

Circular file

- 32 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**CIRCULAR NO.SU/Commerce & Management/ B.Com. Sturcture/35/2018**

It is hereby inform to all concerned that, on recommendation of the Dean & Chairman of BOS Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the revise Structure of **B.Com.II Sem.** under Choice Based Credit & Grading System on behalf of the Academic Council to be applied from the Academic Year 2018-2019 and onwards.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/ COMMERCE/2018-19

Date:- 31-12-2018.

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*Deputy Registrar,
Syllabus Section.*

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD.

B.COM SECOND SEMESTER STRUCTURE. (2018-19)

Paper Number	Subject/ Title of the Paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
I	English	Compulsory Language	4	-	4	-	20	80	100	3 Hrs
II	Second Language	Second Language	4	-	4	-	20	80	100	3 Hrs
III	Financial Accounting II	Core Discipline	4	-	4	-	20	80	100	3 Hrs
IV	Business Mathematics & Statistics II	Core Discipline	4	-	4	-	20	80	100	3 Hrs
V	Business Organization and Management	Core Discipline	4	-	4	-	20	80	100	3 Hrs
VI	Business communication & IT Application	Ability Enhancement Compulsory	2	2	2	2	50	50	100	2 Hrs
VII	1. Entrepreneurship Development – II or 2. Office Management – II	Discipline Specific Elective [Any One]	4	-	4	-	20	80	100	3 Hrs
Total			26	02	26	02	170	530	700	--




31/1/2019




Dean, Commerce
&
Management

**B.Com Second Semester Syllabus
Business Communication and IT Application**

Theory - 50 marks
practical 50 marks
2 hr

Unit I: Communication

Meaning & Definition of Communication, Importance of Communication, types of Communication – (Verbal, Non Verbal), Barriers to Communication

Unit II : Business Correspondence :

Letter Writing, Presentation, Inviting quotations, Sending quotations, placing orders, Inviting tenders, Sales letters, claim and adjustment letters and social correspondence, Memorandum, Inter-office memo, Notice Agenda, Job application letter, preparing the Resume

Unit III : Internet technology

Introduction to computer networks : Introduction- need, advantages, disadvantages, types of networks, types of transmission media, Internetworking devices-bridges, routers, gateways, IP addressing: why IP address, basic format of IP address- IPV4, IPV6, Protocols - HTTP, HTTPS, FTP, DNS, Email

Unit IV: Electronic Communication

Meaning and Definition of Electronic Communication, Advantages & Disadvantages of Electronic Communication, Types of Electronic Communication, Web Pages, Email, Forums, Text & Instant Messaging, Social Networking, Video Chat etc., Monitoring of Electronic Communication, Developing a Policy

Unit V: Email, Social Networking and Oral Presentation.

Definition and Origin of E-mail, Message Format, Types of Email, Spam, Spoofing, Bombing. Social Networking Sites- Facebook, You Tube, Instagram, Twitter, LinkedIn, Google+ etc. Oral Presentation : Presentation Plan, PPT, Visual Aids, Sales Presentation and Training Presentation.

References :

1. Introduction to Information Technology – ITL Education Solutions Limited, Pearson Education
2. V.D. Dudheja : Information Technology, E-Commerce and Business- Commonwealth Publishers, New Delhi.
3. Anita Goel : Computer Fundamentals, Pearson Publication.
4. Sanjay Saxena : Information Technology, Vikas Publication
5. Leena Sen, Communication Skills, PHI Learning.
6. Locker and Kaczmarek, Business Communication : Building Critical Skills, TMH

Practical to be conducted (Contents for 20 marks)

- 1 Printout to be submitted
- 2 Preparing format of letter, Business letter
- 3 Preparation of Meeting Report
- 4 Bold Copying Therasys, Synonymous, Formatting
- 5 PPT Presentation