

**Programme: BCOM
FYBCOM**

A. Compulsory English

SEM I

Learner's will be able to

- create their own stories
- critically and sensitively evaluate social issues like norms, conforming, peer pressure, body image, gender, myths and freedom
- understand various literary texts, their various genres, techniques and what goes into creating a work of art
- analyse various texts for their themes, subtexts, to read the grain as well as against the grain of the text
- recall rules of English grammar and vocabulary along with their applications in daily communication
- develop an ability/skill of thinking, writing creatively and interviewing whether it be for fiction, letters, analytical essays or answers

SEM II

Learner's will be able to

- create their own dialogues using characters from literary texts to exercise creativity
- critically and sensitively evaluate issues like the environment, empathy, women as heroes, discrimination, illnesses
- understand various literary texts, their various genres, techniques and what goes into creating a work of art
- apply their mind to researching and writing autobiographies
- analyse various texts for their themes, subtexts, to read the grain as well as against the grain of the text
- recall rules of English grammar and vocabulary along with their applications in daily communication
- develop an ability/skill of thinking, writing creatively and interviewing whether it be for fiction, letters, analytical essays or answers.

B. Financial Accounting

SEM I

Learner's will be able to

- Identify the significance of accounting concepts and principles
- Evaluate the impact of distinct accounting principles and concepts on the company fundamentals
- Apply the procedure of priority of payments on Dissolution of Partnership firms
- Prepare Royalty Account, Joint Venture Account and Statement showing Piecemeal distribution of Cash on Dissolution of partnership firms
- Apply knowledge of Excel and PowerPoint in problem solving activity

SEM II

Learner will be able to

- Apply computerized accounting software package in creating a company, grouping and generating accounting reports
- Solve Accounting problems relating to Hire Purchase

- Differentiate between Profit and Not for Profit Organizations
- Prepare Final Accounts of Not for profit Organizations
- Describe the need and significance of Accounting Standards

C. Managerial Economics

SEM I

Learner will be able to

- Ability to describe and examine the field of Managerial Economics and relate the same to managerial functions
- Ability to explain and assess the various factors influencing Economic Environment of Business
- Relate, explain and examine the concepts in Demand, Elasticity and Forecasting and infer the implications of the concepts
- Ability to examine and identify the methods of Demand Forecasting and its applications in real-life situations
- Ability to explain and relate to the various theoretical concepts in Production and apply the same to practical situations

SEM II

Learner will be able to

- Ability to relate and examine the theoretical concept of cost and its application in real-life situations
- Examine, assess and justify the method of pricing policy and infer the implications in real-life situations
- Ability to compare and contrast various market structures and its working with examples
- Ability to explain and demonstrate the working of markets in price and output determination processes
- Ability to examine and assess to the economic policy failures and implications on managerial decision-making

D. Business Economics

SEM I

Learner will be able to

- consumer's equilibrium, concept of elasticity, production function, etc.
- Develop clarity on microeconomic concepts of significance in business decision-making like demand and supply;
- Apply linkages between the theory and real-life business environment;
- Develop analytical and interpretational skills necessary for business decision-making;
- Develop an awareness and sensitivity to social implications of business decision-making.

SEM II

Learner will be able to

- Develop an ability to acquire an in-depth theoretical knowledge of Market Structures and Factors of Production [micro concepts];
- Develop clarity on microeconomic concepts of significance in understanding market dynamics;
- Apply linkages between theory of pricing and real-life pricing practices;
- Develop analytical and interpretational skills necessary for business decision-making;

- Develop an awareness and sensitivity to social implications of business decision-making.

E. Business Mathematics and Statistics

SEM I

Learner will be able to

- Ability to relate to basic concepts in Finance and Mathematics like Interest, dividends etc. and Interpret data intelligently through numerical means.
- Ability to see applications of Mathematical concepts like derivatives in Business.
- Enhancing the decision-making capacity pertaining to investments, interests, purchasing, comparisons, time value of money, loans, installment plans etc.
- Implementing elementary statistical methods like condensation and representation of data and for analysis of data.
- Calculating various types of averages and variation.

SEM II

Learner will be able to

- Ability to relate basic knowledge of Mathematical & Statistical concepts like counting principles to Business.
- Ability to calculate various measures of dispersion like standard deviation, coefficient of variation and relate them to real life situations.
- Ability to carry out inter-disciplinary projects by using Mathematical concepts like Correlation between two variables and regression for prediction.
- Ability to interpret data related to attributes intelligently through numerical means and see its applications.
- Ability to solve the real-life problems like transportation problems using Mathematical methods and techniques such as substitution, elimination, simplification, approximation, maximization and minimization etc.

F. Marketing and Salesmanship

SEM I

Learner will be able to

- Relate to the core concepts of marketing and role played by it in society
- Utilize information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies
- Identify the role of marketing as a fundamental organizational policy process
- Demonstrate and analyzing the marketing mix decisions of a business firm
- Infer the importance of marketing research for effective marketing planning and conduct a small survey
- Identify and explore the changing trends in the field of Marketing

SEM II

Learner will be able to

- Relate and classify the concepts of salesmanship, personal selling and sales management
- Demonstrate and identify the role of the salesperson in today's marketplace and the significance of building partnerships
- Recognize and make use of different elements involved in a successful sales presentation
- Identifying sales presentation skills and using the principles and practices of professional sales consultants.

- Identify and explore the changing trends in the field of sales management

G. Consumer Protection and Business Ethics

SEM I

Learner would be able to:

- Describe their role as Consumers and identify how Voluntary Consumer Organisations can help them
- Relate the problems of consumers to their day to day life
- Use the knowledge obtained in developing better Buymanship qualities
- Apply the knowledge of Consumer Protection in obtaining redressal for their grievances

SEM II

Learner would be able to:

- Relate the significance of ethics and ethical issues faced by the Society
- Identify and analyse the ethical and unethical practices in Production, Finance & HRM
- Relate the unethical practices in marketing & demonstrate better Buymanship qualities
- Apply the skills of safeguarding the data & privacy to their personal life
- Illustrate the role of Whistleblowing & Right to Information in disclosing the unethical practices.

Banking and Finance

SEM I

Learner will be able to

- Compare and contrast the different types of banks on the basis of their roles and their significance in capital formation
- Recognize the rationale for different operational policies like KYC, nomination, introduction guidelines while opening bank accounts
- Evaluate estate planning in the context of provisions relating to Nomination of bank deposits
- Calculating interest on different types of earning deposits and on loans, essential for budgeting, investment planning and debt management
- Outline the product expansion strategies of the banking industry aimed at consumer orientation

SEM II

Learner will be able to

- Recognise the significance of Balance Sheet of a Bank to stakeholders to infer financial position through principles of lending and investments
- Evaluate the legal position of different types of bank customers for effective banking operations
- Compare and contrast the distinct negotiable instruments in commercial transactions
- Identify the import of technology in banking for speedy remittances essential for reducing float and enhancing liquidity
- Appreciate sustainability, healthy lending, customer retention and customer safety practices followed by banks

H. Business Entrepreneurship

SEM I

Learner will be able to

- Discuss the concept, evolution and growth of Entrepreneurship
- Identify and relate the qualities, functions and the challenges of an Entrepreneur
- Compare the traditional and modern Theories of Entrepreneurship
- Elaborate the importance and impact of developing an Entrepreneurial Mindset

SEM II

Learner will be able to

- Recognize and describe the concept of Rural Entrepreneurship and its relevance today
- Identify the relationship between Self-Help Groups and women empowerment
- Explain concepts of corporate entrepreneurship and social entrepreneurship and its role in society
- Elaborate the emergence and roles of Online Entrepreneurship

I. Business Administration

SEM I

Learner would be able to:

- Identify and explain the concepts of business, its role and responsibilities
- Describe the process of starting a business and give examples of various forms of Business Organisations
- Recognize various elements of Business Environment and analyse how they impact each other
- Demonstrate knowledge acquired in developing sensitivity towards the Society and Environment
- Summarize the methods of Forecasting, techniques of Business Control and components of Database Management.

SEM II

Learner would be able to:

- Describe the factors, importance and measures to boost Productivity
- Analyse the causes and impact of Sick Business Units with recent examples
- Identify and recall the examples of the Global Business Formats
- Relate the concepts of Artificial Intelligence, Machine Learning and Deep Learning
- summaries the role of Artificial Intelligence in gaining competitive advantage

J. Advanced IT

SEM I

Learner will be able to

- List different types of operating system, software, viruses and antivirus.

- Illustrate the use of MS WORD, MS ACCESS
- Demonstrate knowledge in setting up a computerized subsidiary book using Tally
- Construct financial statements and maintain data in Tally
- Recognize different types of Networks and Computer Applications in Commerce.
- Describe the basic HTML 5 tags and employ the same to construct web page.

SEM II

Learner will be able to

- Demonstrate simple graphics and the use of CSS in HTML.
- Construct webpages and illustrate advanced html tags and input elements.
- Design and demonstrate effective presentations using MS Power point.
- Apply the formulae, graphs, functions in MS EXCEL
- Demonstrate the application of Taxes on business transactions using Tally.
- Explain E-Commerce, M-commerce, EPS system

K. Hindi

SEM I

Learner will be able to

- हिंदी कथा साहित्य के प्रति रूचि निर्माण करना |
- महिला कहानीकार उषा प्रियंवदा के कथा साहित्य से परिचित कराना|
- मध्यकालीन एवं आधुनिक हिंदी कवि तथा उनकी रचनाओं से परिचय|
- प्रयोजनमूलक हिंदी के चयनित प्रमुख क्षेत्रों का ज्ञान अर्जित करना|

SEM II

Learner will be able to

- हिंदी महिला कथा लेखन में चित्रित नारी अस्मिता एवं संघर्ष के विभिन्न पहलुओं का अध्ययन|
- हिंदी कवि तथा उनके काव्य का रसास्वादन करते हुए आध्यात्मिक मूल्यों का विकास|
- प्रयोजनमूलक हिंदी के चयनित प्रमुख क्षेत्रों के व्यावसायिक स्वरूप का अवलोकन करना|

L. Marathi

SEM I

Learner will be able to

- विद्यार्थ्यांमध्ये काव्य आकलन व पद्यरचना कौशल्य विकसित झाले.
- विद्यार्थ्यांमध्ये कवितेचे रसग्रहण आणि अभिवाचन ही कौशल्ये विकसित झाली.
- विद्यार्थ्यांना भाषांतराचे कौशल्य प्राप्त झाले.

- विद्यार्थ्यांना जाहिरात लेखनाचे कौशल्य प्राप्त झाले.

SEM II

Learner will be able to

- विद्यार्थ्यांना विविध साहित्यप्रकारांचा परिचय झाला.
- विद्यार्थ्यांना मुलाखतीचे तंत्र अवगत झाले.
- विद्यार्थ्यांना अहवाल लेखनाचे तंत्र ज्ञात झाले.
- विद्यार्थ्यांना वाणिज्य क्षेत्रामधील विविध पारिभाषिक संज्ञा ज्ञात झाल्या.

M. Optional English

SEM I

Learner will be able to

- analyse and evaluate global literature through the study of texts from different parts of the world
- assess the contexts in which literary texts are written (e.g., cultural, historical, social, political, economic)
- distinguish the genre specifications of poetry, prose and drama
- recognise and restate the fundamental features and formal elements of literary texts such as plot, character, setting, conflict, atmosphere, style, theme, figurative language, imagery, prosody, point of view, tone, irony
- examine pressing social issues centred around conforming, resisting, peer pressure, bullying, body image, gender, stereotypes, myths and freedom
- express awareness of different values, beliefs; overcoming biases express deep and heightened sensitivity to the human experience

SEM II

Learner will be able to

- analyze and evaluate play texts in relation to dramatic theory and historical context (e.g., comedy, tragedy, act, scene, line, stage directions, soliloquy, playwright)
- distinguish the genre specifications of poetry, prose and drama
- recognise and restate the fundamental features and formal elements of literary texts such as plot, character, setting, conflict, atmosphere, style, theme, figurative language, imagery, prosody, point of view, tone, irony
- examine pressing social issues centred around the environment, empathy, women as heroes, discrimination, persecution
- express awareness of different values, beliefs thus overcoming biases.
