

SARDAR PATEL UNIVERSITY, BALAGHAT (M.P.)

Session:- 2022-23

B.Com. II Sem.

Paper – Ability Enhancement

Subject – Hindi-II

Paper Code – BCOAE201BT

ईकाई – I

1. वह तोडती पत्थर (कविता) – सूर्यकांत त्रिपाठी निराला
2. दिमागी गुलामी (निबंध) – राहुल सांकृत्यायन
3. वर्ण – विचार (स्वर – व्यंजन, वर्गीकरण, उच्चारण स्थान)

ईकाई – II

1. नारीत्व का अभिशाप (निबंध) – महादेवी वर्मा
2. चीफ की दावंत (कहानी) – भीष्म साहनी
3. विराम चिन्ह – (संकलित)

ईकाई – III

1. चली फगुनाहट बौरे आम (ललित निबंध) – विवेकी राय
2. इन्द्रधनुष का रहस्य (वैज्ञानिक लेख) – डॉ. कपूरमल जैन
3. संधि (संकलित)

ईकाई – IV

1. सपनों की उड़ान (प्रेरक निबंध) – ए.पी.जे. अब्दुल कलाम
2. हमारा सौर मण्डल (संकलित)
3. प्रमुख वैज्ञानिक आविष्कार (संकलित)
4. समास (संकलित)

ईकाई – V

1. शिकागों व्याख्यान (व्याख्यान) – स्वामी विवेकानंद
2. धर्म और राष्ट्रवाद – (लेख) महर्षि अरविन्द
3. सादगी (आत्मकथा) – महात्मा गाँधी
4. चित्त जहाँ भय शून्य (कविता) – रवीन्द्रनाथ टैगोर

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SARDAR PATEL UNIVERSITY, BALAGHAT (M.P.)

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Paper – Ability Enhancement

Subject – English Language-II

Paper Code – BCOAE201AT

Course Objectives:-

By the end of this course, students will be able to:

1. Understand the fundamentals of communication and its importance in personal and professional life.
2. Enhance listening, speaking, reading, and writing (LSRW) skills.
3. Improve writing skills for academic and professional purposes, including reports and letters.
4. Apply communication techniques to group discussions, interviews, and presentations.
5. Gain confidence in public speaking and professional interactions.

Course Units

Unit 1: Basics of Communication

Importance of Effective Communication; Elements, Process and Types of Communication; Communication Barriers; Non-verbal Communication: Gestures, Posture, and Eye Contact

Unit 2: Listening, Speaking, Reading and Writing

Listening Skills: Active Listening and Barriers; Speaking Skills: Clarity, Pronunciation, and Fluency; Reading Skills: Skimming, Scanning, and Comprehension; Writing Skills: Structuring Sentences and Paragraphs

Unit 3: Writing Skills

Formal and Informal Writing Styles; Business and Technical Writing: Emails, Memos, and Reports; Letter Writing: Official, Business, and Personal Letters; Summarizing and Paraphrasing Techniques

Unit 4: Group Discussions, Interviews, and Presentations

Group Discussion: Strategies, Do's and Don'ts; Interview Skills: Preparation, Common Questions, and Body Language; Public Speaking and Professional Presentations

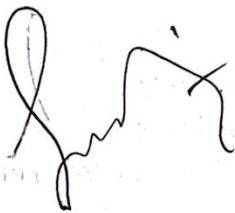
Unit 5: Business Correspondence

Applications: Parts and Layout; Resume, Bio-data and CV; Structure and Components of a Technical Report; Digital Communication: Email Etiquette and Online Professionalism

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References

1. Rizvi, M. A. (2005). *Effective Technical Communication*. New Delhi: Tata McGraw Hill
2. Sanjay Kumar & Pushp Latha. (2012). *Communication Skills*. New Delhi: OUP
3. Krishnaswamy, N.(2000). *Modern English – A Book of Grammar, Vocabulary and Usage*. Macmillan India Pvt. Ltd.
4. Bovee, C. L., & Thill, J. V. (2017). *Business Communication Today*. Pearson.
5. Gamble, T. K., & Gamble, M. (2020). *The Interpersonal Communication Book*. Pearson.
6. McLean, S. (2018). *Business Communication for Success*. Open Textbook Library.
7. Carnegie, D. (2019). *The Art of Public Speaking*. Gallery Books.
8. Guffey, M. E., & Loewy, D. (2018). *Essentials of Business Communication*. Cengage Learning.

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B.Com. IInd Sem

Paper: Major

BUSINESS MATHEMATICS (BCOCMA202T)

UNIT I

Ratio- Gaining, sacrificing Ratio, percentage, commission. Discount and brokerage.

UNIT II

Simultaneous equations- Meaning, characteristics, Types and Calculations. Preparation of invoice.

UNIT III

Elementary Matrices- Definition and Calculations, Types of Matrices.

UNIT IV

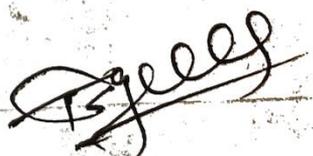
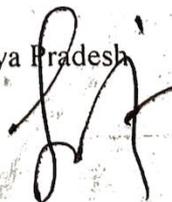
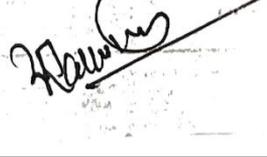
Simple and compounds interest.

UNIT V Average – simple, weighted and Statistical average arithmetic mean, Harmonic mean, Geometric mean, Profit and Loss.

Recommended Books

Allen R.G.D.	MacMillan New Delhi
Soni R.S.	Pitamber Publishing House, New Delhi
Kapoor V.K.	Sultan Chand & Sons, new Delhi
Holden	Macmillan India, New Delhi
Dr. V.K. Shukla	Madhya Pradesh hindi Granth Academy, Bhopal (Both Hindi and English)
J.P. Singh	Himalya Publising house, Mumbai.
N.k. Nag	Kalyani Publisher, New Delhi

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B.Com. IInd Sem

Paper: Minor

BUSINESS LAW (BCOCMI203T)

UNIT 1: The Indian Contract Act- 1872

1. Definition and Nature of Contract
2. Essentials of valid contract
3. Agreements
4. Offer and Acceptance
5. Consideration
6. Capacity of Parties to contract
7. Free Consent
8. Legality of object and consideration
9. Expressly declared void agreements
10. Contingent Contracts.
11. Quasi Contracts
12. Performance of Contracts
13. Discharge of a Contracts.

UNIT II

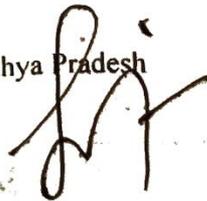
Breach of Contract, Remedies for Breach of Contract.

Special Contracts- Contract of Indemnity and Guarantee.

Contract of bailment and Pledge.

Contract of Agency

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UNIT III: NEGOTIABLE INSTRUMENTS ACT, 1881

(As amended by the negotiable instrument (Amendment) Act, 2002)

1. Negotiable Instruments- Definition and Features, etc
2. Promissory Note, Bill of Exchange and Cheques.
3. Holder and Holder in Due Course.
4. Crossing and Dishonor of Cheques.
5. Dishonour of Negotiable Instruments.
6. Discharge From Liability on Negotiable Instruments.

UNIT IV: Consumer Protection Act-1986

(Including the Consumer (Protection) Amendment Act,2002)

Consumer Protection Act-1986- Main Provisions, Consumer Disputes, Consumer Disputes Redressal Agencies.

Competition Act,2002(As Amended by the Competition(Amendment) Act,2009

- Salient Fetures of the Competition act,2002, Duties, Powers and Functions of CCI

Monopolies and Restrictive Trade Practices Act(MRTP Act,1969)- Meaning, Scope, Importance, Main Provisions.

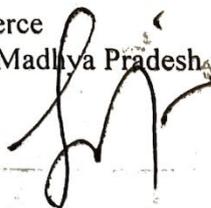
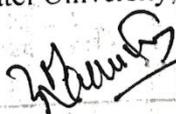
UNIT V

Foreign Exchange Management Act-2000 (FEMA)- Objectives and Main Provisions.

Intellectual Property Right Act-

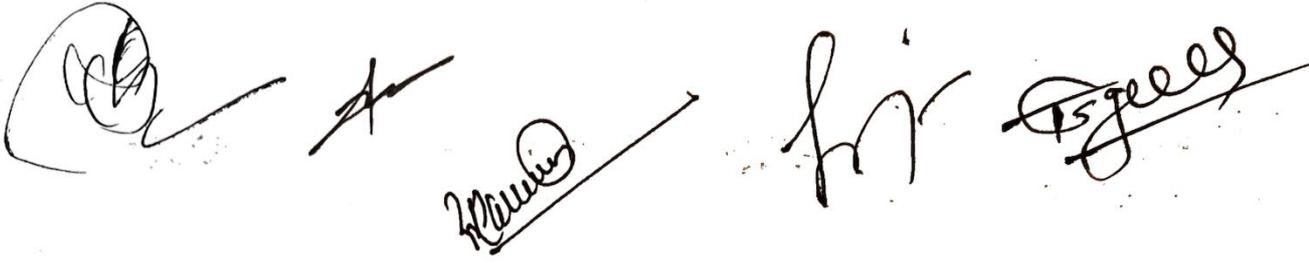
- The Copy Right Act,1957.
- The Patents Act,1970.
- Trade Marks Act,

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Recommended Books

Singh Avtar	Estern Book Company Law.
Kuchal M.C.	Vikas Publishing House, New Delhi
Bulchandani K.R.	Himalya Publising House, Mumbia. (Both Meduum)
नौलखा आर. एल.	आर बी डी पब्लिशिंग हाउस, जयपुर
R.N.S. Pillai & V. Bhagvad	S. Chand. & Company New Delhi.

A series of handwritten signatures and initials in black ink, including a large circular mark, a stylized 'A', the word 'Munin' underlined, 'hr', and 'S. Jee' underlined.

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Session: 2022-23

B.Com. IInd Sem

Paper: Minor

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8. Legality of object and consideration
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UNIT II

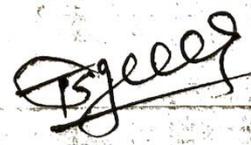
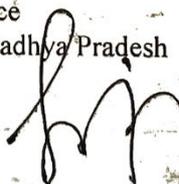
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Monopolies and Restrictive Trade Practices Act (MRTP Act, 1969)- Meaning, Scope, Importance, Main Provisions.

UNIT V

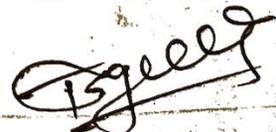
Foreign Exchange Management Act-2000 (FEMA)- Objectives and Main Provisions.

Intellectual Property Right Act-

- The Copy Right Act, 1957.
- The Patents Act, 1970.
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Paper – Generic Elective

Subject – Digital Marketing

Paper Code – BCOGE204AT

Unit-I

Digital Marketing, Understanding the marketing process, increasing visibility, types of visibility, examples of visibility, visitor Engagement, bringing targeted traffic, inbound, outbound, understanding conversion process, retention, retention, types of retention, performance Evaluation, tool needed.

Unit-II

Understanding internet, difference between internet web, understanding website and domain names, extensions, web server & web hosting, different type of web server, planning and conceptualizing a website, building website using CMS in class.

Unit-III

Understanding Google analytics set up analytics account, add analytics code in website, understanding goals and conversions, setup goals, understanding bounce rate, difference between bounce rate and exit rate, reduce bounce rate, monitoring traffic sources.

Unit-IV

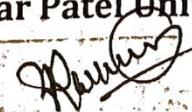
Marketing on social networking website, viral marketing and its importance, face book marketing, twitter marketing, Linked in marketing, Google plus marketing video marketing, interest marketing.

Unit-V

Introduction on SEO and its important, Google overview, understanding and world algorithm, creating search campaigns, creating ads, tracking performance/conversion, optimizing search cam paigns; creating display campaigns.



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B.Com. IInd Sem

Vocational - A

Macro Economics (BCOPVC204AT)

UNIT-I

Macro Economics- Concept, Nature, Importance, Limitations, Difference Between Micro and Macro Economics.

UNIT-II

National Income- Meaning, Definition and Concept, Methods for Measuring National Income in India and Its Problems

UNIT-III

Theories of Wages, Interest and Employments.

UNIT-IV

Monetary Theories- Quantity Theory of money, Modern Theory of Money, Keynes's Theory of Money and Price.

UNIT-V

Recent Industrial Policy, Industrial Growth in Phase II and III Disinvestments, Foreign Direct Investment.

Recommended Books

1. मिश्रा एवं पुरी — हिमालय पब्लिशिंग हाउस, मुम्बई।
2. पी. एम. चोपडा — कल्याणी पब्लिशर नई, दिल्ली।
3. बी.एल. ओझा — आरबीडी पब्लिशिंग हाउस जयपुर।
4. M.C. Bais - Vikash Publishing House, New Delhi.

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