008, Incorporation of Limited Liability Partnership, Designated Partner Identification Number Discuss Name Approval from Registrar of Company, Features of Director Identification Number, Law of Registration, Registrar of Company filing in Ministry of Corporate Affairs portal, One-person Company, Form INC-

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Practical (30 Hours)	1. Identifying Startup Ideas 2. Unique Selling Proposition (USP) Sheet 3. SWOT Analysis (Hands-On) 4. Organizational Structure Mapping 5. Partnership Deed Drafting 6. LLP Document Preparation 7. MOA and AOA Drafting (Simplified) 8. DIN (Director Identification Number) Demo 9. Budget Preparation for a Startup 10. Market Research (Field-Based) 11. Competitor Analysis Report 12. Customer Persona Creation 13. Startup Visit Report 14. Incubation Centre Analysis 15. Interview a Startup Employee 16. Startup Support Report for a Real Entrepreneur 17. Client Communication Drafting 18. Professional Presentation 19. Pitch Deck Summary 20. Self-Assessment Checklist		
Textbooks / Reference Books:	Reference Books • The Lean startup “by Eric Ries • The Startup Manual “by Sanajeev Bikcahnadanii • Business Startup skill “ by Shailu Singh		
Evaluation Pattern:			
S. No	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	5 MCQs on each unit 2 Marks × 20 MCQs = 40 Marks	Any 10 Practical. 4 Marks × 10 Practical = 40 Marks	CIE 1(carry 5 marks) CIE 2 (carry 5 marks) Class Activity / Presentation / Viva-Voce (carry 10 marks)
	Total: 40 marks	Total: 40 marks	Total: 20 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAAEC1)
Semester I (AEC 1 - English)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAAEC1
Course Name	English (Communication Skills)
No. of Credits	02 (Theory – 1, Activity – 1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks – 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	• Ability to interpret business language. • Basic understanding of communication.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Apply business communication skills to real life situations
CO 2	Develop writing skills and enrich vocabulary
CO 3	Communicate in English in their everyday life
CO 4	Use basic vocabulary for preparing own notes
Syllabus:	Contents 15 Hours Per Hours
Unit I	Effective Communication 1. What is Communication? Elements of Communication. 2. Types of Communication 3. Essentials of Effective Communication
Unit II	Barriers to effective communication 1. Barriers to Effective Communication 2. How to overcome the Barriers of Communication? 3. Time Management in effective communication
Unit III	Grammar Skills 1. Tenses (5 marks) 2. Subject-Verb Agreement (5 marks) 3. Vocabulary a. Synonyms (3 marks) b. Antonyms (3 marks) c. Homonyms (2 marks) d. Homophones (2 marks)
Practical/ Activities	UNIT 1. Picture Prompt – Display pictures on the screen and have students observe the details and make predictions about what might be happening in the scene. Encourage them to use their imagination and creativity to construct a story based on the picture and ask them to share with the class.

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	UNIT 2. PPT Presentation: Students will prepare a PPT on any aspect of communication Skills and give a seminar of at least 5 min. UNIT 3. Dictionary preparation: Prepare an illustrated Dictionary of at least 50 words with their synonyms and antonyms.	
Textbooks / Reference Books:	1. Business Communication and Management - Dr K. R. Dixit (Vishwa Publishers, Nagpur) 2. Communication Skills by Dr Lalita Bisen, Dr Bhumika Agrawal, Dr N Thejo Kalyani 3. English Grammar – N.D. V. Prasada Rao (S. Chand) 4. Basic English Grammar by Dr Arun Jee	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit I (8×2) = 16 Marks	Online and Offline classroom participation of the student during a particular semester = 10 Marks
2.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit II (8×2) = 16 Marks	An assignment / PPT based on curriculum to be assessed by the teacher concerned = 10 Marks
3.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit III (8×2) = 16 Marks	CIEs = 10 Marks
4.	12 MCQs of 1 mark OR 6 VSAQs of 2 marks each based on all three units with no internal choice = 12 Marks	Performance Based Activities conducted by the teacher concerned / Viva voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAOE1A)
Semester I (OE I - Office Automation)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAOE1A
Course Name	Office Automation
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks - 24) + 40 (Continuous Internal Examination – Min passing marks – 16)= 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	• Ability to use keyboard and Mouse. • Ability to construct simple sentences in English. • Ability to understand simple mathematics calculations.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the features, advantages, and components of the Windows operating system and demonstrate basic operations such as file management, system settings, and multitasking using GUI tools.
CO 2	Create , design, and format professional documents using MS Word by applying editing tools, templates, tables, images, and mail merge features.
CO 3	Use MS Excel to manage data, apply formulas and functions, create charts, sort / filter data, and perform basic data analysis for decision-making.
CO 4	Design effective presentations using MS PowerPoint by applying formatting tools, animations, multimedia elements, master slides, and presentation techniques.
CO 5	Integrate Windows OS, MS Word, Excel, and PowerPoint skills to create, format, analyze, and present information effectively in both academic and business environments.
Syllabus: Contents	
Unit I (7 Hours)	Introduction to windows Operating System Advantages of windows operating system, using different windows applications simultaneously, operating with windows, GUI, use of help features, starting an application, essential accessories, creating shortcuts, windows explorer, control panel, my computer, my documents, recycle bin, finding folders and files, changing system settings, system tools, use of run command, setting peripherals, drivers, editing graphics in windows.
Unit II (8 Hours)	Introduction, basics, starting Word, creating document, parts of Word window, mouse and keyboard operations, designing a document; Formatting- selection, cut, copy, paste; Toolbars, operating on text; Printing, saving, opening, closing of document; Creating a template; Tables, borders, pictures, text box operations; Mail Merge.
Unit III (7 Hours)	Introduction to MS EXCEL, navigating, Excel toolbars and operations, Formatting; copying data between worksheets; entering formula, chart creation; data forms, data sort; Functions in Excel ROUND(), SQRT (), MAX(), MIN(), AVERAGE(),

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	COUNT(), SUMIF(), SUMIF(), ABS(), ROMAN(), UPPER(), LOWER(), CELL(), TODAY(), NOW().
Unit IV (8 Hours)	Introduction to MS POWER POINT Working with Power Point Window, Standard Tool Bar, Formatting tool bar, Drawing tool Bar, Moving the Frame, Inserting Clip Art, Picture, Slide, Text Styling, Send to back, Entering data to graph, Organization Chart, Table, Design template, Master Slide, Animation Setting, Saving and Presentation , auto Content Wizard.
Practical/ Activities	Unit I – Windows OS • Create folders, shortcuts, rename, delete, and restore files. • Change desktop settings and configure Control Panel options. • Use Windows Explorer to organize files. • Use system tools: Notepad, Paint, Disk Cleanup. • Practice using RUN commands. Unit II – MS Word • Prepare a formatted assignment with header/footer, page setup, and styles. • Insert tables, borders, images, text boxes. • Create a Mail Merge with 10 records. • Create a reusable Word template. Unit III – MS Excel • Create worksheets and enter data using formulas. • Apply functions (SUMIF, ROUND, COUNT, TODAY, etc.). • Create charts (column, bar, pie). • Perform data sorting and filtering. • Use data forms and multiple worksheets. Unit IV – MS PowerPoint • Create a 10-slide presentation using templates. • Insert images, charts, tables, and SmartArt. • Apply animations and slide transitions. • Build a presentation using Master Slide. • Present using slideshow tools.
Textbooks / Reference Books:	• MS Office XP for Everyone By Sanjay Saxena (VikasPubli, Noida) • MS-Office 2000(for Windows) By Steve Sagman • A First Course in Computers – Sanjay Saxena Books • P.K. Sinha & Priti Sinha – <i>Computer Fundamentals</i>. • Ramesh Bangia – <i>Learning Microsoft Office</i>. • Frye Curtis – <i>Microsoft Office Step-by-Step (PHI)</i>. • Tamara Dean – <i>Microsoft Windows Basics Guide</i>. Online References • Microsoft Support & Training • GCF LearnFree – MS Office Tutorials • TutorialsPoint – Computer Basics

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• W3Schools – Basic Office Tools Sections

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAOE1B)
Semester I (OE 2 – Life Skills for Success)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or

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advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAOE1B
Course Name	Life Skills for Success
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks - 24) + 40 (Continuous Internal Examination – Min passing marks –16)= 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	-

Course Outcomes: *The students will be able to:*

CO 1	Apply effective study strategies, manage examination stress, and develop self-awareness for academic success.
CO 2	Demonstrate values of discipline, emotional balance, social responsibility, and positive peer interaction essential for holistic personality development.
CO 3	Understand the principles of the subconscious mind, harness belief, visualization, and affirmations for personal growth, healing, and success.
CO 4	Design and implement personal transformation plans by integrating study skills, values, and subconscious techniques for lifelong success.

Syllabus:	Contents	10 Hours Per Unit
Unit I	Meaning of education, Methods of studying, Ideal study duration for students, Study approach during examination period, Maintaining calmness and focus during exams, Coping strategies after examination failure, Steps to take when unable to understand lessons, Approaches to studying disliked subjects, Developing self-awareness, Maintaining a positive mood for studying, Classification of students as clever or dull.	
Unit II	Avoiding thought pollution, Managing negative emotions such as jealousy and envy, Preventing addiction to bad habits, Importance and impact of good company of friends, Ensuring good companionship in shared hostel rooms, Qualities of an excellent citizen, Role and necessity of private tuition or classes, Participation in extra-curricular activities, Appropriate attitude towards teachers, Duties of students towards society, Duties of students towards schools and colleges, Importance of participating in sports, Consequences of indulging in ragging, Use of medicines for sharpening intelligence, Staying relevant in today's competitive world, Planning and selecting a career during schooling	
Unit III	Meaning of the conscious and subconscious mind, Functions of the subconscious, Relationship between thought and reality, Mental healing principles, Techniques of affirmations and autosuggestions, Visualization and imagination, Overcoming fears	

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	and negative emotions, Role of subconscious in career and success, Creative power of the subconscious, Subconscious methods for wealth and prosperity, Healing of body and mind, Building self-confidence, Universal laws of subconscious success, Developing spiritual well-being, Designing a personal transformation plan	
Textbooks / Reference Books:	• Jeevanvidya's Guidance to Students by Sadguru Shri Wamanrao Pai • Joseph Murphy – The Power of Your Subconscious Mind	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	30 MCQs (30 × 2 Marks) = 60 Marks OR 20 MCQs (20 × 2 Marks) + 10 VASQs (10 × 2 Marks) = 60 Marks	1. Vision board creation (5 Marks) 2. Forgiveness Letter (5 Marks) 3. Goal Programming Plan (21-day practice) (5 Marks) 4. Maintaining a thought diary (5 Marks) 5. Practice of daily affirmations (5 Marks) 6. Group discussion on the role of belief in healing (5 Marks) 7. Role-play on handling negative emotions (5 Marks) 8. Meditation and visualization practices (5 Marks) OR उत्कर्ष विद्यार्थ्यांचा संकल्प जीवनविद्येचा (मराठी) / उत्कर्ष छात्रों का संकल्प जीवनविद्या का (हिंदी) https://lms.jeevanvidya.org/local/customsignup/courseinfo.php?id=11 (Course Registration Link for Hindi) or https://lms.jeevanvidya.org/local/customsignup/courseinfo.php?id=10 (Course Registration Link for Marathi) 40 Marks - Complete the online course from Jeevan Vidya Mission's Website and submit the Certificate of Completion (40 Marks) Note: Students are required to refer to the 'Internal Assessment Guide' for the details of how to complete the tasks/ activities as above.
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAVEC1)
Semester I (VEC 1 - Environmental Studies)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

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PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or

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advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAVEC1
Course Name	Environmental Studies
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	VEC (Value Education Course)
Pre-requisites for the course	• Familiarity with basic environmental concepts • Understanding of current environmental issues
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain fundamental concepts of environment, ecosystem structure, functions, and ethics.
CO 2	Identify various natural resources and apply environmental management techniques for pollution control and climate change mitigation.
CO 3	Analyze biodiversity, sustainable development goals, environmental issues, treaties, and Indian traditional environmental practices.
CO 4	Evaluate the relationship between human population, environmental impact, and community health, with reference to resettlement and rehabilitation.
CO 5	Apply disaster management concepts and examine major environmental movements in India.
Syllabus:	Contents
Unit I (8 Hours)	<u>Understanding the Environment:</u> Environment: Concept, importance and physical and anthropogenic components Ecosystem: Concept, structure and function; Ecology and ecosystem Abiotic Factors Biotic Factor food chain, food web, dynamism in ecosystem Concept and objectives: Environmental education, environmental ethics Environmental ethics: Need, Objectives
Unit II (7 Hours)	<u>Natural Resources and Environmental Management:</u> Natural Resources: Renewable and non-renewable Solid waste management: Individual, community and government level Air, water and soil pollution: Causes, effects and control, Conservation methods and efforts in water, minerals, fuels, air. Climate change: Global warming impact, adoption and mitigation
Unit III (8 Hours)	<u>Environment and Sustainable Development:</u> Biodiversity: concept, levels, hot-spots and values Environmental issues: Local, regional and global

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	Environmental treaties and legalization: net zero policy & economic policies, Importance of Indian Traditional knowledge on environment, CSR and SDGs association.	
Unit IV (7 Hours)	<u>Human Communities and Environment:</u> Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons, case studies. Disaster management: floods, earthquakes, cyclones and landslides. Environmental movements: Chipko, Silent valley, and Bishnois of Rajasthan.	
Textbooks / Reference Books:	<u>Textbooks:</u> 1. Erach Bharucha – Textbook of Environmental Studies for Undergraduate Courses, University Grants Commission (UGC). 2. R. Rajagopalan – Environmental Studies: From Crisis to Cure, Oxford University Press. 3. Anubha Kaushik & C.P. Kaushik – Environmental Studies, New Age International Publishers. 4. Benny Joseph – Environmental Studies, Tata McGraw Hill. 5. Dr. M.P. Mishra – Fundamentals of Environmental Studies, S. Chand & Co. <u>Reference Books:</u> 1. Odum, E.P. – Fundamentals of Ecology, Cengage Learning. 2. Miller, G.T. & Spoolman – Environmental Science, Brooks/Cole. 3. Botkin & Keller – Environmental Science: Earth as a Living Planet, Wiley. 4. Y.K. Singh – Environmental Science, New Age International. 5. J.A. Laurence & Butterfield – Manual of Environmental Management, McGraw Hill. 6. Cunningham, Saigo & Cunningham – Environmental Science: A Global Concern, McGraw Hill. 7. Sheth, Prakash – Environmental Studies, Pearson Education. 8. UNEP Reports – Global Environment Outlook (latest editions). 9. Government of India – Environmental Protection Act, 1986 & related notifications. 10. IPCC Reports – Assessment Reports on Climate Change (latest AR). <u>Online & Open Educational Resources (OER):</u> 1. MOEFCC – Ministry of Environment, Forest & Climate Change official resources. 2. UN SDGs Knowledge Platform – Sustainable Development documentation. 3. NPTEL Online Courses on Environmental Studies. 4. UNESCO – Environmental Education Resources.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)

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1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BAIKS)
Semester I (IKS - Indian Economies and Business Model)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM1BAIKS
Course Name	Indian Economies and Business Model
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	IKS (Indian Knowledge System)
Pre-requisites for the course	• Basic knowledge of economy • Awareness about the basic business model • Application of different economies in business
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Analyse the evolution of Indian economic thought by interpreting ideas from Dharmashastras, Shukraniti, Mahabharata, and Arthashastra, and compare sector-wise contributions in the past and present.
CO 2	Critically evaluate Kautilya's economic principles, India's ancient GDP strength, and contemporary issues such as capitalism, caste as social capital, black money, and tax havens from a Dharmic-economic perspective.
CO 3	Assess India's ancient strengths in agriculture, manufacturing, education, wealth, governance, and business and examine India's present global position through the lens of the Indian Business Model (10-Point Formula).
CO 4	Synthesize the historical evolution of Indian economic thought with new economic models to compare sectoral performance and understand the continuity of indigenous economic philosophies.
CO 5	Apply indigenous economic principles through practical activities such as case studies, sector-wise comparison projects, group presentations, and analysis of ancient texts to propose sustainable economic strategies for modern India.
Syllabus: Contents	
Unit I (7 Hours)	History of Indian Economy Thoughts: New Indian Economic Model & Sectorial Contribution Past vs Present History of Indian Economy Thoughts: Context from Dharmashastras, Shukraniti, Mahabharata, and Arthashastra
Unit II (8 Hours)	Kautilya's Economic thoughts in specific: India and Global GDP: Ancient India; Beyond Capitalism and Communalism, Dharmic, Caste as Social Capital, Black Money, and Tax Heaven.
Unit III (8 Hours)	Agriculture: Ancient India, Manufacturing: Ancient India, Education in India, And Wealth in India, Governance, and Business in India, Where India Stands Globally.
Unit IV	Indian Business Model: Based on 10-point formula: Family Base, High Level of

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(7 Hours)	Savings, Self-employment, Highly Entrepreneurial Nature, Non-corporate Sector as the Core of the Economy, Community Orientation and Higher Social Capital, Faith and Relationship in Economic Affairs, A Society-driven Economy, Driven by Norms and Values.
Practical/ Activities	• Activity 1: Prepare a comparative chart of India's sectoral contribution (Ancient vs Modern). • Activity 2: Case study on Kautilya's fiscal policies vs modern public finance. • Activity 3: Group presentation on the Indian Business Model: 10-Point Formula. • Activity 4: Practical interpretation of economic ideas from Dharmashastras or Arthashastra. • Activity 5: Mini research project: "Where India Stands Globally – Past vs Present."
Textbooks / Reference Books:	1. Kanagasabapathi; "Indian Models of Economy, Business and Management", Third Edition, Prentice Hall India Ltd., Delhi. 2. Lotus and Stones; Garuda Prakashan (31 October 2020); Garuda Prakashan Pvt. Ltd. 3. Dwivedi D.N., Essentials of Business Economics, Vikas Publications, Latest Edition. 4. InidaUninc by Prof. R Vaidyanathan, Westland Ltd.Publication 5. Economic Sutras by Prof. Satish Y. Deodhar, IIMA Books series 6. Black Money Tax Heaven by R Vaidyanathan, Westland Ltd. Publication. Online Materials (Free & High-Quality) 1. Government Sources, Economic Data & Sector Reports • NITI Aayog – Reports on agriculture, manufacturing, governance • RBI Handbook of Statistics – Historical GDP, sectoral data • MOSPI – National Accounts Statistics • Economic Survey of India – Free PDFs • IndiaStat (limited free sections) – Historical trend data 2. Ancient Texts & Translations (Free PDFs) • Arthashastra (Shamasastri translation) – Available on Archive.org • Manusmriti & Dharmashastras – SanskritDocuments.org • Shukraniti (English translation) – Archive.org • Mahabharata (Economic references) – SacredTexts.com • Rigveda, Yajurveda references – WisdomLib.org YouTube / MOOCs (Free Courses) 1. SWAYAM / NPTEL Courses • Ancient Indian Knowledge Systems • Indian Economy • Indian Culture & Governance

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	2. UPSC channels (for structured concepts): • Drishti IAS • BYJU's UPSC • StudyIQ 3. Academic lectures • Prof. Bibek Debroy: Arthashastra • Prof. R. Vaidyanathan: Indian Economic Model • Prof. Kapil Kapoor: Indian epistemology & society	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM1BACC1)
Semester I (CC 1 - NCC / NSS / Sports / Cultural / LLL)
(To be implemented from 2024 – 25)

(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur

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SEMESTER II

Business Administration (Semester II)				Teaching Scheme / Total Hours Per Week			Examination Scheme								
Sr · No	(UG Certificate in Commerce)	Cour se Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Managerial Skills	Major	BCOM2BAM2	4	-	4	60	24	-	-	40	16	100	40	4
2	Introduction to Commerce	Minor	BCOM2BAMI2	3	-	3	60	24	-	-	40	16	100	40	3
3	Digital Marketing	VSC	BCOM2BAVSC2	1	2	3	60	30	40	20	-	-	100	50	2
4	Mutual Fund Agent	SEC	BCOM2BASEC2	1	2	3	40	20	40	20	20	10	100	50	2
5	Hindi	AEC	BCOM2BAAEC2A	1	2	3	60	24	-	-	40	16	100	40	2
	Marathi		BCOM2BAAEC2B												
6	Business Correspondence	OE	BCOM2BAOE2	2	-	2	60	24	-	-	40	16	100	40	2
7	College to corporate	OE	BCOM2BAOE3	2	-	2	60	24	-	-	40	16	100	40	2
8	Constitution of India	VEC	BCOM2BAVEC2	2	-	2	60	24	-	-	40	16	100	40	2
9	NCC / NSS / Sports / Cultural / LLL	CC	BCOM2BACC2	-	4	4	-	-	-	-	100	50	100	50	2
		Total		16	10	26	460	194	80	400	360	156	900	390	21

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAM2)
Semester II (Major – Managerial Skills)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM2BAM2
Course Name	Managerial Skills
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Basic knowledge of Managerial skills, • Familiar skill development, skill application

Course Outcomes: *The students will be able to:*

CO 1	Comprehend fundamental concepts and principles of management with significance of manager's role.
CO 2	Understood the effects of better communication with colleagues.
CO 3	Enhance the planning and decision making skills amongst the students.
CO 4	Get acquaint with the knowledge of staffing, organizing and coordination so that students can work in teams.
CO 5	Learn to apply the managerial skills.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self-awareness on the issues of emotional intelligence, self-learning styles, values, attitude towards change, learning of skills and applications of skills.	
Unit II	Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem are solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.	
Unit III	Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and dis confirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas	

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Unit IV	Team building: Developing teams and teamwork, advantages of team, leading team, and team membership. Skill development and skill application. Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.	
Textbooks / Reference Books:	1. Leadership and Management Skills (Author: SIA Team Of Experts) 2. Managerial Skills (Dr. K Alex) S Chand Publishing 3. Managerial Skills I (Dr. Krishna Gayatri &Dr. Awastha Kumar) 4. Managerial Skills II (Dr. Rekha Priya M. N and Vikrant Verma)	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAMI2)
Semester II (Minor – Introduction to Commerce)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM2BAMI2
Course Name	Introduction to Commerce
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	Know the basic meaning of Commerce

Course Outcomes: *The students will be able to:*

CO 1	Explain the nature, scope, and core contents of major commerce verticals such as Accounting, Taxation, Finance, Marketing, Operations, HR, Commercial Laws, International Trade, E-commerce, Capital Markets, and Business Analytics.
CO 2	Describe the roles, required competencies, and professional responsibilities of Maths - intensive commerce careers such as CA, CFA, Actuary, Cost Accountant, CS, Investment Banker, Financial Advisor, Research Analyst, and Business Analyst.
CO 3	Assess career suitability based on personal skills, interests, creativity, and communication abilities.
CO 4	Identify the essential skills and competencies needed for various commerce careers.
CO 5	Integrate knowledge of different commerce verticals, career roles, required skills, and certifications to design a personalized career roadmap in the commerce field.

Syllabus:	Contents
Unit I (11 Hours)	Verticals in commerce education (Nature, scope and basic contents) – Financial and Management Accounting, Taxation, Cost Accounting, business administration, Financial Management, Marketing Management, Operations Management, HR Management, commercial Laws, International Trade, E Commerce, Capital Markets, Business Analytics etc.
Unit II (11 Hours)	Career Options in Commerce (Role and Profile) involving Maths skills like Chartered Accountant (CA), Investment Banker, Chartered Financial Analyst (CFA), Actuary, Cost Accountant, Company Secretary (CS), Personal Financial Advisor, Research Analyst, and Business Analyst.
Unit III (11 Hours)	Career Options in Commerce (Role and Profile) requiring lesser Maths skills like Marketing, Entrepreneurship, Human Resource Management, Retail Management, Cost Management Accountant (CMA), Product Management, Relationship Manager.

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Unit IV (12 Hours)	Skills, competencies and examinations / certifications for getting into various career options, SEBI / NISM Certifications overview.	
Textbooks / Reference Books:	1. Engineering Management (English, Paperback, Gupta A. K.) S Chand 2. Engineering Management (English, Undefined, Chauhan A S) Jain Brothers	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs / 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAVSC2)
Semester II (VSC 2 - Digital Marketing)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Unit II (11 Hours)	Social Networking, on-Page Optimization Off Page Optimization, Keywords, Google Ad Words, Use of Different Social Media Platforms, Content Creation. Social Media Marketing – Part II • Social Media advertisement • Lead generation Understand the applications of AI in digital marketing: chatboats, predictive analytics, content optimization, personalization		
Unit III (12 Hours)	Search Engine Marketing-Introduction to SEM, Campaign Creation, Ad Creation, Site Targeting Keyword Targeting An Overview of SEO • Gaining insight into search engine operations • Traffic and its meaning • Different types of keywords • Traffic and its meaning • Different types of keywords • Techniques for identifying the best keyword Strategies for keyword optimization		
Unit IV (11 Hours)	Internet Marketing -Introduction & Advantages of Internet Marketing in Business, Optimization of Business Site and Market Featured Products, Blogs & Opinion, Importance of Branding		
Practical List	Practical No.	Title of Practical	Practical Activity / Exercise
	1	Understanding Marketing Mix (Four P's)	Identify and present the Product, Price, Place, and Promotion strategies of any one FMCG or service brand.
	2	Comparative Study: Traditional vs Digital Marketing	Prepare a short report or poster comparing reach, cost, and customer engagement in Traditional vs Digital Marketing.
	3	Graphic Design using Canva	Create 2 promotional posts and 1 story for a selected brand using Canva.
	4	Reel Creation and Editing	Make a 30-second product or event promotional reel using VN App, including captions and background music.
	5	Designing a Social Media Advertisement	Create a mock ad on Facebook or Instagram with headline, text, and call-to-action for lead generation.
	6	Exploring AI Tools in Marketing	Use an AI-based tool (ChatGPT / Copy.ai / Canva Magic Write) to generate ad captions or campaign ideas.
	7	Keyword Research and Optimization	Use Google Keyword Planner / Ubersuggest to find 10 relevant keywords for a selected

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		business and categorize them.
8	Blogging and Brand Promotion	Create a short blog (300–400 words) using Blogger / WordPress promoting a local product or service with basic SEO tags.

**Textbooks/
Reference
Books:**

Text Book: -

1. Digital Marketing for Dummies, By Ryan Deiss & Russ Henneberry
2. Jab, Jab, Jab, Right Hook, By Gary Vaynerchuk
3. Building a StoryBrand: Clarify Your Message So Customers Will Listen, By Donald Miller
4. Digital Marketing Strategy: An Integrated Approach to Online Marketing, By Simon Kingsnorth.
5. Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less, By Joe Pulizzi.
6. The Art of SEO: Mastering Search Engine Optimization, By Eric Enge, Jessie Stricchiola, and Stephan Spencer.
7. New Rules of Marketing and PR, By David Meerman Sc.

Reference Books:

1. Digital Marketing, Raghavendra K., Shruti Prabhakar, Himalaya Publ. House, 2016, pageno. 1-79
2. Principles of Advertising & IMC, Tom Duncan , McGraw-Hill , second edition page 330-601
3. Strategic Brand Management , Third edition , Kelvin Lane Keller, Pearson Education, Page No.23-160

Evaluation Pattern:

Sr. No.	Theory (60 marks)	Practical (40 marks)
1.	32 MCQs of 2 marks each based on all four units. (8 MCQs from each unit) (30 × 2 = 60 Marks)	Best 6 out of 8 practical will be considered for marking. 5 Marks x 6 = 30 Marks Class Activity / Presentation / Viva –Voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BASEC2)
Semester II (SEC 2 – Mutual Fund Agent)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM2BASEC2
Course Name	Mutual Fund Agent
No. of Credits	02 (1- Theory, 1- Practical)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	40 (End Semester Examination – Min passing marks – 20) + 40 (Practical Examination – Min passing marks - 20) + 20 (Continuous Internal Examination – Min passing marks - 10) = 100 marks (Min passing marks 20 + 20 + 10 = 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	• Familiarity with the basic financial concepts such as investing, risk management and financial market. • Knowledge Of mutual fund including types of funds and investment strategies.

Course Outcomes: *The students will be able to:*

CO 1	Use the historical knowledge to inform analysis of current trends and development in the mutual fund industry.
CO 2	Approach and market various mutual funds schemes to prospective customer identified
CO 3	Assist customer with determining most suitable mutual fund scheme according to needs.
CO 4	Assist customer with the application process for purchasing the mutual fund.
CO 5	Develop long-term relationships with customers.

Syllabus: Contents

Unit I (11 Hours)	Introduction, History of Mutual Funds, Structure of Mutual Funds, Financial Planning and Potential Investors, Role of a Mutual Fund Agent, Legal & Regulatory Environment, Macro Economic Environment. Practical – Update knowledge on mutual fund market; Keep up to date on regulations and guidelines, Impact of Macro Economic factors on mutual fund market.
Unit II (11 Hours)	Structure of Mutual Fund Products, Accounting of Mutual Funds, Tax and Tax-Related Regulations, Financial Planning, Marketing of Mutual Funds. Practical – Approach and market various mutual funds schemes to prospective customer identified, Assist customer with determining most suitable mutual fund scheme according to needs, Receive approval for initiating purchase process.

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Unit III (11 Hours)	Offer Documents and Application Forms, Account Opening and KYC Process, Modes of Investment, Timing of Investment, Risk Allocation and Portfolio Selection. Practical – Assist customer with the application process for purchasing the mutual fund, Collect and ensure payments are processed at the bank / organization, Deliver proof of purchase and plan follow-up sessions.		
Unit IV (12 Hours)	Customer Relationships, After Sales Service. Practical – Develop long-term relationships with customers, Respond to customer queries, clarifications, and advice the customers on existing product and new schemes, assist in termination of investment.		
Textbooks / Reference Books:	• Mutual Funds in India - S. R. Vishwanath • Investing In Mutual Funds : Dhindra Kumar		
Evaluation Pattern:			
S. No	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	5 MCQs on each unit 2 Marks × 20 MCQs = 40 Marks	Practical on each unit. 10 Marks × 4 Practical = 40 Marks	CIE 1(carry 5 marks) CIE 2 (carry 5 marks) Class Activity / Presentation / Viva-Voce (carry 10 marks)
	Total: 40 marks	Total: 40 marks	Total: 20 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAAEC2A)
Semester II (AEC 2 - Hindi)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM2BAAEC2A
Course Name	हिंदी भाषा: संप्रेषण और संचार
No. of Credits	02 (Theory – 1, Activity – 1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	- संप्रेषण का सामान्य ज्ञान होगा. - संवाद लेखन की जानकारी होगी.
Course Outcomes: <i>The students will be able to:</i>	
CO 1	संप्रेषण की अवधारणा और प्रक्रिया से परिचित होगा।
CO 2	संप्रेषण की तकनीक और कार्यशैली की बहुसंख्यक समझ का विकास होगा।
CO 3	संप्रेषण के प्रकार की व्यावहारिक जानकारी प्राप्त करेंगे।
Syllabus:	Contents 15 Hours Per Unit
Unit I	संप्रेषण: सामान्य परिचय संप्रेषण की अवधारणा संप्रेषण की प्रक्रिया
Unit II	संप्रेषण के विविध आयाम संप्रेषण और संचार संप्रेषण एवं संचार के विविध रूप
Unit III	संप्रेषण के प्रकार डिक्शनरी लेखन, संवाद लेखन, डायरी लेखन ब्लॉग लेखन, सम्पादकीय आलेख
Textbooks / Reference Books:	- भाषा और संप्रेषण : रामप्रकाश प्रजापति - सूचना एवं संप्रेषण: तकनीकी की समझ: स्मितामिश्र - संप्रेषण: चिंतन और स्टूडियो: मंजु मुकुल - संवाद पथपत्रिका: संवाद हिंदी संस्थान - संप्रेषण प्रतिरूप एवं सिद्धांत : डॉ. श्रीकांत सिंह

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6. मीडिया और लोकतंत्र सं. प्रो. रवीन्द्रनाथ मिश्र, वाणी प्रकाशन, दिल्ली

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit I (2×8 OR 1×16) = 16 Marks	Online and Offline classroom participation of the student during a particular semester = 10 Marks
2.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit II (2×8 OR 1×16) = 16 Marks	An assignment / PPT based on curriculum to be assessed by the teacher concerned = 10 Marks
3.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit III (2×8 OR 1×16) = 16 Marks	CIEs = 10 Marks
4.	12 MCQs of 1 mark OR 6 VSAQs of 2 marks each based on all three units with no internal choice (12×1 OR 6×2) = 12 Marks	Performance Based Activities conducted by the teacher concerned / Viva voce = 10 Marks
	Total: 60 marks	Total: 40 marks

OR

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAAEC2B)
Semester II (AEC 2 - Marathi)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA	
Program Name	B.Com. (Business Administration)	
Course Code	BCOM2BAAEC2B	
Course Name	मराठी - भाषिक कौशल्य विकास - भाग १	
No. of Credits	02 (Theory - 1, Activity - 1)	
Teaching Hours	15 + 30 = 45	
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)	
Group under NEP scheme	AEC (Ability Enhancement Course)	
Pre-requisites for the course	- विद्यार्थ्यांनी शालेय पातळीवर मराठी व्याकरण, शुद्धलेखन व वाचन-लेखन कौशल्य आत्मसात केलेले असावे. - दैनंदिन संवाद, लेखी व मौखिक अभिव्यक्तीची प्राथमिक क्षमता असणे आवश्यक आहे.	
Course Outcomes: <i>The students will be able to:</i>		
CO 1	विद्यार्थ्यांची भाषिक कौशल्ये विकसित करणे.	
CO 2	विद्यार्थ्यांना रोजगाराभिमुख बनविणे.	
CO 3	भाषा व्यवहारासाठी आवश्यक ती लेखन, भाषण, वाचन ही कौशल्ये विकसित करणे.	
Syllabus:	Contents	15 Hours Per Unit
Unit I	भाषिक कौशल्ये, व्यक्तिमत्व आणि व्यक्तिमत्व विकास	
Unit II	संवाद आणि संभाषण कौशल्ये	
Unit III	वाचन आणि लेखन कौशल्ये	
Textbooks / Reference Books:	अभ्यासग्रंथ - व्यावहारिक मराठी, ल. रा. नसिराबादकर, भाषाविकास संशोधन संस्था, कोल्हापूर, २०२२ (प्रकरण १ ते ४)	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit I (2 × 8 OR 1 × 16) = 16 Marks	Online and Offline classroom participation of the student during a particular semester = 10 Marks
2.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit II (2 × 8 OR 1 × 16) = 16 Marks	An assignment / PPT based on curriculum to be assessed by the teacher concerned = 10 Marks
3.	2 SAQs of 8 marks OR 1 LAQ of 16 marks each based on Unit III (2 × 8 OR 1 × 16) = 16 Marks	CIEs = 10 Marks
4.	12 MCQs of 1 mark OR 6 VSAQs of 2 marks each based on all three units with no internal choice (12 × 1 OR 6 × 2) = 12 Marks	Performance Based Activities conducted by the teacher concerned / Viva voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAOE2)
Semester II (OE 2 – Business Correspondence)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM2BAOE2
Course Name	Business Correspondence
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks - 24) + 40 (Continuous Internal Examination – Min passing marks –16)= 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	• Basic understanding of letter writing • Familiarity with English grammar
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Draft personal and professional letters.
CO 2	State email etiquette in their own words.
CO 3	Prepare resume for job purpose.
CO 4	Draft documents like notices, agenda, minutes and action taken reports related to official meetings.
Syllabus:	Contents 10 Hours Per Unit
Unit I	1. What is Business correspondence, Importance of Business correspondence 2. Principles of effective business correspondence 3. Types of correspondence: Internal Correspondence, External Correspondence, Sales Correspondence, Routine Correspondence, Personalized Correspondence, Circulars
Unit II	1. Email etiquette 2. Job Application, Offer Letter, Acceptance / Rejection of job offer letter 3. Resume / Bio-note / Biodata / Curriculum Vitae Writing
Unit III	1. Meeting Etiquette 2. Notices, Agenda, Minutes and Action Taken Reports 3. Circulars and Memos
Activities	1. Collect actual letters of all types of business correspondence prescribed in Unit I 2. PPT presentation on email etiquette based on Unit II 3. Prepare personal Resume (Unit II) 4. Draft notice, agenda, minutes and action taken report of an actual meeting held in the college. (Unit III)

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Textbooks / Reference Books:	• Business Correspondence by Urmila Rai and S M Rai, Himalaya Publishing House • Business Correspondence and Report Writing by Krishna Mohan, R C Mohan, Virendra Singh Nirban
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Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	12 VSAQs of 2 marks each based on all three units. (4 VSAQ from each unit) (Best 10 will be evaluated) ($10 \times 2 = 20$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	21 MCQs of 2 marks each based on all three units. (7 MCQs from each unit) (Best 20 will be evaluated) ($20 \times 2 = 40$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAOE3)
Semester II (OE 3 – College to Corporate)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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	2. Preparing PPT presentation on positive attitude 3. Create posters / stickers of expected behavior at workplace 4. Viva voce	
Textbooks / Reference Books:	1. How India Works by Aarti Kelshikar 2. Campus to Corporate by Ashutosh Sharma, V&S Publishers 3. Corporate Administration by R. Sarvamangala and G P Nagesh, Himalaya Publishing House	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	12 VSAQs of 2 marks each based on all three units. (4 VSAQs on each unit) (Best 10 will be evaluated) ($10 \times 2 = 20$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	21 MCQs of 2 marks each based on all three units. (7 MCQs on each unit) (Best 20 will be evaluated) ($20 \times 2 = 40$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BAVEC2)
Semester II (VEC2 – Constitution of India)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM2BAVEC2
Course Name	Constitution of India
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks - 24) + 40 (Continuous Internal Examination – Min passing marks –16)= 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	VEC (Value Education Course)
Pre-requisites for the course	• Basic Understanding of Indian History and Politics • Awareness of Civic Responsibilities • Introductory Knowledge of Governance

Course Outcomes: *The students will be able to:*

CO 1	Describe the Historical Foundations of the Indian Constitution
CO 2	Analyze the Preamble and Key Constitutional Concepts
CO 3	Evaluate Fundamental Rights, Directive Principles, and Fundamental Duties
CO 4	Assess the Functioning of Constitutional Institution
CO 5	Compare and contrast the nature, scope, and importance of fundamental rights, directive principles, and fundamental duties in shaping citizen-government relationships.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Constructional Values embedded in Constitution A. Preamble Importance and Nature, Values of Socialism, Secularism, Democracy, Justice, Liberty, Equality and Fraternity. B. Salient features State-Central Relationship, Federal Nature, Parliamentary Democracy, and Directive Principles.	
Unit II	Citizens and Constitution A. Fundamental Rights and Fundamental Duties of citizens: Nature and Importance. B. Brief introduction of Central Legislature and Executive, State Legislature and Executive, Higher Judiciary	
Practical /	1. Preamble Interpretation Poster Activity- Each student or group creates a poster interpreting the Preamble of the Indian Constitution. They should highlight the	

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Activities	values (e.g., justice, liberty, equality) and explain them with visuals, quotes, or real-life examples. 2. Constitution Quiz or Crossword Challenge- Students should participate in a quiz or crossword covering concepts like Fundamental Rights, Duties, Central-State relations, and Directive Principles. 3. Real-life Application of Fundamental Duties- Students to document or perform one Fundamental Duty in their community (e.g., planting trees, respecting national symbols, helping elders) and submit a short reflective report or video. 4. Group Presentation: State vs Centre – Who Does What? Students should be divided into two groups—State Government and Central Government. Each group presents their responsibilities, recent examples of Centre-State coordination or conflict (e.g., in healthcare, education, disaster management).	
Textbooks / Reference Books:	1. M. Laxmikant: Indian Polity, Mc Graw hill Publications, Tamil Nadu, 2019 2. Dr. Deepali Bhowate, Vaishnavi Gawande: Constitution of India, 2025, Shree Balaji Prakashan, Nagpur. 3. D.D Basu: Introduction to the constitution of India, Lexis Nexis, 2015. 4. डॉ. देशमुख अलका: भारतीय राष्ट्रीय चळवळ आणि संविधानात्मक सुधारणा, साईनाथ प्रकाशन, नागपूर, २०२५ 5. भोळे भा.ल., 'भारतीय गणराज्याचे शासन आणि राजकारण, पिंपळापुरे अँड कंपनी पब्लिशर्स, नागपूर., 2003 6. जाधव तुकाराम, भारतीय राजकीय व्यवस्थेचा आकृतीबंध, खंड एक, युनिक अकॅडमी, पुणे, 2011 7. फाडीया बी.एल., भारत का संविधान, साहित्य भवन पब्लिशर्स, २०१७	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	1 LAQ of 16 marks or 2 SAQs of 8 marks each based on Unit 1 =16 marks	Activity participation = 10 marks (2 activities x 5 marks)
2.	1 LAQ of 16 marks or 2 SAQs of 8 marks each based on Unit 2 =16 marks	Class Test = 10 marks
3.	1 LAQ of 16 marks based on Unit 1 or 2 SAQs of 8 marks each based on Unit 2 =16 marks	Assignment = 10 marks
4.	3 Short notes of 4 marks OR 6 VSAQs of 2 marks OR 12 MCQs of 1 mark each of all 2 units with no internal choice =12 marks	Viva = 10 marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM2BACC2)
Semester II (CC - NCC / NSS / Sports / Cultural / LLL)

(02 Credits for 100 Marks)

**As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur**

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SEMESTER III

Business Administration (Semester III)				Teaching Scheme / Total Hours Per Week			Examination Scheme								
Sr · No	(UG Diploma in Commerce)	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Evolution of Business and Commercial Geography	Major	BCOM3BAM3	4	-	4	60	24	-	-	40	16	100	40	4
2	Business Procedure and Practices	Major	BCOM3BAM4	4	-	4	60	24	-	-	40	16	100	40	4
3	Corporate Laws	Minor	BCOM3BFMI3 A	3	-	3	60	24	-	-	40	16	100	40	3
	BCOM3BFMI3 B														
	Financial and Management Accounting		BCOM3BFMI3 C				40	16	20	8	40	16			
4	Customer Care Executives	VSC	BCOM3BAVSC 3	1	2	3	60	30	40	20	-	-	100	50	2
5	ITR Filing Process	SEC	BCOM3BASEC 3	1	2	3	40	20	40	20	20	10	100	50	2
6	Hindi	AEC	BCOM3BAAE C3A	1	2	3	60	24	-	-	40	16	100	40	2
	Marathi		BCOM3BAAE C3B												
7	Digital Wellness	OE	BCOM3BAOE4	2	-	2	60	24	-	-	40	16	100	40	2
8	NCC / NSS / Sports / Cultural / LLL	CC	BCOM3BACC3	-	4	4	-	-	-	-	100	50	100	50	2
		Total		16	10	26	440	186	100	48	360	156	800	350	21

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAM3)
Semester III (Major – Evolution of Business and Commercial Geography)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

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**PSO 3: Professional Competence & Entrepreneurial Orientation**

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BAM3
Course Name	Evolution of Business and Commercial Geography
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Basic understanding of Indian history and geography at secondary school level. • General awareness of current business and trade practices. • Familiarity with basic economic concepts such as supply, demand, trade, and market. • Reading comprehension and ability to analyze case-based content.

Course Outcomes: *The students will be able to:*

CO 1	Understand the evolution, forms, and historical development of business in India and globally, including the impact of industrial and digital revolutions. (Knowledge & Comprehension)
CO 2	Analyze the role of natural resources, agriculture, and industrial development in shaping commercial activities and trade across regions. (Analysis)
CO 3	Evaluate the impact of globalization, liberalization, and sustainable practices on modern business and commerce. (Evaluation & Critical Thinking)
CO 4	Interpret and apply geographical and business concepts to real-world trade networks, transport systems, and economic development strategies. (Application & Interpretation)
CO 5	Develop a holistic understanding of the evolution of business and the influence of geographical factors on commercial activities.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Introduction to Business Evolution and Forms of Business Organization: • Meaning and Definition of Business • Objectives and Functions of Business • Classification: Industry, Commerce & Trade • Evolution of Business through Ages: Prehistoric, Ancient, Medieval, Modern	

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	● Sole Proprietorship, Partnership, Joint Hindu Family ● Joint Stock Company, Co-operative Societies ● Multinational Corporations (MNCs)
Unit II	Business in India – Historical Perspective, Industrial Revolution, Modern Business and Contemporary Business Trends: ● Ancient Trade (Silk Route, Spice Trade) ● Business under Mughal & British Rule ● Swadeshi Movement ● Post-Independence Development ● Causes & Impact of Industrial Revolution ● Automation & Machines ● Digital Transformation ● Globalization, Liberalization ● Startups, E-commerce ● Sustainable Practices
Unit III	Commercial Geography: Introduction to Commercial Geography, Natural Resources & Economic Development and Agriculture and Commercial Crops: ● Definition, Scope & Importance of Commercial Geography ● Relationship with Trade and Economics ● Renewable & Non-renewable Resources ● Impact on Industry and Trade ● Types of Agriculture ● Major Crops: Cotton, Tea, Coffee, Rice, Wheat ● Export Trade
Unit IV	Industries and Industrial Regions and Transport, Trade and Communication: ● Classification of Industries ● Location Factors ● Major Industrial Belts (India & World) ● Transport: Road, Rail, Air, Sea ● Trade Routes ● Communication Development
Textbooks / Reference Books:	1. Business Management Principles & Practices, Dr. K. R. Dixit, Vishwa Publishers & Distributors 2. An Introduction to International Business, Dr. Shyam Shukla, Sai Jyoti Publication 3. Modern Business Organization and Management, S.A. Sherlekar and V.S. Sherlekar, Himalaya Publishing House 4. Business and Management, G. S. Sudha, Malik & Company 5. Industrial and Commercial Geography, J. Russell Smith, M. Ogden Phillips, Thomas R. Smith, Henry Holt and Company, New York
Evaluation Pattern:	

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Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAM4)
Semester III (Major – Business Procedure and Practices)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BAM4
Course Name	Business Procedure and Practices
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	-

Course Outcomes: *The students will be able to:*

CO 1	Understand and execute essential business procedures in a professional environment.
CO 2	Prepare and manage standard business documents and correspondence.
CO 3	Demonstrate knowledge of business communication, meetings, and workflow management.
CO 4	Apply business etiquette, ethics, and legal standards in practice.
CO 5	Utilize modern business tools and software for efficient operations.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Introduction to Business Procedures Nature and scope of business procedures, Role of administrative systems, Business organization types and their internal workflows, Roles and responsibilities in business environments	
Unit II	Business Communication and Documentation Professional written communication (emails, memos, letters), Report writing and executive summaries Record keeping and filing systems (manual and electronic), Document lifecycle and version control, Maintenance Records and Documentation, Manage Routine Office Activities, Managing Phone Calls, Organizing Meetings	
Unit III	Office Operations and Business Tools Scheduling and calendar management, managing meetings: agendas, minutes, follow-ups, Office software: word processing, spreadsheets, presentations, Digital collaboration tools (e.g., MS Office, Google Workspace, Slack), Types of Office Equipment, Working with Printers, Scanners and LCD Projectors, Working with Audio and Video Applications, Material and Energy	

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	Conservation Practices	
Unit IV	Ethics, Etiquette, and Legal Aspects Business etiquette and interpersonal skills, Confidentiality and workplace ethics, Basic understanding of business laws (contracts, data privacy), Health, safety, and compliance in office settings	
Textbooks / Reference Books:	● Business Communication: Process and Product by Mary Ellen Guffey & Dana Loewy ● Administrative Office Management by Pattie Gibson ● Microsoft Office or Google Workspace manuals and tutorials ● Sample business procedure manuals from organizations (public domain)	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ / Numerical of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAMI3A)
Semester III (Minor - Corporate Laws)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

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**PSO 3: Professional Competence & Entrepreneurial Orientation**

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BAMI3A
Course Name	Corporate Laws
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Company lifecycle knowledge • Basic understanding of company structure

Course Outcomes: *The students will be able to:*

CO 1	Design the process of Incorporation of a Company
CO 2	Compare and analyses the components of capital structure and the earnings thereof
CO 3	Familiarize with company administration processes and the role of managerial personnel
CO 4	Acquire practical knowledge about corporate decision-making process and conduction of meet
CO 5	Understand the liquidation process and analyses the role of liquidator in the process of winding up of the company

Syllabus:**Contents**

Unit I (11 Hours)	Meaning and Incorporation of Company Meaning, Definition, characteristics and types of companies; Incorporation of a company; Role and legal position of the promoter; Lifting of the corporate veil. • Memorandum of Association; Articles of Association; Meaning, purpose and contents; Alteration, Doctrine of Ultra Vires and Indoor management. • Prospectus: Meaning, Types and misrepresentation in a prospectus
Unit II (11 Hours)	Shares, Share Capital, Debentures and Dividend Shares and Debentures: Definition, Types, Transfer and Transmission, Register of Members; Share Capital: Meaning, Alteration, Voting Right • Debenture: Definition, Types, Rules Regarding Issue of Debenture, Register of Debenture holders, Charges and their types • Rules regarding declaration and distribution of dividends; Investors

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	Education and Protection Fund • Provisions relating to Audit, Auditors' Appointment, Rotation of Auditors, Auditors' Report, Secretarial Audit
Unit III (11 Hours)	Company Administration Director (Concept and Definition) Qualification, Disqualification, Appointment, Rights, Duties, Liabilities, Removal and Resignation of Director, Managing Director, Whole time Directors, Director Identification Number (DIN) • Small shareholders' director, Resident Director, Alternate Director, Independent Director, and Women director. • Company Secretary: Appointment, Duties and Power
Unit IV (12 Hours)	Corporate Meetings and Winding Up Corporate Meetings: Shareholder and Board, Types of Meetings, Requisite of Valid Meeting: Notice, Agenda, Chairman, Quorum, Proxy, Resolutions, Minutes, Postal Ballot, E-voting, Video Conferencing, Resolution- kinds, Winding Up meaning: The Insolvency and Bankruptcy Code, 2016, an overview; Modes of winding up: Winding up by Tribunal, Circumstances for Compulsory winding up, petition for winding up, Company Liquidator, Consequences of winding up order, Voluntary liquidation of Corporate persons
Textbooks / Reference Books:	1. N D Kapoor, Elements of Company Law, Sultan Chand Publishers 2. Gogna, P.P.S, Company Law, S. Chand 3. MC Kuchhal, Corporate Laws, Shri Mahaveer Book Depot (Publishers). 4. G.K. Kapoor & Sanjay Dhamija, Company Law, Bharat Law House

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAMI3B)
Semester III (Minor – Financial and Management Accounting)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BAMI3B
Course Name	Financial and Management Accounting
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	Ability to interpret balance sheets, income statements, and cash flow statements

Course Outcomes: *The students will be able to:*

CO 1	Comprehend the concept, features, merits, and demerits of the hire purchase system.
CO 2	Understand the process of formulating accounting standards, including IFRS convergence, and apply them in financial statement preparation
CO 3	Compute and interpret various financial ratios to assess a company's performance and financial health.
CO 4	Develop competency of decision making while working on balance sheet.
CO 5	Apply various accounting principles in company financial affairs.

Syllabus:

Contents

Unit I (11 Hours)	Hire Purchase Accounts:- Meaning of Hire Purchase Account, Features Merit and Demerit of Hire Purchase System, distinction between Hire Purchase and Installment System Note: Excluding Installment System, only problem on Hire Purchase System
Unit II (11 Hours)	Introduction of Accounting Standard:- Process of formulation of Accounting Standards including and as (IFRS converges standard) & IFRS objective and carve outs Framework for preparation and presentation of financial statement (as per Accounting Standard)
Unit III (11 Hours)	Ratio Analysis 1:- Meaning, Importance and Limitation of Ratio Analysis classification, Objectives of Ratio Analysis. Computation of Ratio Ratio, profitability Ratio

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	1) Gross Profit Ratio 2) Net Profit ratio 3) Operating ratio 4) Operation Expenses Ratio 5) Stock Turnover Ratio 6) Expenses Ratio	
Unit IV (12 Hours)	Ratio Analysis 2 (Special Ratio only Based on Balance Sheet) 1) Current Ratio 2) Acid Test/ Liquid Ratio 3) Leverage ratio 4) Activity efficiency Ratio 5) Market Value Ratio	
Textbooks / Reference Books:	1. "Advanced Accounts" by R.L. Gupta & M. Radhaswamy 2. "Advanced Accountancy" by S.C. Sharma 3. "Corporate Accounting" by S.P. Jain & K.L. Narang 4. "Financial Accounting" by T.S. Grewal 5. "Financial Statement Analysis" by K. R. Subramanyam	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ / Numerical of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

OR

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAMI3C)
Semester III (Minor – Fundamentals of Coding)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BAMI3C
Course Name	Fundamentals of Coding
No. of Credits	03 (2 Theory, 1 Practical)
Teaching Hours	30 + 30 = 60
Evaluation Scheme	40 (Semester End Examination – <i>Min passing marks - 16</i>) + 20 (Practical Examination – <i>Min passing marks - 8</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 16 + 8 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic understanding of applications of Computers • Ability to use Keyboard and Mouse

Course Outcomes: *The students will be able to:*

CO 1	Understand and Describe the key components of computer systems
CO 2	Analyze and design algorithms using flowcharts and pseudo code to solve computational problems.
CO 3	Write basic C programs using variables and control statements.
CO 4	Implement and manipulate arrays and functions in C.
CO 5	Apply theoretical knowledge and programming skills to solve real-world computational problems

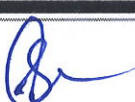
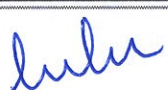
Syllabus: **Contents**

Unit I (8 Hours)	Input Devices: Introduction, Keyboard, pointing devices, scanning devices, Optical recognition devices Output Devices: Introduction, Display monitors, Printers: Impact printers, non-impact printers, Plotters. Memory and Storage Systems: Introduction, Memory representation, Random Access Memory, Read Only Memory, Storage systems: Magnetic storage systems, Optical storage systems, Magneto optical system, Solid-state storage devices.
Unit II (7 Hours)	Flow Chart: What is Flowchart, Need of flowchart Symbols of flowchart Algorithms: Algorithm, Need of Algorithm, step by step representation of any problem using algorithms Dry Run: What is Dry Run, How to create dry run.
Unit III (8 Hours)	Data Types, Operators and some statements: Identifiers and keywords, Constants, C Operators, Type Conversion. Writing a Program in C: Variable declaration, Statements, Simple C Programs, Simple Input Statements, and Simple Output

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	Statements. Control Statements: Conditional Expressions, Loop Statements, Breaking control statements.
Unit IV (7 Hours)	Functions and Program Structures: Introduction, Defining a Function, Types of User Defined Functions, Return Statement, Actual & Formal Arguments, Local & Global Variables, Scope of Variables, Recursive Functions. Arrays: One dimensional array, Array Declaration, Array Initialization, Two dimensional array, Declaration and initialization of two dimensional array, multidimensional array, Character array and Strings functions.
Practical (30 Hours)	1. Write an algorithm, draw a flowchart and develop a C++ program to print the sum and product of digits of an integer. 2. Write an algorithm, draw a flowchart and develop a C++ program to reverse of a number. 3. Write an algorithm, draw a flowchart and develop a C++ program to compute the sum of the first n terms of the follow series $s=1+1/2+1/3+1/4+.....$ 4. Write an algorithm, draw a flowchart and develop a C++ program to compute the sum of the first n terms of the follow series $s=1-2+3-4+5.....$ 5. Write an algorithm, draw a flowchart and develop a C++ function that checks whether a given string is palindrome or not. 6. Write an algorithm, draw a flowchart and develop a C++ program to print a triangle of stars as follows(take number of lines from the user): * *** ***** ***** ***** 7. Write an algorithm, draw a flowchart and develop a C++ program to swaps two numbers using pointers. 8. Write an algorithm, draw a flowchart and develop a C++ program to find whether a given number is prime or not. use the same to generate prime numbers less than 100. 9. Write an algorithm, draw a flowchart and develop a c++ program to demonstrate the use of single inheritance. 10. Write an algorithm, draw a flowchart and develop a c++ program to find largest among two values using friend function. 11. Write an algorithm, draw a flowchart and develop a c++ program in which a function is passed address of two variables and then alter its contents. 12. Write an algorithm, draw a flowchart and develop a c++ program to display Fibonacci series using recursion. 13. Write an algorithm, draw a flowchart and develop a c++ programto calculate factorial of a number using recursion. 14. Write an algorithm, draw a flowchart and develop a c++ programto demonstrate

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	the use of this pointer. 15. Write an algorithm, draw a flowchart and develop a c++ program to perform unary operator overloading.		
Textbooks/ Reference Books:	• Dr. Liladhar Rewatkar, Dr. Ujwal Lanjewar, Dr. Nirzar Kulkarni – Sheth Publishers Pvt Ltd. • MS Office 2016 Quintessential Course –Vishnu P Singh, Asian Computer Books • Microsoft Office 2016 Step by Step, Joan Lambert, Curtis Frye, Microsoft Press • Information Technology, Vikrant Malviya, Himalaya Publishing House Reference Books: • Introduction to Information Technology, RenuVashishth & Dr. Neeru Mudra, Himalaya Publishing House • Computer course –Prof. Satish Jain, Shashi Singh, M. Geetha, BPB Publication • Office 16 in easy steps, Michael Price Mike McGrath, BPB Publications • Office 2016 for beginners- Steven Weikler, Alpha Lifestyle Productions • Microsoft office 2016 Word, Excel, One Note Book - Vol 1-Lalit Mali, Notion Press		
Evaluation Pattern:			
Sr. No	Theory (40 marks)	Practical (20 Marks)	CIE (40 marks)
1.	8 SAQs of 5 marks each based on all four Units. OR 4 LAQ of 10 marks (8 × 5 OR 10 × 4 = 40 marks)	Practical 1 – 05 Marks Practical 2 - 05 Marks File – 05 Marks Viva- Voce – 05 Marks	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks) Assignment 1 – 5 Marks Assignment 2 - 5 Marks Class Activity / Presentation / Viva-Voce (carry 20 Marks)
	Total: 40 marks	Total: 20 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAVSC3)
Semester III (VSC 3 –Customer Care Executive)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and

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data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com.(Business Administration)
Course Code	BCOM3BAVSC3
Course Name	Customer Care Executive
No. of Credits	02 (Theory – 1, Practical –1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 30</i>) + 40 (Practical Examination– <i>Min passing marks - 20</i>) = 100 marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	VSC (Vocational Skill Course)
Pre-requisites for the course	• Basic etiquettes and manners at the time to handle customer • Effective communication skills
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the structure, functioning, hierarchy, and key concepts of Customer Care, Call Centers, and BPO / KPO / HRO industries, along with basic computer and internet operations needed for the job.
CO 2	Attend and make customer calls professionally , apply phone etiquettes, manage ACHT / AHT, reduce hold time, follow SLA norms, use CRM tools, perform tagging, and demonstrate proficiency in MS Office and email writing.
CO 3	Identify, categorize, record, and resolve QRCs , handle different types of customers (angry, passive, irate), follow escalation matrices, maintain FTR, and apply listening and communication skills to ensure customer satisfaction.
CO 4	Interpret performance reports , review KPIs like login hours, attendance, ACHT, and CSAT, maintain confidentiality, avoid jargons/slangs, build rapport, and follow data security guidelines in customer interactions.

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CO 5	Integrate customer care concepts, call-handling skills, QRC resolution techniques, CRM usage, reporting analysis, and professional etiquettes to perform efficiently as a Customer Care Executive and meet organizational KRAs / KPIs.
Syllabus:	Contents
Unit I (11 Hours)	Introduction & Key Concepts – Introduction to Customer Care Executive, Understand Call Centre & Key Concept, Different Types of BPO & BPO, KPO and HRO Industry, Types Call Centre, Types of Customer Support, Work Environment & Hierarchy in a BPO, Job Hierarchy in a Call Centre, Different Departments in a Call Centre, How to become a Call Centre Executive, Few Call Centre Terminologies, Basic of Computer, Basic of Internet.
Unit II (11 Hours)	How to Attend and Make Customer Calls – Role of a Customer Care Executive, Responsibility of a Customer Care Executive Like - Minimum Call, Login Time, Understanding of Inbound & Outbound Process, Skill Required for Inbound & Outbound Process, Understanding of Prepaid & Post-paid Services, How to open a call, Complete process of a call, Phone Etiquettes, Impact of a Good Phone Etiquette, Impact of voice tone, Understanding of ACHT (Average Call Handling Time) and AHT (Average Handling Time), Importance of ACHT - Total time Spent with the customer, How to Reduce ACHT, Call Hold & Call Transfer to Supervisor, Hold Time, Unhold & Hold Refresh, Concept & Value of ACHT/AHT, Login Hours, SLA (Service Level Agreement) in a Call Centre, How to Reduce Hold Time, Understanding of CRM & Other Software, Understanding of Tagging (QRCs Record), Phone Etiquettes, Importance of Typing Speed & Accuracy, Basic of MS Office, Basic of Email Writing. Practical – PC1. Attain minimum call login time/dials/customer contacts and attendance PC2. Balance total number of minutes spent talking to the customer, within specified limits PC3. Restrict total number of minutes customer is put on hold, within given time limits PC4. Attain total number of minutes spent wrapping up calls / notations/tagging within given time limits
Unit III (12 Hours)	Resolving Customer's Query, Request & Complaint – Introduction of QRC, Categorization of QRC, Understanding of Query, Understanding of Request, Understanding of Complaint, Reasons for a Complaint, Customer verification prior to giving account related information, Importance of Customer categorization basis on urgency of QRC, Types of Customers & Handling Techniques, Handling Angry Customers, Handling Demanding Customers, Handling Passive Customer, Handling Irate Customer with Heat Process, Basics of Call handling, Recording QRCs, Escalation Matrices / Call Forward to Supervisor, Call

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	Resolution should be 80% (FTR / NFTR), Basic of MS Word, Basic of Listening Skill. Practical – PC1. Categorize customer’s interaction as a query, request or a complaint PC2. Verify customer’s details for any account related information PC3. Obtain sufficient information from the customers to login their query, request or complaint PC4. Address customer’s query, request or complaint on the basis of categorization PC5. Provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call PC6. Record the customer’s interaction as a query, request or a complaint PC7. Refer problem to a supervisor / floor support / manager, if unable to resolve on-call
Unit IV (11 Hours)	Reports and Performance Review – Instant Customer Feedback & CSAT, Why Feedback is Important, Types of Feedback, Feedback Parameter for CCE and Company, Advantage of Customer Feedback, Importance of Rapport Building - Offering Extra Assistance to the Customer to Create WOW Factor, Avoid use of jargons, slangs and technical words, Greetings in customer preferred language, Understanding of Jargon, Understanding of Slangs, Different Between Jargons of Slangs, Confidentiality of data, Importance of Data Security, Client Confidentiality, Reports & Performance Review, Review of individual call login time, Attendance, AHT, Different Type of Reporting – Daily, Weekly, MTD, Monthly reports. Understanding Key Responsibility Area, KRA & KPI of a CCE, Decision Making Skills. Practical – PC1. Review individual call login time / number of dials / customer contacts / attendance for the review period PC2. Comply with parameters like opening greeting, security checks, closing greeting, hold / transfer / escalation protocol, first time resolution % age and complete & correct tagging / wrap up PC3. Analyse self-reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior PC4. Probe customers to understand their buying behavior and needs PC5. Navigate through customer’s account history to identify the usage pattern PC6. Identify opportunity to pitch relevant products / services PC7. Offer customized solution from the range of products / services available with the organization



Textbooks/ Reference Books:	• Customer Service Training 101: Quick and Easy Techniques That Get Great Results by Renee Evenson • Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service by John Goodman	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	Practical (40 marks)
1.	32 MCQs of 2 marks each based on all four units. (8 MCQs from each unit) (Best 30 will be evaluated) ($30 \times 2 = 60$ Marks)	Best 6 out of 8 practical will be considered for marking. 5 Marks x 6 = 30 Marks Class Activity / Presentation/ Viva –Voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BASEC3)
Semester III (SEC – ITR Filing Process)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BASEC3
Course Name	ITR Filing Process
No. of Credits	02 (1- Theory, 1- Practical)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	40 (End Semester Examination – Min passing marks – 20) + 40 (Practical Examination – Min passing marks - 20) + 20 (Continuous Internal Examination – Min passing marks - 10) = 100 marks (Min passing marks – 20 + 20 + 10 = 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	• Basic computer knowledge. • Familiarity with MS Office (Excel, Word). • Understanding of internet usage and online portals

Course Outcomes: *The students will be able to:*

CO 1	Understand the applicability and selection of appropriate ITR forms.
CO 2	Collect and organize the required documentation for ITR filing.
CO 3	File ITR online using the income tax e-filing portal.
CO 4	Complete verification, submission, and tracking of filed returns.

Syllabus:	Contents
Unit I (Theory: 11 Hours Practical: 11 Hours)	Overview of Income Tax Returns and ITR Forms Theory: • Basics of Income Tax: PAN, TAN, Assessment Year, Previous Year • Who should file an ITR? Benefits and consequences of non-filing • Types of ITR forms: ITR-1 (Sahaj), ITR-2, ITR-3, ITR-4 (Sugam), ITR-5, ITR-6 • Due dates for filing • Documents required: Form 16, bank statements, rent receipts, investment proofs Practical: • Identifying the correct ITR form based on taxpayer profiles • Downloading ITR utilities and understanding the Excel/Java/online interfaces • Using pre-filled data on the income tax portal

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Unit II (Theory: 11 Hours Practical: 12 Hours)	Practical E-Filing Process and Acknowledgment Theory: • Step-by-step ITR e-filing procedure (portal overview: https://www.incometax.gov.in) • Income details: salary, house property, capital gains, business/profession • Deductions under Chapter VI-A (80C to 80U) • TDS and Form 26AS reconciliation • ITR verification methods: Aadhaar OTP, EVC, Digital Signature Practical: • Filing ITR-1 for salaried individual (with/without house property and deductions) • Filing ITR-4 for presumptive income using Section 44AD • Generating and downloading ITR-V • E-verification of return using Aadhaar or Net Banking • Tracking refund status		
Textbooks / Reference Books:	1.Income Tax Department’s E-Filing Portal: https://www.incometax.gov.in 2.ICAI Students’ e-learning materials on Taxation 3.Practical Income Tax Guide by T.N. Manoharan or Girish Ahuja (selected chapters) 4.YouTube Channels / Government Webinars on ITR filing		
Evaluation Pattern:			
S. No	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	10 MCQs on each unit 2 Marks × 20 MCQs = 40 Marks	2 Practical on each unit 4 × 10 Marks = 40 Marks	CIE 1(carry 5 marks) CIE 2 (carry 5 marks) Class Activity / Presentation / Viva-Voce (carry 10 marks)

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAAEC3A)
Semester III (AEC 3 - Hindi)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BAAEC3A
Course Name	Hindi - मशीनीकृत कार्यालयीन हिंदी
No. of Credits	02 (Theory – 1, Activity – 1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks</i> - 24) + 40 (Continuous Internal Examination – <i>Min passing marks</i> - 16) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	AEC (Ability Enhancement Course)
Pre-requisites for the course	- विद्यार्थी टाइपिंग कला के स्वरूप से परिचित हैं। - विद्यार्थी प्रूफ शोधन की आवश्यकता जानते हैं।

Course Outcomes: *The students will be able to:*

CO 1	टायपिंग के अंतर्गत भाषा और गति को जान पाएंगे।
CO 2	टाइपराइटर के अक्षर विन्यास व स्वर विन्यास का उपयोग कुशलता से करेंगे।
CO 3	प्रूफ शोधन के महत्व एवं उपयोगिता को समझेंगे।

Syllabus:	Contents	15 Hours Per Unit
Unit I	टायपिंग - अर्थ-परिभाषाएं - प्रकार (भाषा और गति के आधार पर) Activity: 1. किन्हीं दो कहानियों को टंकित किया जाएगा।	
Unit II	टायपिंग - अक्षर-विन्यास (तकनीकी प्रशिक्षण) - स्वर-विन्यास (तकनीकी प्रशिक्षण) Activity : 1. टंकित कहानियों पर प्रूफ प्रतियोगिता, व्याख्यान लिए जाएंगे।	
Unit III	प्रूफ शोधन - अर्थ-परिभाषा - प्रक्रिया-सोपान - प्रूफ-शोधन संकेत - प्रूफ-शोधन : महत्व एवं उपयोगिता	

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	Activity: 1. प्रूफ के सोपानों को पोस्टर द्वारा प्रस्तुत किया जाएगा । 2. प्रूफ-शोधन संकेतों पर आधारित पोस्टर बनाया जाएगा ।	
Textbooks / Reference Books:	• प्रशासनिक हिन्दी - डॉ. महेश चंद्र गुप्त, लोकभारती प्रकाशन • कार्यालय प्रबंधन – डॉ. सी. बी. गुप्ता, साहित्य भवन पब्लिकेशन • कार्यालयीन हिन्दी और तकनीकी शब्दावली	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit I (2×8 OR 1×16) = 16 Marks	Online and Offline classroom participation of the student during a particular semester = 10 Marks
2.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit II (2×8 OR 1×16) = 16 Marks	An assignment / PPT based on curriculum to be assessed by the teacher concerned = 10 Marks
3.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit III (2×8 OR 1×16) = 16 Marks	CIEs = 10 Marks
4.	12 MCQs of 1 mark or 6 VSAQs of 2 marks each based on all three units with no internal choice (12×1 OR 6×2) = 12 Marks	Performance Based Activities conducted by the teacher concerned / Viva voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAAEC3B)
Semester III (AEC 3 - Marathi)
(To be implemented from 2024 - 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)

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Course Code		BCOM3BAAEC3B
Course Name		Mararhi - भाषिक कौशल्य विकास - भाग २
No. of Credits		02 (Theory – 1, Activity – 1)
Teaching Hours		15 + 30 = 45
Evaluation Scheme		60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme		AEC (Ability Enhancement Course)
Pre-requisites for the course		- अस्खलित बोलणे - व्याकरणानुसार, साधी - सोपी आणि सुलभ भाषा वापरण्याची जाण
Course Outcomes: <i>The students will be able to:</i>		
CO 1	भाषिक अंगाने व्यक्तिमत्त्व विकासाचे पैलू लक्षात घेतील.	
CO 2	वाचिक अभिनय व अभिवाचनाची कौशल्ये जाणून घेतील.	
CO 3	बातमी वाचन, वृत्तनिवेदन, मुलाखत, चर्चा संयोजन ही कौशल्ये समजून घेतील.	
Syllabus:		
Contents		15 Hours Per Unit
Unit I	प्रसार माध्यमांसाठीची कौशल्ये आणि व्यक्तिमत्त्व विकास	
Unit II	भाषण, वक्तृत्व, निवेदन आणि अभिवाचन कौशल्ये	
Unit III	दृकश्राव्य माध्यमांसाठीची आवश्यक कौशल्ये : बातमीवाचन, वृत्तनिवेदन, मुलाखत, चर्चासंयोजन	
Textbooks / Reference Books:	अभ्यासग्रंथ - व्यावहारिक मराठी, ल. रा. नसिराबादकर, भाषाविकास संशोधन संस्था, कोल्हापूर, २०२२	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit I (2 × 8 OR 1 × 16) = 16 Marks	Online and Offline classroom participation of the student during a particular semester = 10 Marks
2.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit II (2 × 8 OR 1 × 16) = 16 Marks	An assignment / PPT based on curriculum to be assessed by the teacher concerned = 10 Marks
3.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit III (2 × 8 OR 1 × 16) = 16 Marks	CIEs = 10 Marks
4.	12 MCQs of 1 mark or 6 VSAQs of 2 marks each based on all three units with no internal choice (12 × 1 OR 6 × 2) = 12 Marks	Performance Based Activities conducted by the teacher concerned / Viva voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BAOE4)
Semester III (OE 4 – Digital Wellness)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values,

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along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM3BAOE4
Course Name	Digital Wellness
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks - 24) + 40 (Continuous Internal Examination – Min passing marks –16)= 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	-

Course Outcomes: *The students will be able to:*

CO 1	Define digital wellness and identify key dimensions of digital health.
CO 2	Evaluate their own digital habits and their effects on well-being.
CO 3	Implement time management and digital detox techniques
CO 4	Demonstrate safe and ethical behavior in digital environments.

Syllabus: **Contents**

Unit I (7 Hours)	Introduction to Digital Wellness • Definition and scope of digital wellness • Attention & Distraction • Evolution of digital lifestyles • Achieving Attention through Yoga • Stimulation Vs. Relaxation • Importance of digital balance in academic, professional, and personal life • WHO and global perspectives on screen time and digital health • Attention Enhancers
Unit II (8 Hours)	Impacts of Excessive Digital Usage on Brain • Basics of Brain • Concept of Neuroplasticity, Switching Penalty and Neuro-Associative Conditioning • Physical health: eye strain, poor posture, sleep disruption • Mental health: anxiety, depression, digital addiction • Social impacts: isolation, reduced attention span, digital burnout • Digital Mindset • Importance of Brain's Downtime • Case studies and real-life examples

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Unit III (7 Hours)	Strategies for Digital Well-being • Importance of relaxation • Brain rot • Positive self-talk • Overcoming Cognitive Distortions • Time management tools and screen time trackers • Science of Sleep • Mindful digital practices: single-tasking, scheduled breaks
Unit IV (8 Hours)	Science of Addiction & Digital Detox • Habits and addiction • Harnessing the power of neuroplasticity • Role of hobbies, exercise, and nature in digital balance • Digital detox: planning and implementation • 7 week Digital wellness plan • Online safety, privacy, and data protection • Cyberbullying, trolling, and emotional safety • Ethical use of digital platforms • Building positive digital identity and responsible sharing
Textbooks / Reference Books:	1. Digital Wellness by Bramhakumaris 2. Cal Newport – Digital Minimalism 3. Catherine Price – How to Break Up with Your Phone 4. WHO Guidelines on Screen Time 5. Common Sense Media reports on digital usage

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $4 \times 10 = 40$ Marks)	CIE 1 (carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks) OR	Assignment 1 (carry 5 Marks) Assignment 2 (carry 5 Marks) Class Activity / Presentation/ Viva-Voce (carry 20 Marks)
3.	MCQ / VSAQ / Match the pair / fill in the blanks $30 \times 2 = 60$ Marks	
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM3BACC3)
Semester III (CC - NCC / NSS / Sports / Cultural / LLL)
(02 Credits for 100 Marks)

**As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji
Maharaj Nagpur University, Nagpur**

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SEMESTER IV

Business Administration (Semester IV)				Teaching Scheme / Total Hours Per Week			Examination Scheme								
Sr · No	(UG Diploma in Commerce)	Cours e Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Marketing Management	Majo r	BCOM4BAM5	4	-	4	60	24	-	-	40	16	100	40	4
2	Human Resource Management	Majo r	BCOM4BAM6	4	-	4	60	24	-	-	40	16	100	40	4
3	Micro Economics	Mino r	BCOM4BAMI 4	3	-	3	60	24	-	-	40	16	100	40	3
4	Office Assistant	SEC	BCOM4BASE C4	1	2	3	40	20	40	20	20	10	100	50	2
5	English	AEC	BCOM4BAAE C4	1	2	3	60	24	-	-	40	16	100	40	2
6	E-Commerce and M-Commerce	OE	BCOM4BAOE 5	2	-	2	60	24	-	-	40	16	100	40	2
7	Community Engagement Project	CEP	BCOM4BACE P1	-	4	4	-	-	-	-	100	50	100	50	2
8	NCC / NSS / Sports / Cultural / LLL	CC	BCOM4BACC 4	-	4	4	-	-	-	-	100	50	100	50	2
		Total		15	12	27	340	140	400	200	420	190	800	350	21

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BAM5)
Semester IV (Major – Marketing Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM4BAM5
Course Name	Marketing Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Fundamental concepts of supply and demand • Basic business functions (e.g., finance, operations, HR, marketing) • Types of markets (consumer vs. business markets)

Course Outcomes: *The students will be able to:*

CO 1	Understand Market Segmentation, Targeting, and Positioning.
CO 2	Understand how to Develop Products.
CO 3	Apply Pricing Strategies for different products.
CO 4	Understand and Develop Distribution and Promotional Strategies.
CO 5	Analyze how marketing influences business growth and customer satisfaction.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Market Segmentation, Targeting and positioning, Market segmentation, Importance and Bases for segmentation, Market Targeting, Various Targeting Strategies, Positioning, De-Positioning and Repositioning.	
Unit II	Product Strategy – Product Classification, Product Mix, Product Line Strategies, Product Life Cycle.	
Unit III	Price Strategies – Pricing Methods and Strategies, Pricing Strategies: Cost-Based, Value Based, and Competitive Pricing, Psychological Pricing and Dynamic Pricing	
Unit IV	Developing Distribution and Promotional Strategies - Distribution Channel: Types Importance. Channel Intermediaries: Wholesalers and Retailers, Promotion mix: Introduction to personal selling, Sales Promotion, Public Relations and Publicity	
Textbooks /	• Marketing Management, Authors: Philip Kotler, Kevin Lane Keller, Alexander	

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Reference Books:	Chernev - Publisher: Pearson Education India, Edition: 16th Edition. • Marketing Management: Text & Cases - Authors: Dr. C.B. Gupta, Nair Rajan, Publisher: Sultan Chand & Sons, Edition: 19th Revised Edition (2018) • Marketing Management: Text and Cases - Author: S.H.H. Kazmi, Publisher: Excel Books India, Edition: 2007 Edition • Marketing Management - Author: Dr. K. Karunakaran, Publisher: Himalaya Publishing House, Edition: First Edition (2010).
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Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ / Numerical of 10 marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BAM6)
Semester IV (Major – Human Resource Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM4BAM6
Course Name	Human Resource Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Planning, Organizing, Leading, and Controlling. • Basic knowledge of how individuals and groups behave in organizational settings. • Knowledge of how organizations are structured and function.

Course Outcomes: *The students will be able to:*

CO 1	Understand concept of Human resource management and also gain knowledge about qualities of good managers.
CO 2	Recruitment and selection process in organizations and know the importance of training.
CO 3	Understand the importance of employee welfare and work life balance.
CO 4	Know the role of Artificial Intelligence
CO 5	Understand the latest trends in HRM and understand the concept of Talent management.

Syllabus:	Contents	15 Hours Per Unit
Unit I	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT Human Resources Management: Definition, Nature and Scope of HRM, Evolution of HRM, Challenges of HRM • Human Resource Managers: Quality, Qualification, and Nature & Importance. • Human Resource Planning: objectives and Policies, Job Analysis, Job description and Job Specification. • HRM issues and practices: Problems in Finding the right talent, Employee Retention, Changing Global Scenario.	
Unit II	RECRUITMENT AND SELECTION • Manpower Planning: concept, importance, definition and challenges. • Recruitment & Selection: Sources of Recruitment, Selection Process, Test Types, Interview Types.	

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	• Training & Development: Design & Evaluation of T&D Programs, Methods of Training, Induction & Orientation, Career Development. • Performance and Potential Appraisal: Process and techniques, theories & Issues.
Unit III	EMPLOYEE WELFARE, COMPENSATION AND WORK LIFE BALANCE • Compensation: Meaning, Types, Criteria and Importance, rewards, incentives and other benefits. • Labor Welfare: Safety & health, Programs and Policies, Government intervention. • Work life balance: stress management, Work stress and Counselling. • Collective Bargaining: Features Pre-Requisites of collective bargaining, agreement at different levels, successful Participation of Workers in Management.
Unit IV	LATEST TRENDS IN HRM • Talent Management: Meaning, definition, significance, process & strategies for talent management. • Artificial Intelligence in HRM: Meaning of AI in HRM, Role of AI in HRM, Advantages of AI in HRM, Challenges Posted by AI in HRM. • HR Analytics: Definition, Meaning, Importance, key Metrics, data requirement and Implementation. • Human Resource Information System (HRIS): Concept, meaning and importance.
Textbooks / Reference Books:	• Venkata Ratnam C. S. & Shrivastava B. K., Personnel Management and Human Resources, Tata Mc-Graw Hill, New Delhi, • Chaudhari Tushar, Human Resource Management, INSC International Publishers. • Garry Dessler & Varkkey, Human Resource Management, Pearson, New Delhi, 2009.

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $4 \times 10 = 40$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BAMI4)
Semester IV (Minor - Micro Economics)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM4BAMI4
Course Name	Micro Economics
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Understand the basic meaning of Economics • Aware about graphs and slopes

Course Outcomes: *The students will be able to:*

CO 1	Understand the subject matter of Economics and scope of micro economics and its usage.
CO 2	Acquainted with the concept of Utility and its types
CO 3	Knowledge about concept of Demand and Supply and their scope along with elasticity and its types in detail
CO 4	Insights in various factors of production and its return along with its strategy and methods of calculations
CO 5	Apply the fundamental concepts of microeconomics— including utility analysis, demand–supply mechanisms, elasticity, and factors of production— to analyze real-life economic situations, interpret market behavior, and make informed economic decisions through practical examples and activities.

Syllabus:	Contents
Unit I (11 Hours)	Introduction to Micro Economics and Utility Analysis: Meaning, Definition, Nature, Features, Scope, Importance and Limitations of Micro Economics study. Difference between Micro and Macro Economics. Problems in Micro Economics study. Meaning, Concept, Nature, Feature of Utility, Measurement of Utility, Marginal and Total Utility, Difference between Marginal and Total Utility, Law of Diminishing Marginal Utility, Consumers Equilibrium
Unit II (11 Hours)	Demand and Elasticity of Demand Concept and Features of Demand, Factors affecting Demand, Law of Demand, Exceptions and Assumptions Elasticity of Demand, Types of Elasticity of Demand,

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	Factors affecting elasticity of Demand, Methods of measuring Elasticity of Demand
Unit III (11 Hours)	Supply and Elasticity of Supply Concept and Features of Supply, Factors affecting Supply, Law of Supply, Exceptions and Assumptions; Elasticity of Supply, Types of Elasticity of Supply, Factors affecting elasticity of Supply, Methods of measuring Elasticity of Supply
Unit IV (12 Hours)	Factors of Production Features and Nature of Land, Labour, Capital and Enterprise. Returns on Factors (Rent, Wage, Interest, Profits) Types of Rent, Ricardian Theory of Rent, Modern Theory of Rent, Quasi Rent, Difference between rent and quasi rent. Interest: Definition and features, Types of Interest, Liquidity Preference Theory, Loanable Funds Theory of Interest. Profits and types of Profit (Gross profit, Net profit, Normal and abnormal profits)
Textbooks / Reference Books:	1. Dr. D.D. Chaturvedi [1999] Micro Economics- Theory And Applications-I, Galgotia Publishing Company, New Delhi 2. Dr. Sanjay Basotia [2010] Micro Economics-Principles, Applications And Tools-Dnd Publications, Jaipur 3. Dr. Ravindra Gharpure, Mrs. Samiha Mirza Mohd. Baig [2017] Micro Economic Fundamentals, Thakur Publications

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIES (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $4 \times 10 = 40$ marks)	CIE 1(carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BASEC4)
Semester IV (SEC – Office Assistant)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)

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Course Code	BCOM4BASEC4
Course Name	Office Assistant
No. of Credits	02 (1- Theory, 1- Practical)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	40 (End Semester Examination – Min passing marks – 20) + 40 (Practical Examination – Min passing marks - 20) + 20 (Continuous Internal Examination – Min passing marks - 10) = 100 marks (Min passing marks – 20 + 20 + 10 = 50)
Group under NEP scheme	SEC (Skill Enhancement Course)
Pre-requisites for the course	• Basic computer knowledge • Good communication skills

Course Outcomes: *The students will be able to:*

CO 1	Develop proficiency in office administration tasks.
CO 2	Enhance communication and organizational skills.
CO 3	Gain knowledge of office equipment and technology.
CO 4	Understand workplace safety and maintenance protocols.

Syllabus:

Contents

Unit I (22 Hours)	Introduction to the Job Role Office Assistant and Various Office Equipment List the responsibilities of an Office Assistant, Explain the need for an Office Assistant in establishments Discuss organizational structure, hierarchy and reporting relationships, Types of Office Equipment, Working with Printers, Scanners and LCD Projectors, Working with Audio and Video Applications, Material and Energy Conservation Practices; Application of Computers - Parts of a Computer and Storage Devices, Microsoft Windows and the Internet, Microsoft Office, Computer Ergonomics and Safety.
Unit II (23 Hours)	Manage Routine Office Activities & Maintain a Healthy, Safe, and Secure Working Environment Managing Phone Calls, Maintenance Records and Documentation, Organizing Meetings, Maintaining a Healthy and Hygienic Environment, Following Safety Practices at the Workplace, Dealing with Emergency Situations, Using Fire Extinguishers
Note	Activities & Practical based on “Management and Entrepreneurship and Professional Skills Council” facilitator guide for office assistant
Textbooks/ Reference Books:	https://nsdcindia.org/sites/default/files/Office%20Assistant_V3.0_ENG_FG_MEP-Q0202_PMKVY.pdf Office Management - MEPSC https://share.google/NyJxbsXztwWp9Dn25

Evaluation Pattern:

S. No	Theory (40 marks)	Practical (40 Marks)	CIE (20 marks)
1.	10 MCQs on each unit 2 Marks × 20 MCQs = 40 Marks	2 Practical on each unit 4 × 10 Marks = 40 Marks	CIE 1(carry 5 marks) CIE 2 (carry 5 marks) Class Activity / Presentation / Viva-Voce (carry 10 marks)

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BAAEC4)
Semester IV (AEC 4 - English)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM4BAAEC4
Course Name	English (English for Career Development)
No. of Credits	02 (Theory – 1, Activity – 1)

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Teaching Hours		15 + 30 = 45
Evaluation Scheme		60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme		AEC (Ability Enhancement Course)
Pre-requisites for the course		1. Basic knowledge of MS Office to create PPTs 2. English Speaking Skills 3. Learning by observing skills
Course Outcomes: <i>The students will be able to:</i>		
CO 1	Display presentation skills in business and professional settings.	
CO 2	Solve problems using effective language and teamwork.	
CO 3	Develop a professional attitude through English.	
CO 4	Write and speak with emotional awareness and clarity.	
Syllabus:		Contents 15 Hours Per Unit
Unit I	1. Presentation Skills 2. Problem-Solving Skills	
Unit II	1. Professional Skills 2. Emotional Intelligence	
Unit III	1. Group Discussion 2. Interview Techniques	
Textbooks / Reference Books:	1. Professional Speaking Skills – Aruna Koneru 2. Manifesting Impressive Public Speaking & Presentation Skills – Ashish Mehta 3. You Can Win by Shiv Khera 4. Emotional Intelligence: Managing Emotions to Win in Life by S.K. Mangal & Shubhra Mangal 5. Group Discussion and Interview Skills by R. S. Aggarwal	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit I (2 × 8 OR 1 × 16) = 16 Marks	Online and Offline classroom participation of the student during a particular semester = 10 Marks
2.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit II (2 × 8 OR 1 × 16) = 16 Marks	An assignment / PPT based on curriculum to be assessed by the teacher concerned = 10 Marks
3.	2 SAQs of 8 marks or 1 LAQ of 16 marks each based on Unit III (2 × 8 OR 1 × 16) = 16 Marks	CIEs = 10 Marks
4.	12 MCQs of 1 mark or 6 VSAQs of 2 marks each based on all three units with no internal choice (12 × 1 OR 6 × 2) = 12 Marks	Performance Based Activities conducted by the teacher concerned / Viva voce = 10 Marks
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BAOE5)
Semester IV (OE 5 – E-Commerce and M-Commerce)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM4BAOE5
Course Name	E-Commerce and M-Commerce
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – Min passing marks - 24) + 40 (Continuous Internal Examination – Min passing marks –16)= 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	• Internet basics and networking • Web technologies (browsers, URLs, IP addressed • General awareness of online transactions and digital platforms.

Course Outcomes: *The students will be able to:*

CO 1	Explain various business models of E-Commerce.
CO 2	Describe E-Commerce Sales Product Life Cycle (ESLC) Mode.
CO 3	Understand various facets of Consumer Oriented E Commerce.
CO 4	Grasp the knowledge about electronic payment models.
CO 4	Explain various business models of E-Commerce.

Syllabus:

Contents

Unit I (7 Hours)	Overview of developments in Information Technology and Defining E-Commerce: The scope of E - commerce, Electronic Market, Electronic Data Interchange, Internet Commerce
Unit II (8 Hours)	Introduction to e-commerce and m-commerce, E Commerce architecture and its types; E - Commerce Business Models; M- Commerce Services, Benefits and limitations of E-Commerce.
Unit III (7 Hours)	Consumer Oriented E Commerce: E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, and Features of e retailing. E- services: Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e -entertainment, Auctions and other specialized services. Business to Business Electronic Commerce
Unit IV	Electronic Payment Models – Credit card, Debit Card, Smart Card, Internet Banking, Immediate Payment Services (IMPS), Mobile Wallet, Aadhar Enabled

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(8 Hours)	Payment Services, Mobile Banking, Cryptocurrency, e-RUPI Etc.	
Textbooks / Reference Books:	1. Elias. M. Awad" Electronic Commerce", Prentice-Hall of India Pvt Ltd. 2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison Wesle	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 4 × 10 = 40 Marks)	CIE 1(carry 5 Marks) CIE 2 (carry 5 Marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs OR 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 Marks) Assignment 2(carry 5 Marks) Class Activity / Presentation/ Viva-Voce (carry 20 Marks)
	Total: 60 marks	Total: 40 marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BACEP)
Semester IV (Community Engagement Project)
(02 Credits for 100 Marks)

[A-2] EVALUATION REPORT OF FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

Bachelor of Commerce (B.Com) (Major Subject) Examination, _____

Name of Student: _____ FP/CEP

Title: _____

Roll No. _____ Semester _____ Max. Marks: 100

CRITERION	Parameters	Score
Continuous internal Evaluation (CIE)	Regularity, punctuality, sincerity, and overall feedback from the supervisor and community <i>(To be evaluated by the internal teacher)</i>	out of 50
Description UN SDG Related to FP/CEP*	Detailed description of United Nations Sustainability Development Goals (SDGs) related to FP/CEP undertaken by the student. The degree and extent of such related SDGs should be clearly mentioned	out of 10
Description of Respondent Profile/Community Profile & Listing of goals/objectives/ Outcomes of FP/CEP*	A detailed description (Including Statistical Data) of the respondents / community where the FP/CEP is being undertaken. Clear Mention of issues/problems under study to be included. Comprehensive Listing of goals/objectives/Outcomes of FP/CEP	out of 10
Application of theoretical Knowledge*.	Details of the work done or project implemented during FP/CEP is documented in detail. The theoretical basis is used to identify the various issues related to the problem under consideration	out of 10
Conclusions and Recommendations *	Specific Conclusions based on empirical evidences. Recommendations based on practical feasibility	out of 10

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Feedback from concerned organization/Community Head*	An authentic Company Certificate of completion /appreciation clearly classifying the performance of the student as Excellent / Above Average or Good/ Average or Satisfactory /below average .	out of 10
* Based on the Report submitted by the student, evaluated by the external examiner		Total Marks Scored out of 100
Name and Signature of Internal Examiner		Name and Signature of External Examiner

As per the guidelines of CEP applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM4BACC4)
Semester IV (CC - NCC / NSS / Sports / Cultural / LLL)

(02 Credits for 100 Marks)

As per the guidelines of CC applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER V

Business Administration (Semester V)				Teaching Scheme / Total Hours Per Week			Examination Scheme								
Sr No	(Bachelor of Commerce)	Cours e Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Organizational Behavior	Major	BCOM5BAM7	4	-	4	60	24	-	-	40	16	100	40	4
2	International Business and Trade	Major	BCOM5BAM8	4	-	4	60	24	-	-	40	16	100	40	4
3	Production and Operations Management	Major Elective	BCOM5BAME 1A	4	-	4	60	24	-	-	40	16	100	40	4
	Operations Research Techniques		BCOM5BAME 1B												
4	Macro Economics	Minor	BCOM5BAMI 5A	3	-	3	60	24	-	-	40	16	100	40	3
	Introduction to Taxation		BCOM5BAMI 5B												
	Information Security and Cyber Laws		BCOM5BAMI 5C												
5	Customer Relationship Management	OE	BCOM5BAOE 6	2	-	2	60	24	-	-	40	16	100	40	2
6	Sales Executives	VSC	BCOM5BAVS C4	1	2	3	60	30	40	20	-	-	100	50	2
7	Field Project	FP	BCOM5BAFP 1	-	4	4	-	-	-	-	100	50	100	50	2
		Total		18	6	24	360	150	40	20	300	130	700	300	21

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE, CC.



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardafa Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAM7)
Semester V (Major – Organizational Behavior)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM5BAM7
Course Name	Organizational Behavior
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks</i> - 24) + 40 (Continuous Internal Examination – <i>Min passing marks</i> - 16) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Basic understanding of management concepts • General awareness of human behavior and interpersonal relationships
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the concept, nature, and importance of Organizational Behavior and different types of behavior (intrapersonal, interpersonal, and group).
CO 2	Explain the concept, nature, and importance of Organizational Behavior and different types of behavior (intrapersonal, interpersonal, and group).
CO 3	Explain learning and perception concepts, including Skinner's Learning Theory and learning styles, and apply them in workplace situations
CO 4	Analyze motivation theories such as Maslow's Need Hierarchy and McGregor's Theory X and Theory Y, and explain the role of organizational culture and climate.
CO 5	Analyze individual and group behavior in organizations and apply OB concepts to improve workplace effectiveness.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction: Concept and nature of Organizational behaviour; Need to understand human behaviour; Challenges and Opportunities; Interpersonal Behaviour- Intrapersonal, Interpersonal and Group Behaviour;
Unit II	Attitude, Ability and Values: Relationship between attitude and behaviour; Personality-Meaning and Types of personality, Big Five Model - OCEAN Personality Test
Unit III	Learning, & Perception – Learning: Definition, Skinner's Learning Theory Learning and Components of Reinforcement, VARK Model of Learning Styles; Perception - Definition , Importance and Process of Perception
Unit IV	Motivation: Definition, Theories of Motivation - Maslow's Need Hierarchy, McGregor's X and Y factor theory, Organization Culture& Climate- Concept, Components and importance
Practical Activity	AI-Based Practical Activity: Personality & Behavior Analysis using AI



Textbooks / Reference Books:	1. Organizational Behaviour By Niraj Kumar, Himalaya Publishing House	
	2. Organizational Behaviour; By Stephen P., Robbins; —Prentice Hall of India Pvt. Ltd., New Delhi, 2003.	
	3. ORGB by Debra Nelson, 2nd Edition, Cengage Learning.	
	4. Organizational Behaviour, By Khanka, S.S.; Sultan Chand and Sons, New Delhi	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (Best 10 will be evaluated) (10 × 2, OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activities / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

AI-Based Practical Activity

AI-Based Practical Activity: Personality & Behavior Analysis using AI

Title: Using AI to Analyze Personality and Workplace Behavior

Objective: To help students understand personality, attitude, and behavior by applying OB concepts using AI tools.

Tool Suggested: ChatGPT (or any similar AI tool)

Activity Description (Student Task):

Step 1: Self-Input

Students will provide a short description about themselves to AI (example: strengths, weaknesses, likes, dislikes, behavior in group work).

Step 2: AI Prompt

Students will ask AI - "Analyze my personality based on the Big Five (OCEAN) model and suggest my behavior type in an organization."

Step 3: AI Output Analysis

Students will:

1. Identify their personality traits (Openness, Conscientiousness, etc.)

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2. Relate AI output with attitude, perception, and behavior concepts
3. Compare AI result with their self-perception

Step 4: Application Task

Ask AI: "Suggest how I can improve my workplace behavior, communication, and motivation."

Student Submission:

Students submit a 1–2 page report including:

1. Their input given to AI
2. AI response summary
3. Link with OB concepts (Personality, Attitude, Perception)
4. 2–3 personal learning points

Evaluation Criteria (Out of 10 marks):

Understanding of OB concepts – 4 marks

Interpretation of AI output – 3 marks

Personal reflection & learning – 2 marks

Presentation – 1 mark

Students can compare:

1. AI analysis vs peer feedback
2. OR AI analysis vs actual behavior in group activity

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAM8)
Semester VI (Major –International Business and Trade)
(To be implemented from 2024 –25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOMIBAM8
Course Name	International Business and Trade
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Basic understanding of business management and economics • Familiarity with fundamental commerce subjects

Course Outcomes: *The students will be able to:*

CO 1	Explain the concepts of international trade, differences between domestic and international business, and modern trade concepts like digital globalization and e-commerce.
CO 2	Explain the structure and role of the World Trade Organization and apply concepts like trade creation, trade diversion, and protectionism.
CO 3	Analyze regional trade agreements and India's role in trade blocs such as European Union, ASEAN, and RCEP.
CO 4	Analyze the role of international financial institutions like International Monetary Fund and World Bank, and explain global trends affecting the Indian economy.
CO 5	Analyze overall international business environment and apply trade concepts to understand global business practices and their impact on the economy.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Introduction to International Business: Concepts of the International Trade, Domestic and International Business Comparison, Advantages and Disadvantages of Domestic Trade and International Trade Respectively, Reasons for Entering into International Trade, Modes of Entry, Concept of MNC, TNC; Factors affecting International Business and Trade Modern Trade Concepts: Digital globalization & e-commerce in international trade; Role of technology in global business (AI, automation basics); Global value chains (GVCs) – basic concept; Emerging markets and changing trade patterns	
Unit II	WTO & Trade Theories: WTO - Structure, Functions, Roles and recent challenges faced in the Current International Business Scenario, an Overview of WTO Agreements, Concept of Trade Creation, Trade Diversion, Concept and Various Levels of International Economic Integration, PTA, FTA, Custom Union, Common Market, Economic Union, Political Union, Basic concepts of Trade wars, Protectionism vs Free Trade and Role of digital trade rules	

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Unit III	Regional Trade Agreements: Major Regional Trade Agreements, Features of European Union, SAARC, NAFTA, ASEAN, SAFTA, Limitations of Regional Economic Integration, BRICS Recent Developments: Brief introduction to RCEP and India's position in major trade agreements; Impact of regional trade blocs on developing countries	
Unit IV	Financial Institutions & Emerging Trends: Structure, Roles, Functions of World Bank/ IMF; Role of World Bank and International Monetary Fund in recent global crisis; ADB Financial Support Available in India –EPZs, SEZs, Concepts of FDI and Portfolio Investments; Future Trends in International Business; Impact of globalization on Indian economy	
Practical Activity	AI-Based Activity on Understanding a Country's Trade using AI	
Textbooks / Reference Books:	1. 'International Business' by O P Agrawal, Himalaya Publication 2. 'International Business' (Text and Cases) by Subba Rao, Himalaya Publication 3. 'International Business' by Charles W. L. Hill, McGraw- Hill	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units.(Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activities / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

AI-Based Practical Activity

Title: Understanding a Country's Trade using AI

Objective: To help students understand international trade concepts using real-world country data.

Tool Suggested: Chat GPT / Gemini

Activity Description (Student Task):

Step 1:

Choose any country (e.g., India, USA, China).

Step 2:

Ask AI:

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"What are the main exports and imports of [country]?"
"Why does this country engage in international trade?"

Step 3:

Ask one more:

"Is this country part of any trade organizations or agreements?"

Step 4:

Students write:

- 2 important trade points
- 1 benefit of international trade for that country

Submission (1 page):

1. Country name
2. AI answers (short)
3. Student understanding

Evaluation (10 marks):

- Understanding of concept – 4
- Use of AI – 3
- Student explanation – 2
- Presentation – 1

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAME1A)
Semester VI (Major Elective –Production and Operations Management)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM5BAME1A
Course Name	Production and Operations Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major Elective
Pre-requisites for the course	-
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the basic concepts, importance, contributions of Henry Ford & Deming and evolution of production and operations management.
CO 2	Apply concepts of plant location and layout, and explain different types of layouts used in operations.
CO 3	Explain material management functions such as purchasing, storage, and material planning.
CO 4	Analyze modern production techniques such as Just-In-Time (JIT), Kaizen, and quality improvement practices.
CO 5	Analyze production and operations concepts and apply them to improve efficiency and effectiveness in organizations.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction- Nature, Scope, Importance and Functions Evolution from manufacturing to operations management - Evolution of the factory system - manufacturing systems–quality–mass customization, Contribution of Henry Ford & Deming
Unit II	Production Design- Definition, Importance, Factors affecting location & layout, Principles and Types of Facilities Layout, Layout and its objectives for manufacturing operations, warehouse operations, service operations, and office operations, principles and types of plant layouts – product layout, process layout, fixed position layout, cellular manufacturing layouts, hybrid layouts, Factors influencing layout changes.
Unit III	Material Management - Nature, Scope, Importance and Functions; Evolution from manufacturing to operations management - Materials Planning Budgeting and Material Requirement Planning; Purchase Management; Stores Management- Functions, Centralized Vs Decentralized stores
Unit IV	Latest Concepts- Modern concepts in Production & Materials management and Japanese contribution to world class quality manufacturing like single piece flow, JIT, KANBAN, SMED, CAD, CAM, KAIZEN, POKA YOKE, Right First Time, Zero Defects.
Practical Activity	AI-Based Production Improvement Suggestions
Textbooks /	• Dr. K. Aswathappa & K. Shridhara, Production and Operations Management

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Reference Books:		
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units.(Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activities / Presentation / Viva-Voc (carry 20 marks)
	Total: 60 marks	Total: 40 marks

AI-Based Practical Activity

Title: AI-Based Production Improvement Suggestions

Objective: To help students understand production concepts by using AI to improve a simple process.

Tool Suggested: Chat GPT

Activity Description (Student Task):

Step 1: Select any simple process:

- Making tea
- College canteen service
- Small shop operations

Step 2: Describe the process to AI (steps involved).

Step 3: Ask AI:

"How can this process be improved using concepts like efficiency, JIT, or waste reduction?"

Step 4: Students write:

- 2 improvements suggested by AI
- 1 improvement they think is best

Submission (1 page):

- Process description
- AI suggestions
- Student's best suggestion

Evaluation (10 marks):

- Understanding of process – 4
- Use of AI – 3
- Practical thinking – 2
- Presentation – 1

OR



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAME1B)
Semester VI (Major Elective – Operations Research Techniques)
(To be implemented from 2024 –25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM5BAME1B
Course Name	Operations Research Techniques
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major Elective
Pre-requisites for the course	• None
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the basic concepts, nature, scope, and importance of Operations Research and its role in decision-making.
CO 2	Formulate Linear Programming Problems (LPP) and represent constraints graphically for business situations.
CO 3	Solve Linear Programming Problems using graphical method and explain basic concepts of Simplex Method and its applications.
CO 4	Solve assignment problems using the Hungarian Method and explain their business applications
CO 5	Analyze business problems using Operations Research techniques and apply appropriate methods for effective decision-making.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Introduction: Meaning, Definition, Nature & Scope of Operations Research; Characteristics and Importance of OR; Applications of OR in Business and Industry; Limitations of OR; Role of OR in Decision Making
Unit II	Introduction to Linear Programming Problem (LPP): Concept and Assumptions of Linear Programming; Formulation of LPP (Two-variable problems); Graphical representation of constraints; Applications of LPP in business decision-making
Unit III	LPP – Graphical Solution Method: Solution of LPP using Graphical Method; Maximization and Minimization Problems; Feasible, Infeasible and Optimal Solutions; Practical Illustrations (using two variables) Simplex Method (Introductory): Limitations of Graphical Method; Introduction to Simplex Method; and its basic Business Applications
Unit IV	Assignment Problem (Introductory): Meaning and concept of Assignment Problem; Balanced Assignment Problem; Solution using Hungarian Method (basic problems only); Business Applications of Assignment Problem
Practical Activity	AI-Based Activity: Solve LPP using AI

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Textbooks / Reference Books:	1. Chawla, K.K., Gupta, V., & Sharma, B.K.; Operations Research: Quantitative Analysis for Management (A.I. Edition), Publisher: Kalyani Publishers, New Delhi	
	2. Operations Research by V.K. Kapoor, Author: Dr. V.K. Kapoor, Publisher: Sultan Chand & Sons, New Delhi	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE*1(carry 5 marks) CIE 2(carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units.(Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activities / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

AI-Based Practical Activity

Title: AI-Based Activity: Solve LPP using AI - Using AI to Formulate and Solve a Linear Programming Problem

Objective: To help students understand LPP formulation and solution using real-life business situations.

Tool Suggested: ChatGPT

Activity Description (Student Task):

Step 1: Take a simple business situation Example: A shop produces two products with limited resources.

Step 2: Ask AI: "Formulate a Linear Programming Problem for profit maximization with 2 products and 2 constraints."

Step 3: Then ask: "Solve this LPP using graphical method."

Step 4: Students write:

- LPP formulation (objective function + constraints)
- Graphical solution (they can draw manually)
- Final optimal solution

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Submission (1–2 pages):

- Problem statement
- AI-generated LPP
- Student-drawn graph
- Final answer

Evaluation (10 marks):

- Formulation understanding – 4
- Use of AI – 2
- Graph & solution – 3
- Presentation – 1

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)

Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAMI5A)
Semester V (Minor –Macro Economics)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM5BAMI5A
Course Name	Macro Economics
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic understanding of Economics (especially Microeconomics). • Familiarity with economic terms like demand, supply, and markets
Course Outcomes: The students will be able to:	
CO 1	Understand and explain key macroeconomic concepts and theories.
CO 2	Analyze national income and its measurement techniques
CO 3	Evaluate the causes and effects of inflation and suggest control measures.
CO 4	Understand the role of monetary and fiscal policies in economic stability.
CO 5	Apply macroeconomic concepts to real-world economic problems, especially in the Indian context.
Syllabus: Contents	
Unit I (11 Hours)	Introduction to Macroeconomics • What is Macroeconomics? • Macroeconomics is both a Theoretical and a Policy Science • Microeconomics vs. Macroeconomic • Origin and Growth of Macroeconomics • Importance of Macroeconomics • Limitations of Macroeconomics • Circular Flows in a Two-Sector Model • Circular Flows in Three-Sector Model: A Model with Government • Income and Expenditure
Unit II (11 Hours)	Measurement of National Income • Introduction • Some Concepts Related to National Income • National Income Measures • Nominal and Real GNP • Methods of Measuring National • Income Treatment of Net Income from Abroad • Double Entry System of Accounting • Measurement of National Income in India

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Unit III (11 Hours)	Inflation: Meaning, Measure and Effects • Introduction • What is Inflation? • Methods of Measuring Inflation • Types of Inflation • Inflation, Disinflation and Deflation • Inflation in India: A Long-Term View • Economic Effects of Inflation • Interaction between Demand-Pull and Cost-Push Inflation • Measures to Control Inflation	
Unit IV (12 Hours)	Macroeconomic Policies: Monetary and Fiscal Policies • Introduction Macroeconomic Policy: Meaning and Scope • Objectives of Macroeconomic Policy • Meaning and Scope of Monetary Policy • Instruments of Monetary Policy • Monetary Policy of India, • Meaning and Scope of Fiscal Policy • Fiscal Instruments and Target Variables • Kinds of Fiscal Policy • Limitations of Fiscal Policy • Fiscal Policy of India	
Textbooks / Reference Books:	1. Dwivedi, D. N. (Latest Edition). Macroeconomics: Theory and Policy (3 rd . ed.) New Delhi: McGraw Hill Education. 2. Ahuja, H. L. (Latest Edition). Macroeconomics: Theory and Policy. New Delhi: S. Chand Publishing.	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAMI5B)
Semester V (Minor – Introduction to Taxation)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or

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advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM5BAMI5B
Course Name	Introduction to Taxation
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic knowledge of income and simple tax terms. • Understanding of different types of Income. • Simple knowledge of different sources of income(salary, House)

Course Outcomes: *The students will be able to:*

CO 1	Understand the basic concepts of Income Tax, including previous year, assessment year, and tax rules.
CO 2	Compute income under different heads like salary, house property, business, capital gains, and other sources.
CO 3	Understand the clubbing of income and how income of other persons is included in total income.
CO 4	Learn set-off and carry forward of losses and how to adjust losses with income.
CO 5	Calculate total taxable income after deductions from gross total income.

Syllabus:	Contents
Unit I (11 Hours)	Basic Concepts– Income Tax Law: - An Introduction, important definition in the income tax 1961. Concepts of Previous Year and assessment year, basic of charge and rates of tax (Theory).
Unit II (11 Hours)	Step by step procedure for computation of total income and tax payable: - Step by step procedure for computation of total income and tax payable, meaning of agriculture income and partial integration of agriculture income with non-agricultural income for computation of tax payable. (Theory and Numerical).

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Unit III (11 Hours)	Residential status and scope of total income: - Determination of residential status of different persons and scope of income to be included in their total income based on the residential status. (Theory and Numerical)	
Unit IV (12 Hours)	Heads of income and provisions governing computation of income under different heads. Salaries and income from house property. Student will be able to file ITR online. (Theory and Numerical)	
Textbooks / Reference Books:	1. Direct taxes law and practice (Dr. Vinod k. Singhania, Dr. Kapil Singhania) Taxmann publication Pvt. Ltd. 2. Income tax law and practice (V. P. Gaur, D. B. Narang, Pooja Gaur, Rajeev Puri) Kalyani publishers. 3. Income tax law and practice (K. C. Jain, V. P. Gaur, D. B. Narang)	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQs / Numerical of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Vocē (carry 20 marks)
	Total: 60 marks	Total: 40 marks



Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAMI5C)
Semester V (Minor – Information Security and Cyber Laws)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

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PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM5BAMI5C
Course Name	Information Security and Cyber Laws
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic Computer Knowledge • Understanding of data privacy and internet safety practices • Basic Knowledge of E-Commerce/Digital Transactions

Course Outcomes: *The students will be able to:*

CO 1	Understand fundamental concepts of information security, types of threats, and basic security principles.
CO 2	Explain data protection methods, cryptographic techniques, and network security mechanisms.
CO 3	Analyze cyber laws in India, including provisions of the IT Act, and identify various cybercrimes
CO 4	Apply cyber ethics, security practices, and evaluate emerging trends in cyber security.
CO 5	Integrate knowledge of information security and cyber laws to address real-world digital security challenges in business environments.

Syllabus:

Contents

Unit I (11 Hours)	Introduction to Information Security: Meaning, Definition, and Importance of Information Security Goals of Information Security: Confidentiality, Integrity, Availability (CIA Triad) Types of Cyber Threats: Malware, Phishing, Ransomware, Spyware Security Attacks: Passive vs Active Attacks; Basic Security Mechanisms and Controls Activity: AI-based Cyber Threat Identification
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Unit II (11 Hours)	Data Security and Network Security: Data Protection Techniques: Encryption, Hashing, Digital Signatures Basics of Cryptography: Symmetric and Asymmetric Encryption Network Security Concepts: Firewalls, VPNs, Intrusion Detection Systems Secure Communication Protocols (SSL/TLS, HTTPS); Security Challenges in E-Commerce and Digital Transactions Activity: AI-assisted Encryption Understanding	
Unit III (11 Hours)	Cyber Laws and Legal Framework in India: Introduction to Cyber Laws and Need for Cyber Legislation; Overview of Information Technology Act, 2000 (with amendments) Cyber Crimes: Types, Causes, and Impacts Legal Issues in Cyber Space: Privacy, Data Protection, Intellectual Property; Role of Cyber Cells and Law Enforcement Agencies Activity: AI-based Case Study Analysis	
Unit IV (12 Hours)	Cyber Ethics, Cyber Security Practices and Emerging Trends: Cyber Ethics and Professional Responsibility; Safe Internet Practices and Digital Hygiene; Cyber Security Policies in Organizations Emerging Trends: Cloud Security, IoT Security, Artificial Intelligence in Cyber Security; Case Studies on Cyber Attacks and Preventive Measures Activity: AI-driven Cyber Ethics Debate	
Textbooks / Reference Books:	Text Books: 1. Introduction to Database Management System (Second Edition) by Satinder Bal Gupta and Aditya-Mittal, Laxmi Publications Pvt. Ltd. 2. SQL, PL/SQL by Ivan Bayross, BPB Publications. Reference Books: 1. Database System Concepts, 7th Edition by Abraham Silberschatz, Henry F. Korth, S. Sudarshan, McGraw Hill Education. 2. Database Management Systems (Third Edition) by Johannes Gehrke and Raghu Ramakrishnan, McGraw Hill Education. 3. Fundamentals of Database Systems (Sixth Edition) by R Elmasri and S Navathe, Pearson Publication. 4. An Introduction to Database Systems by Bipin C. Desai, Galgotia Publication. 5. Teach Yourself SQL in 10 Minutes (Fourth Edition) by Forta Ben, Sams Publication.	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQs / Numerical of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)

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2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

Activities Description:

Unit I Activity	Activity: AI-based Cyber Threat Identification Students will use AI tools (like ChatGPT or Google Gemini) to: • Input examples of emails/messages • Identify whether they are phishing, spam, or safe • Students will classify threats and justify answers Outcome: Enhances understanding of cyber threats and builds analytical skills.
Unit II Activity	Activity: AI-assisted Encryption Understanding Students will: • Ask AI tools to explain encryption methods (AES, RSA) in simple terms • Generate real-life examples (e.g., WhatsApp encryption) • Create a short report comparing symmetric vs asymmetric encryption Optional Extension: Use AI to generate simple encryption/decryption examples Outcome: Helps students grasp technical concepts without deep coding.
Unit III Activity	Activity: AI-based Case Study Analysis Students will: • Use AI to find or generate case studies related to cyber crimes • Identify relevant sections of IT Act 2000 • Present analysis (problem, law applied, punishment) Example Prompt: "Give a real-life cyber-crime case in India and explain applicable IT Act sections." Outcome: Improves legal awareness and application-based learning.
Unit IV Activity	Activity: AI-driven Cyber Ethics Debate Students will: • Use AI to generate arguments on topics like: • "Is AI a threat to privacy?" • "Should ethical hacking be legalized?" • Conduct classroom debate using AI-generated points Outcome: Develops ethical reasoning and critical thinking.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAOE6)
Semester V (OE – Customer Relationship Management)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs):

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

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PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM5BAOE6
Course Name	Customer Relationship Management
No. of Credits	02
Teaching Hours	30
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	OE (Open Elective)
Pre-requisites for the course	-

Course Outcomes: *The students will be able to:*

CO 1	Explain the concepts of consumer behaviour and retail market segmentation, and analyze consumer decision-making in relation to customer value, satisfaction, and retention.
CO 2	Describe the fundamentals of Customer Relationship Management (CRM) and examine its role in managing customer touch points, identifying buying behaviour, and enhancing sales and customer service performance.
CO 3	Identify and explain the key elements of CRM and customer service management, including complaint handling, service quality, teamwork, and the application of CRM systems for continuous service improvement.
CO 4	Apply customer service processes and decision-making practices to effectively handle customer concerns, resolve complaints, and implement customer redressal strategies in B2C and B2B retail environments.
CO 5	Evaluate consumer behaviour and Customer Relationship Management practices to <i>design and recommend</i> effective customer engagement, service, and retention strategies that enhance customer satisfaction and business performance in retail environments.

Syllabus: Contents

Unit I (7 Hours)	Overview of Consumer Behaviour: Retail market segmentation – Criteria for segmentation – Approach for Segmentation – Composite segmentation approach. Consumer Behaviour – Definition and Scope – Need for studying Consumer Behaviour. Consumer Behaviour and Decision Making – Consumer value, satisfaction and retention.
Unit II (8 Hours)	Introduction to CRM: Characteristics of customer touch points at the retail store and their significance wrt Sales and Customer Service, customer need identification process, process for

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	identifying buying behavior, benefits of Customer Relationship Management (CRM) and its implication on providing solutions to the customers and Business, Components of CRM, Role of CRM in marketing and sales, Principles of CRM, Customer Relationship Management Strategies, Impact of CRM on business revenues.
Unit III (7 Hours)	Elements of CRM: Elements of customer service management: Types of customers, complaint handling & resolution, delivery of reliable service, process for continuous customer service improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.
Unit IV (8 Hours)	Customer Services: Processes and practices of customer engagement, providing customer service in B2C and B2B retail environment, how to handle customer service concerns, best practices followed in resolving customer complaints, decision-making processes in addressing customer service problem, addressing customer grievances, Customer Redressal System & strategies.
Textbooks / Reference Books:	1. Retail Management – Functional Principles & Practices 5th edition by Dr Gibson Vedamani Published by Pearson 2. Retail Sales Associate & Retail Team Leader – RASCI Course Material 3. Consumer Behaviour: The Indian Context (Concepts and Cases) Second Edition By Pearson – S Ramesh Kumar 4. "Retailing: Integrated Retail Management" by Pradip Sinha Publisher: Oxford University Press 5. Retail Management: A Strategic Approach" by Barry Berman, Joel R. Evans, and Patrali Chatterjee, Publisher: Pearson

Evaluation Pattern:

Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	12 VSAQs of 2 marks each based on all three units. (4 VSAQ from each unit) (Best 10 will be evaluated) (10 × 2 = 20 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	21 MCQs of 2 marks each based on all three units. (7 MCQs from each unit) (Best 20 will be evaluated) (20 × 2 = 40 marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAVSC4)
Semester V (VSC 4 –Sales Executive)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B.Com.(Business Administration)
Course Code	BCOM5BAVSC4
Course Name	Sales Executive
No. of Credits	02 (Theory – 1, Practical –1)
Teaching Hours	15 + 30 = 45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 30</i>) + 40 (Practical Examination– <i>Min passing marks - 20</i>) = 100 marks (Min passing marks – 30 + 20 = 50)
Group under NEP scheme	VSC (Vocational Skill Course)
Pre-requisites for the course	1. Basic understanding of business concepts 2. Familiarity with psychology, or marketing 3. Completion of introductory courses in: - Business Administration - Marketing Management Psychology

Course Outcomes: *The students will be able to:*

CO 1	Describe the roles, responsibilities, and professional conduct of a Sales Executive while identifying different types of customers and their rational or emotional buying motives
CO 2	Execute the steps of the personal selling process, utilizing the AIDA model and effective communication techniques to deliver sales presentations and handle customer objections.
CO 3	Plan sales territories and daily call schedules while analyzing sales reports, quotas, and Key Performance Indicators (KPIs) to monitor sales achievement.
CO 4	Demonstrate the use of digital tools like CRM software and social selling platforms to manage customer relationships and evaluate promotional techniques for brand loyalty

Syllabus: **Contents** **5 Hours Per Unit**

Unit I	Fundamentals of Sales Leadership & Customer Insights The Sales Executive: Definition and role; differences between a salesperson and a sales executive; roles in marketing vs. financial services; career growth paths. Professionalism: Essential skills (persuasion, negotiation, time management); professional conduct and code of ethics. Customer Behavior: Types of customers (Individual, Institutional, Trade); rational
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	and emotional buying motives; factors affecting decisions (social, cultural, psychological). Prospecting: Importance of lead generation; sources of prospects including social media and cold calling; planning the pre-approach
Unit II	The Sales Process & Communication Mastery The Personal Selling Process: Step-by-step execution from prospecting to follow-up. The AIDA Model: Application of Attention, Interest, Desire, and Action in sales. Sales Presentation: Techniques, tools, and handling various types of customer objections. Closing & Retention: Techniques (Trial, Assumptive, Summary closes); importance of after-sales service for long-term relationship building. Practical Application: Role-play scenarios and field practice for presentations
Unit III	Sales Management, Analytics & Digital Tools Operations: Designing sales territories; route planning and daily call schedules. Performance Metrics: Types of sales quotas (Volume, Revenue, Activity); Daily Sales Reports (DSR); Key Performance Indicators (KPIs). Digital Transformation: Use of CRM software, WhatsApp Business, and AI-based tools in sales; virtual sales meetings and digital payments. Support & Ethics: Role of advertising and promotion (discounts, samples, loyalty programs); avoiding deceptive practices and respecting consumer rights
Practical (30 Hours)	Role-Play: Field practice scenarios for sales presentations and objection handling. AIDA Model Application: Practical demonstration of the Attention, Interest, Desire, Action steps. Digital Tools: Practical use of CRM software, WhatsApp Business, or Social Selling platforms.
Textbooks/ Reference Books:	1. Kirkpatrick, C. A.. (n.d.). Salesmanship: Helping prospects buy. South Western Publishing Company. 2. Pradhan, N. S.. (n.d.). Elements of salesmanship and publicity. Kitab Mahal. 3. Sontakki, C. N.. (n.d.). Advertising and sales management. Kalyani Publication 4. Beller. (n.d.). Reading in personal selling and sales management. Himalaya Publishing House. 5. Panda, T. K.. (n.d.). Sales and distribution management. Sunil Sahadev. 6. Acharya, B. K.. (n.d.). Marketing and sales management. Himalaya Publishing House. 7. Wright, G. B.. (n.d.). New techniques for effective sales management. Vikas Publication. 8. Allen, P.. (n.d.). Sales and sales management. Macdonald Evans Ltd. 9. Rajkumar, S.. (n.d.). Sales and advertisement management. S. Chand. 10. Mishra, M. N.. (n.d.). Sales promotion and advertising management. Himalaya Publishing House. 11. Reid, A. L.. (n.d.). Modern applied salesmanship. Vikas Publications.

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**Evaluation Pattern:**

Sr. No.	Theory (60 marks)	Practical (40 marks)
1.	30 MCQs of 2 marks each based on all four units. (10 MCQs from each unit) (30 × 2 = 60 Marks)	Practical 1 = 10 Marks Practical 2 = 10 Marks Practical File = 10 Marks Presentation / Viva –Voce = 10 Marks
	Total: 60 marks	Total: 40 marks

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur– 24

Major in Business Administration (Course Code: BCOM5BAFP1)
Semester V, (FP 1 - Field Project)
(To be implemented from 2026 – 27)

(02 Credits for 100 Marks)

As per the guidelines of FP applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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SEMESTER VI

Business Administration (Semester VI)				Teaching Scheme / Total Hours Per Week			Examination Scheme								
Sr No	(Bachelor of Commerce)	Course Type	Course Code	Theory	Practical	Total	Max. Marks (SEE Theory)	Min. Mark (SEE Theory)	Max. Marks (SEE Practical)	Min. Marks (SEE Practical)	Max. Marks (CIE)	Min. Mark (CIE)	Total	Min. Marks	Credit
1	Strategic Management	Major	BCOM6BAM9	4	-	4	60	24	-	-	40	16	100	40	4
2	Retail Management	Major	BCOM6BAM10	4	-	4	60	24	-	-	40	16	100	40	4
3	Corporate Social Responsibility	Major Elective	BCOM6BAME2 A	4	-	4	60	24	-	-	40	16	100	40	4
	ESG and Integrated Financial Reporting		BCOM6BAME2 B												
4	Business Laws	Minor	BCOM6BAMI6 A	3	-	3	60	24	-	-	40	16	100	40	3
	NBFC and Micro Finance		BCOM6BAMI6 B												
	Advanced Excel		BCOM6BAMI6 C												
	Database Management		BCOM6BAMI6 D												
5	Field Project	FP	BCOM6BAFP2	-	4	4	-	-	-	-	100	50	100	50	2
6	On-the-Job Training	OJT	BCOM6BAOJT 1	-	8	8	-	-	-	-	100	50	100	50	4
			Total	15	12	27	240	96	0	0	360	164	600	260	21

Minimum Passing Marks for theory 40% i.e. 40 & Minimum Passing Marks for Practical 50% i.e. 50
Course Type: Major, Minor, VSC, SEC, VEC, IKS, AEC, OJT/RP/CEP/Internship, OE, CC.

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAM9)
Semester VI (Major – Strategic Management)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM5BAM9
Course Name	Strategic Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	• Understand the basic meaning of Management • Aware about basic words used in Management

Course Outcomes: *The students will be able to:*

CO 1	Explain the concept, process, and importance of strategic management, and differentiate between policy, strategy, and tactics.
CO 2	Apply tools like SWOT analysis and value chain to analyze internal and external business environment.
CO 3	Analyze business strategies using models such as BCG Matrix, SBU concept, and 7S framework.
CO 4	Analyze different corporate strategies such as growth, diversification, mergers, and retrenchment.
CO 5	Analyze strategic management concepts and apply them to understand and solve business problems.

Syllabus: **Contents** **15 Hours Per Unit**

Unit I	Strategic Management: Introduction to strategic management, Strategic decision making, Strategic management process; Difference between Policy, Strategy and Tactics. Strategic Intent - Vision, Mission & goals, Preparation of Vision & Mission Statement; Organizational objectives.
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Unit II	Internal & Resource analysis: SWOT analysis, Resource analysis- a) Organization capabilities Core competency & competitive advantage; Concept of synergy b) Porter's Value chain Model; External analysis: Environment analysis a) Components of External environment, Environmental scanning b) Five Forces Model, PESTEL,
Unit III	BCG Matrix, McKinsey Model; Strategic Business Unit (SBU), Merits & Demerits of SBU; 7S framework- (separate variables in details) Strategic evaluation and control- Establishing strategic evaluation & control
Unit IV	Strategy Formulation: Corporate Level Strategy a) Growth Concentration- Horizontal & Vertical b) Diversification – Concentrate & Conglomerate c) Expansion through cooperation – Mergers, Acquisitions and Joint Ventures & Strategy Alliances d) Stability & Retrenchment
Practical Activity	AI-Based Strategic Analysis of a Company
Textbooks / Reference Books:	1. Business planning and policy, Dr. C.B. MBAoria & Dr. Satish MBAoria (1987), Himalaya publishing house 2. Business policy & Strategic Management - Kazmi - Tata McGraw-Hill pub. 3. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi, 8th ed., 2000 4. S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand 5. Suri R.K.; Business Policy & Strategic Management, Brijwasi Publisher & Distributor, 2005

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQs of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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AI-Based Practical Activity

Title: AI-Based Strategic Analysis of a Company

Objective: To enable students to apply strategic management tools using AI for real-world business analysis.

Tool Suggested: ChatGPT (or similar AI tools)

Activity Description (Student Task):

Step 1: Select a Company

Students choose any company (e.g., local business or known brand like Reliance Industries).

Step 2: AI Prompt for Analysis

Students ask AI:

“Perform a SWOT analysis for [company name].”

“Analyze the external environment using PESTEL and Five Forces.”

Step 3: Strategy Identification

Students ask: “What corporate-level strategies is this company using (growth, diversification, mergers, etc.)?”

Step 4: Critical Thinking Task

Students must:

1. Verify AI answers (basic logic check)
2. Identify 1 strength + 1 weakness in AI response
3. Suggest one strategic recommendation
4. Student Submission (2–3 pages):

Company profile

1. AI-generated analysis (SWOT, PESTEL, etc.)
2. Student interpretation (important part)
3. Suggested strategy

Students can compare:

AI analysis vs real company data (website/news) OR compare two competing companies

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAM10)
Semester VI (Major – Retail Management)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM-SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values,

Shri Binzani City College

Nagpur Shikshan Mandal

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along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM6BAM10
Course Name	Retail Management
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major
Pre-requisites for the course	-

Course Outcomes: *The students will be able to:*

CO 1	Explain the fundamental concepts of retailing, retail mix, and the evolution of the retail industry.
CO 2	Classify and compare various retail formats, including store and non-store retailing models.
CO 3	Apply retail planning principles and analyze the impact of consumer behavior on retail decision-making.
CO 4	Evaluate retail strategies such as branding, pricing, CRM, and supply chain management.
CO 5	Demonstrate understanding of store management practices, including store design, customer service, and visual merchandising.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Introduction to Retail Management: Meaning, Nature and Scope of Retailing; Evolution of Retail (Global & Indian context); Retail Mix (Product, Price, Place, Promotion, Presentation, Personnel); Growth of Retail Industry in India; Factors influencing retail development (economic, technological, social)	
Unit II	Retail Formats & Emerging Models: Store-based formats: Independent stores, Convenience stores, Supermarkets, Hypermarkets, Department stores, Discount stores, Shopping malls; Non-store formats: E-retailing, Direct selling, Tele-shopping, Catalogue retailing; Franchising and Multi-Level Marketing (MLM); Omni-channel and Multi-channel Retailing; Emerging Trends: Quick commerce, D2C brands	

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Unit III	Retail Planning, Consumer Behaviour & Promotion: Retail Planning Process; Location Planning and Site Selection; Understanding Consumer Behaviour in Retail; Cultural, Social and Psychological influences Retail Promotion Strategies; Influencer Marketing in Retail Introduction to AI in Retail (recommendation systems, chatbots, personalization basics); Application of digital marketing tools in retail promotion (conceptual overview); Role of Digital Marketing in Retail – Social media marketing, influencer marketing, email marketing and personalization techniques.
Unit IV	Retail Strategy & Store Management: Retail Branding and Positioning; Pricing Strategies in Retail; Customer Relationship Management (CRM); Basics of Retail Supply Chain Management; Store Operations Management; Store Design (Interior & Exterior Layout); Visual Merchandising & Retail Display Techniques; Customer Service and Store Profitability
Practical Activity	AI-Assisted Retail Promotion Analysis
Textbooks / Reference Books:	Reference Books: 1. Retail Management – Suja Nair, Himalaya Publishing House. 2. Retail Marketing Management – David Gilbert – Pearson Education. 3. Retailing Management – Levi Weitz- Tata McGraw Hill Publication 4. Retailing Management by Bajaj –Published by Oxford. 5. Retailing Management – Text & Cases – Swapna Pradhan - Tata McGraw Hill Publication

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQs of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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AI-Based Practical Activity

Title: AI Suggestions for Better Retail Store

Objective: To help students understand retail concepts by using AI to suggest improvements for a store.

Tool Suggested: ChatGPT

Activity Description (Student Task):

Step 1:

Choose any nearby store (kirana shop / supermarket / mall shop).

Step 2:

Write a short description of the store:

Products sold

Store layout

Customer service

Pricing

Step 3:

Ask AI: "Suggest 5 ways to improve this retail store based on retail mix."

Step 4:

Students identify:

2 useful suggestions

1 suggestion that is not practical

Submission (1 page only):

- Store description
- AI suggestions (short)
- Student opinion (what is useful/not useful)

Evaluation (10 marks):

- Understanding of store – 4
- Use of AI – 3
- Student opinion – 2
- Presentation – 1

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAME2A)
Semester VI (Major Elective – Corporate Social Responsibility)
(To be implemented from 2024 – 25)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

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Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM6BAME2A
Course Name	Corporate Social Responsibility
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major Elective
Pre-requisites for the course	None

Course Outcomes: *The students will be able to:*

CO 1	Explain the concept, evolution, and importance of CSR, including corporate philanthropy, triple bottom line, and Carroll's model.
CO 2	Identify key stakeholders and explain their roles, along with stakeholder management, corporate governance, and current CSR issues.
CO 3	Explain legal provisions of CSR in India, including Section 135 of Companies Act 2013, and guidelines such as UN principles and national frameworks.
CO 4	Analyze current trends, challenges, and case studies of CSR, and evaluate CSR as a strategic tool for sustainable development.
CO 5	Analyze CSR practices and apply CSR concepts to understand their impact on business and society.

Syllabus: **Contents** **15 Hours Per Unit**

Unit I	Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR. Definition and concept of Corporate philanthropy, CSR through triple bottom line and Sustainable Business; Carroll's model; drivers of CSR
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Unit II	Identifying & categorizing key stakeholders of CSR with their roles. Stakeholder Management, Role of Public Sector in Corporate, Corporate Governance; Contemporary issues in CSR, Understanding roles and responsibilities of corporate foundations.
Unit III	Legal Aspects: Section 135 of Companies Act 2013, Scope for CSR Activities under Schedule VII, Appointment of, Independent Directors on the Board; UN guiding principles on business and human rights; Introduction to OECD Guidelines and National Voluntary Guidelines by Govt. of India
Unit IV	Current trends in CSR: complexities and opportunities in CSR. CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies. ; Initiatives in India
Practical Activity	AI-Based Activity : AI-Based CSR Case Study Analysis
Textbooks / Reference Books:	1. Corporate Social Responsibility in India, Sanjay K Agarwal 2. Growth, Sustainability, and India's Economic Reforms, Srinivasan 3. Corporate Social Responsibility BY Dr. Shivshankar K C, Dr Jagdeesha G T, Prabhakar K

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQs of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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AI-Based Practical Activity

Title: AI-Based CSR Case Study Analysis

Objective: To help students analyze CSR activities of companies using AI tools and understand their real-world impact.

Tool Suggested:

- ChatGPT
- Google Gemini

Activity Description (Student Task):

1. Select a Company

Choose any Indian company (e.g., Tata, Reliance, Infosys).

2. Use AI for Data Collection

Ask AI:

“What are the CSR activities of [Company Name]?”

“Which areas does the company focus on (education, health, environment)?”

3. Analyze CSR Work

Identify:

Type of CSR activities

Beneficiaries (society, environment, employees)

Alignment with Schedule VII

4. Legal Linkage

Check:

Whether CSR activities fit under Companies Act 2013

5. Conclusion

Students give opinion:

Is CSR effective?

What improvements can be suggested?

Expected Output:

2-page short report:

CSR summary

Key observations

Suggestions

Evaluation (20 Marks):

Understanding of CSR (5)

Use of AI (5)

Analysis (5)

Presentation (5)

OR

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAME2B)
Semester VI (Major Elective – ESG and Integrated Financial Reporting)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence *

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B. Com. (Business Administration)
Course Code	BCOM6BAME2B
Course Name	ESG and Integrated Financial Reporting
No. of Credits	04
Teaching Hours	60
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Major Elective
Pre-requisites for the course	Fundamental knowledge of Sustainability
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Explain the basic concepts of ESG and sustainability, including climate risks, carbon emissions, and environmental issues.
CO 2	Explain social and governance factors such as labor practices, diversity, corporate governance, and business ethics in organizations.
CO 3	Analyze ESG data and explain how ESG factors are integrated into financial analysis and business decisions.
CO 4	Explain global ESG frameworks and standards such as Global Reporting Initiative, Task Force on Climate-related Financial Disclosures, and BRSR in India.
CO 5	Analyze ESG practices and evaluate their importance for sustainable business and long-term organizational performance.
Syllabus:	Contents 15 Hours Per Unit
Unit I	Fundamentals of ESG and Sustainability: Concepts and Evaluation, Definition of ESG, historical development and transition from CSR to Integrated Sustainability. The Business Case for ESG: Risk mitigation, innovation and enhanced stakeholder trust Introduction to Environmental Factors and Climate Risk: Climate Change & Carbon Markets: Understanding Greenhouse Gas (GHG) accounting (Scope 1, 2, and 3 emissions), net-zero targets, and carbon pricing. Introduction to Environmental Risks: Waste management, water scarcity, biodiversity loss, and resource depletion.
Unit II	Social and Governance Pillars: Social Factors: Human capital management (labor rights, safety), diversity and inclusion (D&I), community relations, and data privacy/security. Governance Factors: Board effectiveness, executive compensation, audit committees, shareholder rights, and anti-bribery/corruption. Corporate Governance Structure: Board accountability on ESG, data governance and business ethics.



Unit III	ESG Integration in Financial Analysis & Valuation: ESG Data Analysis: Utilizing ESG ratings, scores, and indicators from providers. Integrating ESG into Financial Models: Adjusting valuation models (DCF), forecasting, and sensitivity analysis based on ESG performance (e.g., adjusting cost of capital, growth rates, or operating margins).
Unit IV	Frameworks and Standards: Familiarity with global reporting standards like GRI, SASB, TCFD and IFRS Sustainability Standards, Regulatory Framework in India - BRSR (Business Responsibility and Sustainability)
Practical Activity	AI-Based Activity on - Sustainable Valuation: Analyzing company performance on ESG factors to determine long-term sustainability and profitability.
Textbooks / Reference Books:	ESG: Principles & Practice, ICSI https://www.icsi.edu/media/webmodules/Academics/ENVIRONMENTAL_SOCIAL_AND_GOVERNANCE_ESG_PRINCIPLES_PRACTICE.pdf

Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQs of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

AI-Based Practical Activity

Title: AI-Based ESG Company Analysis & Sustainable Valuation

Objective: To enable students to use AI tools for analyzing ESG performance of companies and linking it with long-term sustainability and profitability.

Tool Suggested:

Activity Description (Student Task):

Students will select any one Indian company (e.g., Tata, Reliance, Infosys) and use AI tools such as:



- ChatGPT
- Google Gemini

to perform ESG analysis.

Steps:

1. Company Selection

Choose a listed Indian company.

2. Data Collection using AI

Ask AI:

“Summarize ESG performance of [Company Name]”

“What are the environmental, social, and governance initiatives?”

3. Basic ESG Analysis

Identify:

Environmental practices (carbon, waste, energy)

Social practices (employees, CSR, diversity)

Governance practices (board, ethics, and transparency)

4. Simple Financial Linkage

Use AI prompts like:

“How does ESG impact profitability of this company?”

Identify:

Brand value

Risk reduction

Investor attraction

5. Conclusion

Students will conclude:

Is the company sustainable in the long run?

Would they invest in it? Why?

Expected Output (Student Submission): 2–3 page report including:

- ESG summary
- Key strengths & weaknesses
- Sustainability judgement
- Personal investment decision

Evaluation Criteria (20 Marks Suggested):

- Understanding of ESG (5 marks)
- Use of AI tools (5 marks)
- Analysis & interpretation (5 marks)
- Presentation & conclusion (5 marks)

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM5BAMI5A)
Semester VI (Minor –Business Law)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES(PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM5BAMI5A
Course Name	Business Law
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic understanding of business concepts, commercial transactions, and general legal awareness, • Fundamental knowledge of agreements and financial instruments
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the legal environment of business and explain the fundamental principles of the Law of Contract.
CO 2	Analyze the essential elements of a valid contract, including offer, acceptance, consent, consideration, and capacity to contract.
CO 3	Evaluate the performance, discharge, and remedies for breach of contracts in practical business situations.
CO 4	Explain the concept, types, and legal provisions of negotiable instruments, including promissory notes, bills of exchange, and cheques
CO 5	Understand the provisions of the Information Technology Act, 2000, including digital signatures, cyber laws, offences, and regulatory framework.
Syllabus:	Contents
Unit I (11 Hours)	Business and its Environment • Business and its Environment • Legal Environment of Business • Law of Contract • Introduction, • Meaning and Essentials of a Valid Contract • Proposal (or Offer) and Acceptance • Capacity to Contract • Consent and Free Consent • Consideration • Unlawful Consideration and Object • Contingent Contracts • Quasi Contracts



	• Performance of Contracts • Different Modes of Discharge of Contracts • Remedies for Breach of Contracts • Freedom to Contract
Unit II (11 Hours)	Law of Negotiable Instruments • Introduction • Meaning and Definition of a Negotiable Instrument • Certain Important Concepts and Explanations of Certain Terms • Promissory Notes and Bills of Exchange • Cheques • Holder and Holder in Due Course • Negotiation of a Negotiable Instrument Presentment • Dishonor Crossing of Cheques • The Paying Banker • International Law of concerning Negotiable Instrument
Unit III (11 Hours)	Law of Sale of Goods • Introduction • Definition of Goods & their Classification • Meaning of Price Conditions & Warranties • Passing of Property in Goods • Transfer of Title by Non-Owners • Performance of a Contract of Sale of Goods • Unpaid Seller & his Rights • Sale by Auction
Unit IV (12 Hours)	The Information Technology Act, 200 • Introductory • Scope of the Act • Definitions • Digital Signature • Electronic Governance • Attribution, Acknowledgment and Dispatch of Electronic Records • Secure Electronic Records and Secure Digital Signatures • Regulation of Certifying Authorities • Digital Signature Certificates • Duties of Subscribers Penalties and Adjudication • Cyber Regulations Appellate Tribunal • Offences • Network Service Providers
Textbooks /	1. Maheshwari, S. N., & Maheshwari, S. K. (Latest Edition). A Manual of Business

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Reference Books:	Laws. Mumbai: Himalaya Publishing House. 2. Gulshan, S. S. (Latest Edition). Business Law (3rd ed.). New Delhi: Excel Books / S. Chand Publishing.	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 Marks	Total: 40 Marks

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAMI5B)
Semester VI (Minor – NBFC and Micro Finance)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM6BAMI5B
Course Name	NBFC and Micro Finance
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing Marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing Marks - 16</i>) = 100 Marks (Min passing Marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	• Understanding of banks and financial institutions. • Basic knowledge of Indian financial system. • Awareness of government schemes and rural development programs
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand the structure, functions, and regulatory framework of NBFCs.
CO 2	Analyze the role of NBFCs and Micro-finance in economic development.
CO 3	Evaluate different types of Micro-finance institutions and their functioning
CO 4	Examine issues, challenges, and sustainability aspects of Micro-finance.
CO 5	Apply knowledge of customer service, KYC norms, and recent financial sector developments.
Syllabus:	Contents
Unit I (11 Hours)	Overview of NBFCs • Introduction • Overview of NBFCs • Regulators of NBFCs • Types of NBFCs • Difference between Banks and NBFCs • Role of NBFC in Economic Development • Corporate Governance Norms in NBFCs • Customer experience

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Unit II (11 Hours)	Micro-Finance –Introduction • Objectives • Introduction • Concept of Micro-finance • Why Micro-finance? • Structure and Characteristics of Micro-finance • Banks as Micro-finance Providers • Types of Micro-finance Institutions • NGOs • SHG's Federations • Mutually Aided Cooperative Societies (MACS) • Non-Banking Financial Companies • NABARD and Micro-finance • SIDBI and Micro-finance • Rashtriya Mahila Kosh (RMK)	
Unit III (11 Hours)	Micro-Finance: Institutional Functioning • Functioning of Micro-finance • Exclusive Focus on Micro-finance Services • Micro-finance Services as One of their Major Objectives • Intermediary (or) Apex Institutions • Issues related with Micro-finance • Upscaling of the Program • Sustainability of SHGs • Capacity Building • Graduation from Micro-finance to Micro-enterprises • Issues being faced by the Micro-finance • Impact of Government Programs with Subsidy.	
Unit IV (12 Hours)	Customer Service and Recent Trends • KYC and Anti-Money Laundering (AML): • PMLA Act regulations. • Grievance Redressal: RBI Integrated Ombudsman Scheme for NBFCs. • Recent Initiatives: Small Finance Banks, Payment Banks, MUDRA loan	
Textbooks / Reference Books:	1. Indian financial system Covers NBFCs, financial institutions, and regulatory framework in India. 2. Microfinance in India – K. G. Karmakar	
Evaluation Pattern:		
Sr. No.	Theory (60 Marks)	CIE (40 Marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)



2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce. (carry 20 marks)
Total: 60 Marks		Total: 40 Marks

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Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAMI5C)
Semester VI (Minor – Advanced Excel)
(To be implemented from 2025 – 26)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.



Program Code	BCOMBA
Program Name	B.Com. (Business Administration)
Course Code	BCOM6BAMI5C
Course Name	Advance Excel
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (<i>Min passing marks - 24 + 16 = 40</i>)
Group under NEP scheme	Minor
Pre-requisites for the course	• Basic Computer Knowledge • Basic Knowledge of Excel

Course Outcomes: *The students will be able to:*

CO 1	Explain and apply basic Excel functions such as SUM, AVERAGE, MAX, MIN, COUNT, and conditional functions (SUMIF, COUNTIF, AVERAGEIF) for data calculations.
CO 2	Use text functions (UPPER, LOWER, LEFT, MID, RIGHT, TRIM, CONCATENATE, etc.) and implement file-level and worksheet protection techniques to manage and secure data effectively.
CO 3	Apply logical functions (IF, nested IF, IFERROR, AND/OR) and troubleshoot errors in spreadsheets for accurate data processing.
CO 4	Analyze and retrieve data using lookup functions such as VLOOKUP, HLOOKUP, INDEX, MATCH, and advanced lookup techniques (nested VLOOKUP, reverse lookup, helper columns).
CO 5	Evaluate datasets and perform advanced statistical analysis using Excel tools like Analysis ToolPak (Correlation, Regression, Histogram, etc.) to generate meaningful insights and reports.

Syllabus:	Contents	15 Hours Per Unit
Unit I	Functions of Excel Using functions: Sum, Average, Max., Min., Count, Counta. SumIf, SumIfs, CountIf, CountIfs, AverageIf, AverageIfs.	
Unit II	Text Functions and Protecting Excel: Upper, Lower, Proper, Left, Mid, Right, Trim, Len, Exact, Concatenate, Find, Substitute. File level protection, Worksheet protection.	
Unit III	Logical and Lookup Functions: If Function, How to fix error: if error, Nested If, Complex if and or functions, Vlookup / Hlookup, Index and Match, Creating smooth User Interface using Lookup, Nested Vlookup, Reverse Lookup using Choose Function, Vlookup with Helper Column.	
Unit IV	Advanced statistical functions: Use of Analysis ToolPak for complex statistical analysis (Correlation, Covariance, Regression, Histogram etc)	

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Textbooks / Reference Books:	1. Excel 2019: All in One, Lokesh Lalwani, BPB Publications. 2. Microsoft Official Academic Course Microsoft Excel 2013, 2014, John Wiley & Sons. 3. Microsoft Excel 2016 Step by Step, Curtis Frye, Microsoft Press
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Evaluation Pattern:

Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8×5 OR $10 \times 4 = 40$ marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10×2 OR $10 \times 2 = 20$ marks)	Assignment 1 (carry 5 marks) Assignment 2 (carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAMI5D)
Semester IV (Minor – Database Management System)
(To be implemented from 2026 – 27)

PROGRAM EDUCATIONAL OUTCOMES (PEOs):

PEO 1: Commerce Knowledge and Professional Competence

Graduates will acquire strong foundational knowledge in commerce disciplines such as accounting, finance, management, economics, and taxation, enabling them to perform effectively in business, trade, and service organizations.

PEO 2: Employability, Analytical, and Entrepreneurial Skills

Graduates will develop analytical thinking, problem-solving ability, communication skills, and digital competence, preparing them for employment, entrepreneurship, professional courses, competitive examinations, and higher education.

PEO 3: Ethical Values and Lifelong Learning

Graduates will demonstrate ethical behavior, social responsibility, teamwork, and adaptability, along with a commitment to lifelong learning, enabling them to respond effectively to dynamic business environments and societal needs.

PROGRAM OUTCOMES (POs)

PO 1: Critical Thinking

PO 2: Effective Communication

PO 3: Social Interaction

PO 4: Effective Citizenship

PO 5: Ethics

PO 6: Environment and Sustainability

PO 7: Self-directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES (PSOs): *The students will be able to*

PSO 1: Business & Management Knowledge

Graduates will acquire comprehensive knowledge of business administration, including management principles, accounting, finance, marketing, human resource management, and business laws to understand and manage organizational activities effectively.

PSO 2: Managerial, Analytical & Decision-Making Skills

Graduates will develop analytical thinking, problem-solving abilities, and managerial skills to plan, organize, direct, and control business operations using modern tools, quantitative techniques, and data-driven decision-making approaches.

PSO 3: Professional Competence & Entrepreneurial Orientation

Graduates will demonstrate professional communication, teamwork, leadership, and ethical values, along with entrepreneurial skills to pursue careers in business organizations, start new ventures, or advance to higher education and professional programs.

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Program Code	BCOMBA
Program Name	B. Com. (Business Administration) *
Course Code	BCOM6BAMI5D
Course Name	Database Management System
No. of Credits	03
Teaching Hours	45
Evaluation Scheme	60 (End Semester Examination – <i>Min passing marks - 24</i>) + 40 (Continuous Internal Examination – <i>Min passing marks - 16</i>) = 100 marks (Min passing marks – 24 + 16 = 40)
Group under NEP scheme	Minor
Pre-requisites for the course	Basic Computer Knowledge
Course Outcomes: <i>The students will be able to:</i>	
CO 1	Understand and compare database management system with conventional file system and suggest suitable database system for a given situation
CO 2	Design database by analyzing different database models for real life situations.
CO 3	Apply various SQL commands and operators to manage database operations.
CO 4	Evaluate different data constraints for maintaining integrity of the given database.
CO 5	Develop skills in database design and data manipulation using SQL.
Syllabus: Contents	
Unit I (12 Hours)	Introduction to database: Data, Information, Metadata, Data dictionary, Database & its Components, Traditional File System Versus Database Systems, Disadvantages of traditional file system, Database systems: Advantages and Disadvantages of database systems, Users, Schemas, Subschema and Instances, Three Level Architecture of Database Systems (DBMS) File Organization: Basic Concepts of Files, Records and record types, Types of files, File Organization Techniques
Unit II (12 Hours)	Data Model: Types of data models, Codd's rules, Comparison of various data models, Types of Database Systems, Comparison between Client/Server and Distributed Database System, comparison between DBMS and RDBMS. E-R Models: Basic concepts, Types of Attributes, Relationship Sets, Degree of relationship sets, Mapping cardinalities, Keys, Types of keys, Entity-Relationship Diagram, Advantages and Limitation of E-R model, Types of Entity Sets.
Unit III (11 Hours)	Structured Query Language (SQL): Characteristics of SQL, Advantages of SQL, And Components of SQL Language: DDL, DML, DCL, DQL. Basic data types, Table fundamentals: creating and modifying table.
Unit IV (10 Hours)	Data Constraints: Types of data constraints, Operators in SQL. ORACLE functions: Text, Numeric, Date functions and their hands-on practice

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Practical Activity	AI-Assisted Database Design & Query Generation	
Textbooks / Reference Books:	1. Suresh, D., et al. (Year). <i>Cyber Security and Cyber Laws</i> . Mumbai: Himalaya Publishing House. 2. Aruna, B., et al. (Year). <i>Information Security</i> . Mumbai: Himalaya Publishing House. 3. Gurbani, K., et al. (Year). <i>Information and Network Security</i> . Mumbai: Himalaya Publishing House	
Evaluation Pattern:		
Sr. No.	Theory (60 marks)	CIE (40 marks)
1.	8 SAQs of 5 marks OR 4 LAQ of 10 marks each based on all four Units. (8 × 5 OR 10 × 4 = 40 marks)	CIE 1 (carry 5 marks) CIE 2 (carry 5 marks)
2.	12 MCQs of 2 marks OR 12 VSAQs of 2 marks each based on all four units. (3 MCQs or 3 VSAQs from each unit) (Best 10 will be evaluated) (10 × 2 OR 10 × 2 = 20 marks)	Assignment 1(carry 5 marks) Assignment 2(carry 5 marks)
3.	NIL	Class Activity / Presentation / Viva-Voce (carry 20 marks)
	Total: 60 marks	Total: 40 marks

AI-Based Activity (DBMS)

Title: AI-Assisted Database Design & Query Generation

Objective: To help students understand database design and SQL logic using AI as a support tool.

Activity Description:

Students will take a simple real-life scenario (e.g., Library, College, Retail Store, Hospital).

Using an AI tool (like ChatGPT), Students will:

1. **Design Phase (Unit II – ER Model)**
 - Ask AI to suggest:
 - Entities
 - Attributes
 - Relationships
 - Draw a simple ER diagram (manually or digitally)

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2. SQL Phase (Unit III & IV)

Ask AI to generate:

- CREATE TABLE statements
- INSERT queries (2–3 records)
- SELECT queries using conditions

3. Critical Thinking (VERY IMPORTANT)

Students must:

- Check correctness of AI output
- Identify at least 2 mistakes/improvements
- Modify queries if needed

Submission:

Short report (2–3 pages):

- Problem description
- ER design
- SQL queries (AI-generated + corrected)
- Student observations (errors/improvements)

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SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAFP2)
Semester VI (FP 2 - Field Project)
(To be implemented from 2026 - 27)

(02 Credits for 100 Marks)

[A-2] EVALUATION REPORT OF FIELD PROJECT/COMMUNITY ENGAGEMENT PROJECT

Bachelor of Commerce (B.Com) (Major Subject) Examination, _____

Name of Student: _____ FP/CEP

Title: _____

Roll No. _____ Semester _____ Max. Marks: 100

CRITERION	Parameters	Score
Continuous internal Evaluation (CIE)	Regularity, punctuality, sincerity, and overall feedback from the supervisor and community <i>(To be evaluated by the internal teacher)</i>	out of 50
Description UN SDG Related to FP/CEP*	Detailed description of United Nations Sustainability Development Goals (SDGs) related to FP/CEP undertaken by the student. The degree and extent of such related SDGs should be clearly mentioned	out of 10
Description of Respondent Profile/Community Profile & Listing of goals/objectives/Outcomes of FP/CEP*	A detailed description (Including Statistical Data) of the respondents / community where the FP/CEP is being undertaken. Clear Mention of issues/problems under study to be included. Comprehensive Listing of goals/objectives/Outcomes of FP/CEP	out of 10
Application of theoretical Knowledge*.	Details of the work done or project implemented during FP/CEP is documented in detail. The theoretical basis is used to identify the various issues related to the problem under consideration	out of 10



Conclusions and Recommendations *	Specific Conclusions based on empirical evidences. Recommendations based on practical feasibility	out of 10
Feedback from concerned organization/Community Head*	An authentic Company Certificate of completion /appreciation clearly classifying the performance of the student as Excellent / Above Average or Good/ Average or Satisfactory /below average .	out of 10
* Based on the Report submitted by the student, evaluated by the external examiner		Total Marks Scored out of 100
Name and Signature of Internal Examiner		Name and Signature of External Examiner

As per the guidelines of FP applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Nagpur Shikshan Mandal's
SHRI BINZANI CITY COLLEGE (AUTONOMOUS)
Near Sakkardara Square, Umrer Road, Nagpur- 24

Major in Business Administration (Course Code: BCOM6BAQJT1)
Semester VI (OJT – ON-the-JOB-TRAINING)
(To be implemented from 2026 – 27)

(02 Credits for 100 Marks)

As per the guidelines of OJT applicable to all UG Program under Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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