



Estd. 1962
"A++" Accredited by
NAAC(2021)
With CGPA 3.52

**SHIVAJI UNIVERSITY, KOLHAPUR - 416004,
MAHARASHTRA**

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शिवाजी विद्यापीठ, कोल्हापूर - ४१६००४, महाराष्ट्र

दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग दूरध्वनी विभाग ०२३१-२६०९०९३/९४



Ref../SU/BOS/Com & Mgmt./

No 00180

Date : 12/09/2022

To,

The Principal
Affiliated (Commerce & Management) College
Shivaji University, Kolhapur

**Subject : Regarding syllabi of B. Com. Part-I 1) Business Management (Entire)
(Sem. I & II) 2) Bank Management (Entire) (Sem. I & II) Choice Based
Credit System (CBCS) degree programme under the Faculty of Commerce &
Management as per National Education Policy, 2020**

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised syllabi of **B. Com. Part-I 1) Business Management (Entire) (Sem. I & II) 2) Bank Management (Entire) (Sem. I & II) Choice Based Credit System (CBCS)** under the Faculty of Commerce & Management as per National Education Policy, 2020

This syllabi shall be implemented from the academic **year 2022-2023** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in (Online Syllabus).

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

Dy. Registrar

Encl : As above

Copy to,

1. I/c Dean, Faculty of Commerce & Management
2. Chairman, BOS under Faculty of
Commerce & Management
3. Director, BOEE
4. Appointment Section
5. P. G. Admission Section
6. B. Com. Section
7. Affiliation Section (U.G./P.G.)
8. Computer Center/I.T.
9. Eligibility Section
10. Distance Education
11. P.G. Seminar Section

for information

for information and necessary action.



Shivaji University, Kolhapur

Choice Based Credit System (CBCS)

**Bachelor of Commerce
B.Com. (Business Management)
Program**

Faculty of Commerce and Management

(Regulations in accordance with National Education Policy
to be implemented from Academic Year 2022-23)

Shivaji University, Kolhapur

Faculty of Commerce & Management

BACHELOR OF COMMERCE

B.COM. (BUSINESS MANAGEMENT)

Course Structure under Choice Based Credit System (CBCS)

Title:

The degree shall be titled as 'Bachelor of Commerce (Business Management)' under the faculty of commerce with effect from the academic year 2022-23

B.Com. (Business Management) Sem. I & II from Academic Year 2022-23

B.Com. (Business Management) Sem. III & IV from Academic Year 2023-24

B.Com. (Business Management) Sem. V & VI from Academic Year 2024-25

B.Com. (Business Management) Sem.VII & VI II from Academic Year 2025-26

Program Specific Outcome (PSO):

- Program will enable students to understand basics to advance knowledge of business sector.
- Program will provide in-depth knowledge to the students in respect of currents trends in business sector as well as various business models taking place in India.

Program Outcomes (PO):

After completing B.com. (Business management) program the students will be able to:-

1. Identify the different functional aspects of business world and recognize different opportunities in business sector.
2. Acquire the different skills necessary for professional attitude.
3. Identify the problems and challenges faced by banks in reaching remote areas of the country as well as recent trends in business sector.
4. Identify role and importance of technology in business sector.
5. Analyze the day to day business operations in practice.

Pattern of CBCS:

The pattern for the purpose of Semester end examination shall be as mentioned below:

- **B.COM. (BUSINESS MANAGEMENT) Sem I & II:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester.

Note: Exit option with Certificate in Commerce with the completion of courses equal to a minimum of 52 credits

- **B.COM. (BUSINESS MANAGEMENT) Sem III & IV:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester except Environmental Studies. Environmental studies University Examination is in Semester IV (Theory 70 marks, Project Work 30 marks).

Note: Exit option with Diploma in Commerce with the completion of courses equal to a minimum of 108 credits

- **B.COM. (BUSINESS MANAGEMENT) Sem V & VI:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester.

Note: Exit option with Bachelor of Commerce Degree with the completion of courses equal to a minimum of 160 credits

- **B.COM. (BUSINESS MANAGEMENT) Sem VII & VIII:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester. Internship & Dissertation will be compulsory in Semester VIII.

Note: Award of Bachelor of Commerce with Honors/Research [B. Com. (Hon./Research)] with completion of courses equal to minimum of 198 credits

Compulsory Civic Course (CCC)

For Sem I and Sem V there shall be Compulsory Civic Courses under Self Study Mode which are as follows:

Sem I: CCC- I: Democracy, Elections and Good Governance (non-credit)

Sem V : CCC-II: Constitution of India and Local Skill Development (non-credit)

Skill Enhancement Course (SEC)

For Skill Enhancement Courses (Multidisciplinary) follow the guidelines extended by Shivaji University, Kolhapur

- CCC courses are of self-study mode. The study material of all above courses will be made available on University Website.
- The examination of each of the course will be of 50 marks having 25 MCQ Questions. Minimum 20 marks (40%) out of 50 are required for passing.
- The duration of examination shall be 60 minutes
- The examination shall be conducted at the college level

- The list of all candidates along with marks is to be submitted by the Principal to the University
- The degree will be awarded only after successful completion of these courses
- The performance of students regarding Non-Credit Courses (CCC & SEC) shall be separately mentioned in Result sheet as Pass or Fail

Credit distribution chart for B.COM. (BUSINESS MANAGEMENT) Program:

Sr. No.	Course Name	Total Courses (Papers)	Total Credits	% in Total Courses
1	CC: Core Course	30	120	55.56
2	DSE: Discipline Specific Elective	7	28	12.96
3	AECC: Ability Enhancement Compulsory Course	8	34	14.81
4	SEC: Skill Enhancement Course	9	16	16.67
	VBC: Value Based Course			
	Total	54	198	100

Duration:

- The program shall be a Full Time program.
- The duration of program shall be Four years.
- Every year students will have exist option with:-
(1st Year: Certificate, 2nd Year: Diploma, 3rd Year: Degree, 4th Year: Honors)
- The program shall be run on self supporting basis.
- Student has to complete the program within six years i.e. 4+4 years.

Number of Students:

A batch shall consist of not more than 60 students

Eligibility:

As per Ordinance

12th Pass with Commerce/Science, Minimum Competency Vocational Courses (MCVC) or Equivalent

Medium of Instruction:

The medium of instructions shall be in English.

Teachers Qualification:

As per rules and regulations of Shivaji University, Kolhapur and Govt. of Maharashtra

Scheme of Examination:

B.COM. (BUSINESS MANAGEMENT) Program will be conducted through CBCS

Semester pattern the pattern for the purpose of Semester end examinations shall be as mentioned below:

- **B.COM. (BUSINESS MANAGEMENT) Sem I & II:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester.

Note: Exit option with Certificate in Commerce with the completion of courses equal to a minimum of 52 credits

- **B.COM. (BUSINESS MANAGEMENT) Sem III & IV:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester except Environmental Studies. Environmental studies University Examination is in Semester IV (Theory 70 marks, Project Work 30 marks).

Note: Exit option with Diploma in Commerce with the completion of courses equal to a minimum of 108 credits

- **B.COM. (BUSINESS MANAGEMENT) Sem V & VI:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester.

Note: Exit option with Bachelor of Commerce Degree with the completion of courses equal to a minimum of 160 credits

- **B.COM. (BUSINESS MANAGEMENT) Sem VII & VIII:** 100 marks for each course (Theory 80 marks, Internal 20 marks) University Examination at the end of each semester. Internship & Dissertation will be compulsory in Semester VIII.

Note: Award of Bachelor of Commerce with Honors/Research [B. Com. (Hon./Research)] with completion of courses equal to minimum of 198 credits

Workload (Period/Lectures for each Course):

For every semester 60 periods (48 minutes per period) are allotted to complete the syllabus of each Course (Subject)

Standard of Passing:

- A candidate must obtain minimum 40% of the marks in each University and internal examination paper as well as internship and dissertation.
- For environmental studies Semester IV the candidate shall have to score 28 marks out of 70 marks theory paper and 12 marks out of 30 for project work.

- A candidate who fails in any number of subjects during semester – I & II shall be admitted to B.COM. (BUSINESS MANAGEMENT).-II (appear for semester– III & Semester IV examination)
- However the candidate shall not be admitted to B.COM. (BUSINESS MANAGEMENT)-III (Semester-V) unless he/she passed in all the subjects at B.COM. (BUSINESS MANAGEMENT) I (Semester-I & Semester-II)
- A candidate who fails in any number of subjects during Semester-III & IV shall be admitted for B.COM. (BUSINESS MANAGEMENT).-III & allowed to appear for Semester –V & VI examinations.
- However the candidate shall not be admitted to B.COM. (BUSINESS MANAGEMENT)-IV (Semester-VII) unless he/she passed in all the subjects at B.COM. (BUSINESS MANAGEMENT) III (Semester-V & Semester-VI).
- However under the National Education Policy the rules extended by University, time to time regarding ATKT will be applicable.

Gradation Chart:

As per University norms

Fee Structure:

As per University norms

Requirements:

1. Core Faculty:

For First Year Sem I & Sem II	- 1 Full Time Faculty
For Second Year Sem III & Sem IV	- 1 Full Time Faculty
For Third Year Sem V & Sem VI	- 1 Full Time Faculty
For Third Year Sem VII & Sem VIII	- 1 Full Time Faculty
Total – 4 Full Time Faculties	

In addition there shall be visiting faculty drawn from academicians/professionals from different fields. The eligibility norms for the post of Assistant Professor are as per UGC norms. As per the need additional faculty on CHB basis may be appointed to give justice to the subject.

2. Library:

The entire library fees collected from the students shall be invested on library.

3. Equipments and Stationary:

Supply of Computers, Overhead Projectors, Necessary Software, Operating Stationery, Necessary Stationery.

Shivaji University, Kolhapur

B.Com (Business Management) CBCS (Entire)

COURSE STRUCTURE

Sem	CC	DSE/OEC/IDS	AECC/Languages	Skill Enhancement Courses (SEC) Multidisciplinary	Total
I	5 X 4 = 12		4	SEC - (1)	26
				VBC (1)	
II	5 X 4 = 12		4	SEC -II (2)	26
III	4 X 4 = 16		2 X 4 =8	SEC -III (2)	26
IV	4 X 4 = 16		2 X 4 =8 + 4 (EVS)	SEC -IV (2)	30
V	4 X 4 = 16	DSE (2 X 4 =8)		SEC -V (2)	26
VI	4 X 4 = 16	DSE (2 X 4 =8)		SEC -VI (2)	26
VII	2 X 4= 8	DSE (2 x 4=8)		SEC -VII (2)	18
VIII	2 X 4= 8	DSE 1 X 4= 4 (Dissertation)	1X 6= 6 (Internship)	SEC -VIII (2)	20
Total	30	7	8	9	198

Sr. No.	Course Name
1	CC: Core Course
2	AECC: Ability Enhancement Compulsory Course
3	SEC: Skill Enhancement Course
4	DSE: Discipline Specific Elective
5	VBC: Value Based Course
Note:*	<ul style="list-style-type: none"> ▪ For Skill Enhancement Courses (SEC): Multidisciplinary follow the guidelines extended by Shivaji University, Kolhapur. ▪ Besides above courses additional Non CGPA courses as per the directions of Government and Hon'ble High Court are applicable.

Structure of B.Com(Business Management) Semester I & II

STRUCTURE – I												
SEMESTER- I DURATION: 06 MONTHS												
	TEACHING SCHEME					EXAMINATION SCHEME						
	THEORY (TH)				Practical (PR)	THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. Of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 1	4	3.2	4		3	80	32		20	8	
2	CC 2	4	3.2	4		3	80	32		20	8	
3	CC 3	4	3.2	4		3	80	32	Seminar	20	8	
4	CC 4	4	3.2	4		3	80	32		20	8	
5	CC 5	4	3.2	4		3	80	32		20	8	
6	AECC- 1	4	3.2	4		3	80	32		20	8	
7	SEC – I*	1	0.8	1								
	VBC*	1	0.8	1								
											120	
Total		26		26				480		Theory + Internal 480+ 120 = 600		
STRUCTURE – I												
SEMESTER- II DURATION: 06 MONTHS												
	TEACHING SCHEME					EXAMINATION SCHEME						
	THEORY (TH)				Practical (PR)	THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 6	4	3.2	4		3	80	32		20	8	
2	CC 7	4	3.2	4		3	80	32		20	8	
3	CC 8	4	3.2	4		3	80	32	Seminar	20	8	
4	CC 9	4	3.2	4		3	80	32		20	8	
5	CC 10	4	3.2	4		3	80	32		20	8	
6	AECC- 2	4	3.2	4		3	80	32		20	8	
7	SEC II*	2	1.6	2								
											120	
Total		26		26				480		Theory + Internal 480+ 120 = 600		
Grand Total		52		52				960		Theory + Internal 960+ 240= 1200		

Note: Exit option with Certificate in Commerce with the completion of courses equal to a minimum of 52 credits

Structure of B.Com(Business Management) Semester III & IV

STRUCTURE – II												
SEMESTER- III DURATION: 06 MONTHS												
	TEACHING SCHEME					EXAMINATION SCHEME						
	THEORY (TH)				Practical (PR)	THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. Of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 11	4	3.2	4		3	80	32		20	8	
2	CC 12	4	3.2	4		3	80	32		20	8	
3	CC 13	4	3.2	4		3	80	32	Seminar	20	8	
4	CC 14	4	3.2	4		3	80	32		20	8	
5	AECC- 3	4	3.2	4		3	80	32		20	8	
6	AECC- 4	4	3.2	4		3	80	32		20	8	
7	SEC –III*	2	1.6	2								
											120	
Total		26		26				480		Theory + Internal 480+ 120 = 600		
STRUCTURE – II												
SEMESTER- IV DURATION: 06 MONTHS												
	TEACHING SCHEME					EXAMINATION SCHEME						
	THEORY (TH)				Practical (PR)	THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 15	4	3.2	4		3	80	32		20	8	
2	CC 16	4	3.2	4		3	80	32		20	8	
3	CC 17	4	3.2	4		3	80	32	Seminar	20	8	
4	CC 18	4	3.2	4		3	80	32		20	8	
5	AECC- 5	4	3.2	4		3	80	32		20	8	
6	AECC- 6	4	3.2	4		3	80	32		20	8	
7	AECC- 7 (EVS)	4	3.2	4								
8	SEC IV*	2	1.6	2								
											120	
Total		30		30			480		Theory + Internal 480+ 120 = 600			
Grand Total		56		56			960		Theory + Internal 960+ 240= 1200			

Note: Exit option with Diploma in Commerce with the completion of courses equal to a minimum of 108 credits

Structure of B.Com(Business Management) Semester V & VI

STRUCTURE – III												
SEMESTER- V DURATION: 06 MONTHS												
	TEACHING SCHEME				Practical (PR)	EXAMINATION SCHEME						
	THEORY (TH)					THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. Of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 19	4	3.2	4		3	80	32		20	8	
2	CC 20	4	3.2	4		3	80	32		20	8	
3	CC 21	4	3.2	4		3	80	32	Seminar	20	8	
4	CC 22	4	3.2	4		3	80	32		20	8	
5	DSE I	4	3.2	4		3	80	32		20	8	
6	DSE II	4	3.2	4		3	80	32		20	8	
7	SEC – V*	2	1.6	2								
											120	
Total		26		26			480		Theory + Internal 480+ 120 = 600			
STRUCTURE – III												
SEMESTER- VI DURATION: 06 MONTHS												
	TEACHING SCHEME				Practical (PR)	EXAMINATION SCHEME						
	THEORY (TH)					THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 23	4	3.2	4		3	80	32		20	8	
2	CC 24	4	3.2	4		3	80	32		20	8	
3	CC 25	4	3.2	4		3	80	32	Seminar	20	8	
4	CC 26	4	3.2	4		3	80	32		20	8	
5	DSE III	4	3.2	4		3	80	32		20	8	
6	DSE IV	4	3.2	4		3	80	32		20	8	
7	SEC VI*	2	1.6	2								
											120	
Total		26		26			480		Theory + Internal 480+ 120 = 600			
Grand Total		52		52		960		Theory + Internal 960+ 240= 1200				

Exit option with Bachelor of Commerce Degree with the completion of courses equal to a minimum of 160 credits

Structure of B.Com(Business Management) Semester VII & VIII

STRUCTURE – IV												
SEMESTER- VII DURATION: 06 MONTHS												
	TEACHING SCHEME					EXAMINATION SCHEME						
	THEORY (TH)				Practical (PR)	THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. Of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 27	4	3.2	4		3	80	32		20	8	
2	CC 28	4	3.2	4		3	80	32		20	8	
3	DSE V	4	3.2	4		3	80	32	Seminar	20	8	
4	DSE VI	4	3.2	4		3	80	32		20	8	
5	SEC – VII*	2	1.6	2								
											80	
Total		18		18			320		Theory + Internal 320+ 80 = 400			
STRUCTURE – IV												
SEMESTER- VIII DURATION: 06 MONTHS												
	TEACHING SCHEME					EXAMINATION SCHEME						
	THEORY (TH)				Practical (PR)	THEORY			INTERNAL EXAM			
Sr. No.	Course Type	No. of lectures	Hours	Credits	NO PRACTICAL	PAPER HOURS	MAX	MIN	Internal	MAX	MIN	
1	CC 29	4	3.2	4		3	80	32		20	8	
2	CC 30	4	3.2	4		3	80	32	Seminar	20	8	
3	DSE VII (Dissertation)	4	3.2	4		-	-	-		100	40	
4	AECC- 8 (Internship)	6	4.8	6		-	-	-		150	60	
5	SEC VIII*	2	1.6	2								
							160			290	116	
Total		20		20						Theory + Internal 160+290 = 450		
Grand Total		38		38						Theory + Internal 480+370 = 850		

Award of Bachelor of Commerce with Honors /Research [B. Com. (Hon./Research)] with completion of courses equal to minimum of 198 credits

B.Com(Business Management) - List of Courses (Subjects)

Semester I		Semester II	
Course Code	Course (Subject)	Course Code	Course (Subject)
CC 1	Basics of Accounting	CC 4	Financial Accounting
CC 2	Principles of Business Management	CC 5	Principles of Marketing
CC 3	Business Environment	CC 6	Management Practices
CC-A	Organization Behaviour	CC-A	Corporate Governance
CC-B	Micro Business Economics	CC-B	Managerial Economics
AECC-1	Business Communication	AECC- 2	Communication Skills
SEC – I*	Multidisciplinary	SEC-II*	Multidisciplinary
VBC*	Multidisciplinary		

Sr. No.	Course Name
1	CC: Core Course All courses (subjects) are compulsory.
2	AECC: Ability Enhancement Compulsory Course
3	SEC: Skill Enhancement Course
4	DSE: Discipline Specific Elective
5	VBC: Value Based Course
6	(A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC) For Sem I: CCC – I : Democracy, Elections and Good Governance
7	(B) Non-Credit Self Study Course : Skill Development Courses (SDC) For Sem II: SDC – I : Any one from following (i) to (v) i) Business Communication & Presentation ii) Event management iii) Personality Development, iv) Yoga & Physical Management v) Resume, Report & proposal writing
Note:*	<ul style="list-style-type: none"> ▪ For Skill Enhancement Courses (SEC): Multidisciplinary follow the guidelines extended by Shivaji University, Kolhapur. ▪ Besides above courses additional Non CGPA courses as per the directions of Government and Hon'ble High Court are applicable.

B.Com(Business Management) - List of Courses (Subjects)

Semester III		Semester IV	
Course Code	Course (Subject)	Course Code	Course (Subject)
CC 7	Business Accounting	CC 11	Auditing
CC 8	Human Recourse Management	CC 12	Production Management
CC 9	Retail Management	CC 13	Financial Management
CC 10	Business Regulation Framework	CC 14	Business Analytics
AECC- 4	Modern Management Practices	AECC- 6	Information Technology
AECC- 5	Quantitative Techniques for Business	AECC- 7	International Business
SEC –III*	Multidisciplinary	AECC (EVS)	Environmental Studies
		SEC IV*	Multidisciplinary

Sr. No.	Course Name
1	CC: Core Course All courses (subjects) are compulsory.
2	AECC: Ability Enhancement Compulsory Course
3	SEC: Skill Enhancement Course
4	DSE: Discipline Specific Elective
5	VBC: Value Based Course
6	AECC(EVS) : Ability Enhancement Compulsory Course -Environmental Studies
Note:*	<ul style="list-style-type: none"> ▪ For Skill Enhancement Courses (SEC): Multidisciplinary follow the guidelines extended by Shivaji University, Kolhapur. ▪ Besides above courses additional Non CGPA courses as per the directions of Government and Hon'ble High Court are applicable.

B.Com(Business Management) - List of Courses (Subjects)

Semester V		Semester VI	
Course Code	Course (Subject)	Course Code	Course (Subject)
CC 15	Entrepreneurship Development	CC 19	Entrepreneurship Project Management
CC 16	Human Resource Planning and Development	CC 20	Material Management
CC 17	Service Marketing	CC 21	Business Ethics
CC 18	Inventory Management	CC 22	Sales Management
DSE I	Goods and Services Tax	DSE III	Management Information System
DSE II	E- Commerce and Digital Marketing	DSE IV	Project Appraisal and Monitoring
SEC – V*	Multidisciplinary	SEC VI*	Multidisciplinary

Sr. No.	Course Name
1	CC:Core Course All courses (subjects) are compulsory.
2	AECC: Ability Enhancement Compulsory Course
3	SEC: Skill Enhancement Course
4	DSE: Discipline Specific Elective
5	VBC: Value Based Course
6	(A) Non-Credit Self Study Course : Compulsory Civic Courses (CCC) For Sem V: CCC – II : Constitution of India and Local Self Government
7	(B) Non-Credit Self Study Course : Skill Development Courses (SDC) For Sem VI: SDC – II: Any one from following (vi) to (x) vi) Interview & Personal Presentation Skill, vii) Entrepreneurship Development Skill, viii) Travel & Tourism, ix) E-Banking & Financial Services, x) RTI & Human Right Education (HRE), IPR & Patents
Note:*	<ul style="list-style-type: none"> ▪ For Skill Enhancement Courses (SEC): Multidisciplinary follow the guidelines extended by Shivaji University, Kolhapur. ▪ Besides above courses additional Non CGPA courses as per the directions of Government and Hon'ble High Court are applicable.

B.Com(Business Management) - List of Courses (Subjects)

Semester VII		Semester VIII	
Course Code	Course (Subject)	Course Code	Course (Subject)
CC 23	Advanced Research Methodology	CC 25	Computer Application in Research
CC 24	Research Ethics	CC 26	Research in Business Management
DSE V	Cyber Law	DSE VII	Dissertation
DSE VI	Demographic Studies	AECC	Internship
SEC VII*	Multidisciplinary	SEC VIII*	Multidisciplinary

Sr. No.	Course Name
1	CC: Core Course All courses (subjects) are compulsory.
2	AECC: Ability Enhancement Compulsory Course
3	SEC: Skill Enhancement Course
4	DSE: Discipline Specific Elective
5	VBC: Value Based Course
Note:*	<ul style="list-style-type: none">▪ For Skill Enhancement Courses (SEC): Multidisciplinary follow the guidelines extended by Shivaji University, Kolhapur.▪ Besides above courses additional Non CGPA courses as per the directions of Government and Hon'ble High Court are applicable.

Shivaji University Kolhapur
B. Com (Business Management) Part-I
Semester –I

Course Code: CC 1

Subject: Basics of Accounting

Credit: 4 (Marks: 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

- Students will get the knowledge of various accounting concept
- Students will instil the practical knowledge about basic accounting procedures with the help of Problems.
- Students will acquaint them with knowledge of Bank Reconciliation Statement and its use.

Unit	Content	Contact Hours
I	Unit: I: Book keeping & Accounting Meaning- Scope- Accounting Concepts and Conventions- Accounting Standards Indian and International.	15
II	Unit: II: Basic Accounting Terms Types of Accounts- Accounting Rules- Journal- Meaning- Importance- Journalizing procedure.	15
III	Unit: III: Ledger & Subsidiary Books Ledger Meaning, Definition- Importance of Ledger- Ledger posting- Subsidiary books Meaning- Types of Subsidiary books- Posting in Subsidiary books.	15
IV	Unit: IV: Bank Reconciliation Statements Meaning- Definition- Need and Importance of Bank Reconciliation Statement- Specimen of Bank Reconciliation Statement- Preparation of Bank Reconciliation Statement.	15

References:-

1. Principles and Practice of Accountancy- Gupta R.L. and Gupta V.K.
2. Accounting & Finance for Bankers- Indian Institute of Banking And Finance-
3. Advanced Accounts - Shukla and Grewal
4. Financial Accounting- Khan & Jain
5. An Introduction to Accountancy - Maheshwari & Maheshwari
6. Advanced Accounting- Jain & Narang

Shivaji University, Kolhapur
B. Com (Business Management) Part 1
Semester I

Course Code: CC 2

Subject: Principles of Business Management

Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

1. The Students will understand various theories of management developed by experts from time to time
2. The Students will understand various functions of management
3. The Students will be acquainted with application of management principles in business organizations and business decision making

Unit	Topics	Contact Hours
I	A. Introduction to management: Concept and Nature of Management, need for the study, Managerial levels and Functions of Management. B. Contribution to Development of Management Theory: F.W.Taylor, Henri Fayol, Elton Mayo and Peter Drucker	15
II	Planning and Decision Making: A. Planning -Concept, Types, Steps in Planning process. Environmental Analysis (internal and external environment). B. Forecasting- Meaning and Techniques C. Decision Making- Concept, Types and decision making process	15
III	Organizing and Staffing: A. Organizing - Concept, Principles and Process. B. Types of organizations C. Authority and Responsibility. D. Staffing- Nature and importance of Staffing	15
IV	Directing and controlling : A. Direction: Concept and Principles of direction B. Communication : Concept , Types and Communication Process C. Motivation : Concept and Maslow's Need Hierarchy Theory D. Controlling : Meaning and steps in controlling	15

References:

1. TN Chhabra, Management Concepts and Practice, DhanpatRai& Co. (Pvt. Ltd.), New Delhi
2. Peter F Drucker, Practice of Management, Mercury Books, London
3. Organisation and Management- Dr. C.B. Gupta
4. Business Organization and Management –M.C.Shukla
5. Essentials of Management- Koontz and O' Donnell
6. Management- Principles and practice- Shriniwas & Chunawala
7. Principles of management: Terry,G.R. and Stephen Franklin

Shivaji University, Kolhapur
B. Com (Business Management) Part 1
Semester I
Course Code: CC 3
Subject: Business Environment
Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

1. The student will be able to understand the concept of Business Environment and its elements.
2. The students will be able to understand the concept of Economic Environment on a national and global level
3. The students will be able to understand the concept of Non-Economic Environment- Technological and socio-cultural
4. The students will be able to understand the concept of Political and Legal Environment and the Natural environment

Unit	Topic	Contact Hours
I	Business Environment –Meaning, Definition, Importance Micro and Macro Elements of the environment Internal and External environment of business.	15
II	Economic Environment -Meaning, Nature of Economic Environment Economic Environment after 1991 and its impact on Industry. A rapid review of industrial policies in India. Global economic environment and its impact.	15
III	Non-Economic Environment –Technological Environment- Features of modern technology, The need for technological up-gradation in India. Status of Technology in India. Global Technology and Indian Industry. Social and Cultural Environment - Nature-components- Its impact on business organizations.	15
IV	Political and legal environment –Concept and components of the political and legal environment. Political institution – legislature, Executive, Judiciary. Legal Environment for Business. Nature and extent of State Regulation – Reasons of State Intervention, Extent of Intervention, Problems of control. Natural Environment – Nature- components- Its impact on business organizations. Environment Management: Environment pollution, Ozone Depletion, Global Climate change, Waste management. Environmental Regulations – Environmental Regulation in India, Environment Protection	15

Reference:

1. Business Environment–K.Aswathappa
2. Business Environment – Freancis Cherunilam, Himalaya Management
3. Policy and Strategic Management, R.M.Srivastava Industrial Health and Safety Management-A.M.Sarma
4. Business Policy: Azar Kazmi.

Shivaji University, Kolhapur
B. Com (Business Management) Part 1
Semester I

Course Code: CC 4

Subject: Organization Behavior

Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

The students will be able to understand

1. The concept and significance of organizational behavior
2. Foundation of Individual Behavior and Group Behavior
3. Organizational Conflict-Concept, resolution
4. Organizational Development

Unit	Topic	Contact Hours
I	Organizational Behavior -Concept, significance, contributing disciplines to OB, the relationship between management and organizational Behavior, Emergence & ethical perspective.	15
II	Foundation of Individual Behavior and Group Behavior - Individual Ability, Personality, Learning, Perception, Values, Attitudes, Job satisfaction Group- definition and importance, types of groups, Group formation, group development, group composition, group performance factors, Principles- centered approach to team development.	15
III	Organizational Conflict - Concept, sources, patterns, levels and types of conflicts, traditional and Modern approaches to conflict, functional and dysfunctional organizational conflicts, resolution of conflict.	15
IV	Organizational Development Concept, Need for change, Resistance to change, Theories of Planned change, Organizational diagnosis, OD intervention, OD Techniques.	15

References:

1. Boatwright, JohnR: Ethics and the Conduct of Business, Pearson Education, New Delhi.
2. Sathish Modh: Ethical Management: Macmillan.
3. Koontz, Hand Wechrick,H: Management, McGrawHillInc, NewYork.
4. Drucker,Peter,F:Management:Tasks,ResponsibilitiesandPractices,AlliedPublishers,NewDelhi.

Shivaji University, Kolhapur
B. Com (Business Management) Part 1
Semester I

Course Code: CC 5

Subject: Micro Business Economics

Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcome:

1. To study the basic concepts and theories in Micro economics.
2. To expose student to basics of Micro Economics and inculcate an analytical approach to the subject matter.
3. To make students aware relevance and use of various economic theories in business decision making

Unit	Topics	Contact Hours
I	Introduction of Business Economics A. Definition, Concept, Nature and scope of Business Economics B. Features of Business Economics – Micro and Macro Economics, C. Goal of Business Firm- Profit maximization.	15
II	Demand Function – A. Concept of Demand B. Indifference Curve analysis C. Elasticity of Demand –Concept of Price Elasticity of Demand, Types of price elasticity of Demand – Income elasticity of Demand, Cross elasticity of Demand	15
III	Demand Forecasting – A. Meaning of Demand forecasting – Importance in Business decision making. B. Methods of Demand forecasting - Market survey, Time Series and Graphical method.	15
IV	Production Function – A. Meaning of Production Function – Total, Average, and Marginal production. Inputs – fixed and Variable inputs. B. Production Theories: Law of variable proportion, Law of Returns to scale. - Internal Economies and External Economies.	15

Reference Books :

1. Principles of Economics – Alfred Marshall
2. Economic Theory of Monopolistic Competition–Chamberlin E.H.
3. Managerial Economics – D.Gopalkrishna.
4. Managerial Economics – D.N.Dwivedi.
5. Managerial Economics –J.C.Verma.
6. Principle of Economics – K.P.M.Sundaram & M.C.Vaish.
7. Modern Economic Theory - K.K.Dewett.
8. Advanced Economic Theory-M.L.Jhingan.
9. Business Economics – S.K.Misra &V.K.Puri.

Shivaji University Kolhapur
B. Com (Business Management) Part 1
Semester –I

Course Code: AECC 1

Subject: Business Communication

Credit: 4 (Marks: 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

- Students will develop fine communication skills.
- Students will improve speaking, learning and interview skills.
- Students will improve their personality development.

Unit	Content	Contact Hours
I	Unit: I: Introduction to Business Communication <ul style="list-style-type: none">▪ Meaning, Definition, Basic forms of Communication▪ Process and Need of Communication.▪ Channels of Communication▪ Global world Impact of technological advancements on Communication	15
II	Unit: II: Methods and Modes of Communication <ul style="list-style-type: none">▪ Meaning of Verbal and Non-verbal Communication▪ Characteristics of Verbal and Non-verbal Communication▪ Various modes of communication▪ Telephonic and Mobile Communication, E-communication and Video Conferencing etc.	15
III	Unit: III: Barriers to Communication <ul style="list-style-type: none">▪ Physical, Semantic Language, Socio-Cultural, Psychological Barriers▪ Ways to Overcome these Communication Barriers▪ Concept of Business Ethics and its Importance	15
IV	Unit: IV: Communication Skills <ul style="list-style-type: none">▪ Listening Skill: Importance, Factor affecting listening skills▪ Speaking Skill: Importance, Principles of effective speaking▪ Brief about Group Discussion, Business Meetings, Conferences.	15

References:-

1. Communication Skill- Dr. P. L. Pardeshi
2. Business Communication- Varinder Kumar
3. Essential of Business Communication- Rajendra Pal
4. Conflict Management & organizational efficiency -Dr. Sanjeet Kumar
5. Human Behaviour at Work-- Keith Davis
6. Business Communication--The ICFAI Publication (The ICFAI Center for Management Research)

Shivaji University Kolhapur
B. Com (Business Management) Part-I
Semester –II

Course Code: CC 6

Subject: Financial Accounting

Credit: 4 (Marks: 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

- Students will impart the knowledge of various accounting concept.
- Students will instil the practical knowledge about Vertical Financial Statements of Company.
- Students will get aware of accounting knowledge like Tally.

Unit	Content	Contact Hours
I	Unit: I: Joint Venture Meaning- type of joint venture- Difference between joint venture and partnership- Accounting Procedure.	15
II	Unit: II : Financial Statements of Company Form of Balance sheet, Profit & Loss account- Various Schedules- Preparation of Financial Statements (Vertical Form Only)	15
III	Unit: III: Working Capital Meaning- Importance of working capital- Components of working capital- Preparation of working capital statement.	15
IV	Unit: IV: Accounting Software Introduction- Features of tally- Accounting procedure in tally with latest version.	15

References:-

1. Principles and Practice of Accountancy- Gupta R.L. and Gupta V.K.
2. Advanced Accounts - Shukla and Grewal
3. Financial Accounting- Khan & Jain
4. An Introduction to Accountancy - Maheshwari & Maheshwari
5. Advanced Accounting- Jain & Narang
6. Computer Accounts- Arora

Shivaji University, Kolhapur
B. Com (Business Management) Part 1
Semester II

Course Code: CC 7

Subject: Principles of Marketing

Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes: -

1. The Students will acquainted with core concept of marketing management
2. The Students will be able to understand Consumer Behavior in various environment
3. The Students will be acquainted with various marketing mix elements.
4. The Students will be able to understand basics of digital marketing.

Unit	Topics	Contact Hours
I	Introduction to Marketing: A. Meaning and definition of marketing ,importance of marketing B. Core concept of marketing- need, want, demand, value and satisfaction, exchange and transactions. C. Concept of Consumer Behaviour and factors affecting on it. D. Marketing planning.	15
II	Marketing Mix: A. Meaning and significance- B. 7 P's of marketing (Product, Price, Place, Promotion, People, Process and Physical evidence). C. Marketing environment- nature, Internal and external environment	15
III	Market Segmentation: A. Meaning, definition, Importance B. Basis for market segmentation C. Requisites of sound market segmentation. Target market selection and positioning, Product differentiation.	15
IV	IT Marketing and Marketing Information System (MIS) A. IT Marketing : Meaning ,Importance and forms of E marketing B. MIS (Marketing Information System)- Meaning ,Importance and Components of MIS	15

References:-

1. S.A. Sherlekar "Marketing Management" Himalaya Publishing House, Mumbai
2. Suri, "Marketing Management"
3. Philip Kotler, "Marketing Management" Prentice Hall of India Ltd, New Delhi.
4. Marchand& B. Vardharajan, " An Introduction to Marketing " Vikas publishing House, New Delhi
5. Dr. C.N. Sontakk ; Marketing Management
6. Arun Kumar &Meenakshi Marketing management
7. Davis- Olsan, Marketing Information System
8. Namkumari – Marketing Management

Shivaji University, Kolhapur
B. Com (Bank Management) Part 1
Semester II
Course Code: CC 8
Subject: Management Practices
Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

The student will understand the management concepts of-

1. Motivation
2. Leadership
3. Function of co-ordination and Controlling
4. Emerging issues in management

Unit	Topic	Contact Hours
I	Motivation: Concept, Characteristics, Importance & Theories of Motivation- Maslow's - need hierarchy theory, Herzberg Theory, Douglas, McGregor's Theory X & Y McClelland Theory.	15
II	Leadership: Concept, Characteristics, Importance, Functions & qualities of leader and Leadership styles. Theories of leadership – trait theory, managerial grid.	15
III	Co-ordination and Controlling: Co-ordination- Concept, Characteristics, Need, Requisites for effective co-ordination, Techniques of Co-ordination Control- Concept, Need, Steps in process of control, Control techniques.	15
IV	Emerging issues in Management: Corporate Social Responsibility-Concept and importance and practices. Green Management-Concept and importance and practices. Management and Change Concept, need, resistance to change and overcoming resistance to change, Disaster management-Concept and importance	15

References:

1. Boatwright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi.
2. Sathish Modh: Ethical Management: Macmillan.
3. Koontz, H and Wehrick, H: Management, McGraw Hill Inc, New York.
4. Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
5. L.M. Prasad: Principles of management

Shivaji University, Kolhapur
B. Com (Business Management) Part 1
Semester II

Course Code: CC 9

Subject: Corporate Governance

Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

The student will acquire the knowledge of-

1. Concept of Corporate Governance
2. Role of Stakeholders
3. Concept of ethics
4. Corporate Culture

Unit	Topic	Contact Hours
I	Corporate Governance: Concept, characteristics, and importance of different stakeholders. Principles of corporate governance. Corporate governance in India. Characteristics of good corporate governance measures to improve corporate governance. Benefits of Corporate Governance.	15
II	Role of different stakeholders in Corporate Governance	15
III	Ethics: Concept of Ethics, Ethical issues in management. Business Ethics vis-à-vis Corporate Governance.	15
IV	Corporate Culture – concepts, characteristics Importance, and types. Measures for sustainable corporate culture.	15

References:

1. Governance:Principles,Policies,andPractices,RobertIanTricker,2009
2. CorporateGovernanceMatters,DavidF.Larcker,BrianTayan,2011
3. The Shareholder Value Myth:How Putting Shareholders First Harms Investors, Corporation, and the Public, LynnStout
4. The New Corporate Governance in Theory and Practice, Stephen Bain bridge Power and accountability, Robert A.G.Monks

Shivaji University, Kolhapur
B. Com (Business Management) Part 1

Semester II

Course Code: CC 10

Subject: Managerial Economics

Credit: 4 (Marks 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

1. The Students will understand concept of revenue and costs of production.
2. The Students will acquainted with various market structures and product pricing
3. The Students will be aware about factors of production and their pricing theories.

Unit	Topics	Contact Hours
I	Cost of production and Revenue – A. Concepts of costs: Money and Real cost, Opportunity cost, Social cost, Total, Average, and Marginal costs. Short run and long run cost curves. B. Concept of Revenue– Total, Average, and Marginal Revenue. C. Average, Marginal Revenue Curves in Perfect Competition and Monopoly market. D. Break Even Analysis.	15
II	Product Pricing I : A. Perfect competition: - Characteristics – Price and output determination of firm in short and long run. B. Monopoly: - Characteristics – Price determination – Concept and types of Price discrimination	15
III	Product Pricing II : A. Monopolistic Competition – Characteristics – price and output determination of firm in short and long run. B. Oligopoly –Characteristics.	15
IV	Factor Pricing : A. Rent : Ricardian theory and modern theory of rent. B. Wages : Money and real wage – wage determination under imperfect market- Exploitation of labor. C. Interest : Neo - Classical and Keynesian theory of profit. D. Profit : Risks –Bearing and Uncertainty theories of Profit.	15

Reference Books :

1. Principles of Economics – Alfred Marshall
2. Economic Theory of Monopolistic Competition–Chamberlin E.H.
3. Managerial Economics – D.Gopalkrishna.
4. Managerial Economics – Dr.M.N.Shinde.
5. Managerial Economics – D.N.Dwivedi.
6. Managerial Economics –J.C.Verma.
7. Principle of Economics – K.P.M.Sundaram & M.C.Vaish.
8. Economics of Imperfect Competition – Mrs.Joan Robinson.
9. Business Economics – S.K.Misra &V.K.Puri.

Shivaji University Kolhapur
B. Com (Business Management) Part 1
Semester –II

Course Code: AECC 2

Subject: Communication Skills

Credit: 4 (Marks: 100, Theory: 80 Marks, Internal Exam: 20 Marks)

Course Outcomes:

- Students will enhance their managerial communication at work skill set for career.
- Students will familiarized with the current expected requirement of the industry
- Students will empower with professional as well as remedial perspective.

Unit	Content	Contact Hours
I	Unit: I: Soft Skills <ul style="list-style-type: none">▪ Interpersonal Skills, Motivation, Negotiating and Conflict Resolution, Leadership, Team-Building, Decision-making,▪ Time Management- Importance and Techniques of Time management	15
II	Unit: II: Writing Skill <ul style="list-style-type: none">▪ Business Letter: Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block▪ Principles of Effective Letter Writing▪ Drafting Business Letter, E-mail Writing, Application for Job, Resume Writing▪ Brief about Writing Report and Writing Book Review	15
III	Unit: III: Presentation Skill <ul style="list-style-type: none">▪ Principles of Effective Presentation▪ Guidelines for Effective Presentation▪ How to make a Power-Point Presentation▪ Poster/wall-paper Presentation	15
IV	Unit: IV: Interview Techniques <ul style="list-style-type: none">▪ Meaning and definitions of Interview,▪ Types of Interview and Preparing for job interview▪ Verbal and non-verbal communication during job interview	15

References:-

1. Communication Skill- Dr. P. L. Pardeshi
2. Business Communication- Varinder Kumar
3. Essential of Business Communication- Rajendra Pal
4. Conflict Management & organizational efficiency -Dr. Sanjeet Kumar
5. Human Behaviour at Work-- Keith Davis
6. Business Communication--The ICFAI Publication (The ICFAI Center for Management Research)

Nature of Question Paper
B.Com. (Business Management)
QUESTION PAPER PATTERN
FOR ALL SEMESTERS

Duration: 3 Hours

Total Marks – 80

Instructions: - 1. All Questions are compulsory

2. Figures to the right indicate marks

3. Use of Calculator is Compulsory for Accountancy/Finance Course

4. Scientific Calculator Not Allowed for Accountancy/Finance Course

Q. 1 Answer the Following (Fill in the Blanks, True or False)	10
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Q.2 Broad Question/Numerical Problem in Case of Accountancy/Finance etc.	15
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OR

Q.2 Broad Question/Numerical Problem in Case of Accountancy/Finance etc.	15
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Q.3 Write Short Answers/Numerical Problem in Case of Accountancy/Finance etc. (Any Two out of four)	10
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Q.4 Write Brief Answers/Numerical Problem in Case of Accountancy/Finance etc. (Any Two out of four)	20
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Q.5 Write Short Notes (Any Five out of eight)	25
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Note:- The above nature of question paper is applicable for B.Com. Program for all eight semesters. For the courses where testing of students vide numerical problems is concern, Question number 1 and Question number 2 carries numerical problems (Accountancy/ Finance Paper Only).