

Savitribai Phule Pune University
Faculty of Commerce & Management
S Y B Com (Semester III)
(Choice Based Credit System)
Revised Syllabus (2019 Pattern)

CORE COURSE – I

Subject: Business Communication-I

Course Code: 231

Total Credits: 04 (Theory 03 + Practical 01=04)

1. Objectives of the Course:

- a. To understand the concept, process and importance of communication.
- b. To acquire and develop good communication skills requisite for business correspondence.
- c. To develop awareness regarding new trends in business communication.
- d. To provide knowledge of various media of communication.
- e. To develop business communication skills through the application and exercises.

Medium of Instruction: English

Unit No.	Unit Title	Contents	Skills to be developed
1	Introduction of Business Communication	1.1 Introduction, Meaning, Definition. 1.2 Characteristics, Importance of communication. 1.3 Principles of communication, Process of communication 1.4 Barriers to communication & Remedies. 1.5 Methods and Channels of Communication.	i. Conceptual Clarity and understanding the Meaning , Characteristics and Importance of communication. ii. To understand the Principles and Process of communication iii. To understand Barriers to communication
2	Business Letters	2.1 Meaning and Importance 2.2 Qualities or Essentials, Physical Appearance 2.3 Layout of Business	i. To understand the importance of business letters. ii. To understand Essentials

SPECIAL ELECTIVE COURSE – VI

Subject: Business Statistics

Course Code: 236(F)

Total Credits: 04 (Theory 03 + Practical 01=04)

Preamble to the syllabus:

Tools and techniques learned in Statistics give a precise way of formulating and analyzing a problem and to make logical conclusions. Concepts and tools introduced in this course are useful to students for higher studies and career in any branch of Economics, Commerce and Management. Professionals working in these fields, wishing to upgrade their knowledge, will also benefit. The stress of the course will be on building the concepts and their applications.

In modern times, Statistics is viewed not as a mere device for collecting numerical data but as a means of developing some techniques for their handling and analysis and drawing valid inferences from them. Statistics provides tools for making decisions when conditions of uncertainty prevail. So it is very useful in various fields like agriculture, business, management, economics, finance, insurance, education, biotechnology and medical science etc.

Depth of the Course – Basic Knowledge of Elementary Statistics

Objective of the Course

1. To understand and Master the concepts, techniques & applications of Statistical Methods.
2. To develop the skills of solving real life problems using Statistical Methods.
3. To make students to understand the art of applying statistical techniques to solve some real life problems.
4. To gain knowledge of Statistical Computations.

Unit No.	Unit Title	Contents	Purpose/Skills to be developed
1	Theory of Attributes (up to order three only)	Introduction, Classification, Notation, dichotomy, types of classes, Order of a class, dot operator to find relation between class frequency (up to order three), Fundamental set of class frequencies, Consistency up to three attributes, Independence and Association of two attributes, Yule's Coefficient of association, example and problems.	. To understand the concept of attributes, independence of attributes and association of attributes . To apply the concept of attributes to real life problems.

2	Multiple Regression, Multiple and Partial Correlation	Introduction, Multiple Regression, Yule's Notation, Statement of equation of plane of regression of X_1 on X_2 and X_3 . Properties of residuals, Coefficients of multiple and partial correlation, Multiple correlation in terms total and partial correlation, Coefficient of regression, Standard Error of Estimate, Advantages and limitations of multiple Correlation Analysis, . example and problems	<ul style="list-style-type: none"> . To understand the multiple and partial correlation. . To understand the concept of multiple regression. . To apply the concept of multiple regression and multiple and partial correlation to real life problems.
3	Vital Statistics	Introduction, Methods of collecting vital Statistics, Mortality rates : CDR, ASDR, STDR (direct method and indirect method), Fertility rates: CBR, ASFR, TFR,GFR Population Growth rate: GRR and NRR, example and problems	<ul style="list-style-type: none"> . To understand the concept of vital statistics and different methods of collecting vital statistics. . To understand the different types of mortality, fertility and population growth rates. . Apply concepts of vital statistics to real life problems.
4	Life Tables	Introduction, Construction of life table, functions ($l_x, d_x, L_x, p_x, q_x, e_x, T_x$) and their interpretation, Expectation of life, example and problems.	<ul style="list-style-type: none"> . To understand the concept and construction of life tables. . To compute life expectancy and applications of life table in insurance.

Teaching methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	14	ICT	NA	NA	Students will be able to understand and apply concepts attributes to real world problems.
2	16	ICT	NA	NA	Students will be able calculate multiple regression, multiple correlation and partial correlation coefficients. Students will be able to fit real life data to regression plane and forecasting.
3	10	ICT	NA	NA	Students will be able to calculate different type of mortality, fertility and population growth rates for real world data and interpret it.
4	08	ICT	NA	NA	Students will be able to construct life tables.

SPECIAL ELECTIVE COURSE – VI

Subject: Business Entrepreneurship (Special Paper-I)

Course Code: 236(G)

Total Credits: 04 (Theory 03 + Practical 01=04)

Objectives of the course

- a. To understand the concepts in Business Entrepreneurship and its aspects.
- b. To make students aware about the entrepreneur and entrepreneurship.
- c. To study the new age of entrepreneur and to know in details of entrepreneurship.
- d. To understand the creativity and innovation required or necessary in the entrepreneurship.
- e. To study the types of ethics and society responsibilities are followed in the conventional and corporate sector in the new edge followed by the rules and regulations.
- f. To familiarize the students with practical survey or through project work will be able to understand the concepts in the subject thoroughly.
- g. To create entrepreneurial encouragement through the study of successful entrepreneurs.

Unit No.	Unit Title	Contents	Skills to be developed
1	Entrepreneur and Entrepreneurship	Definition, Meaning- Functions of an Entrepreneur. Need and Importance of Entrepreneurship- Problem of Unemployment, Importance of Wealth Creation, Enterprise V/s Entrepreneurship – Self Employment V/s Entrepreneurship, Entrepreneurial Competencies, Qualities, Kakinada Experiment	To understand the concept Entrepreneur and Entrepreneurship. Students should be able to differentiate and understand the difference between Enterprise and Entrepreneurship. To equip the students with various aspects of entrepreneurship, their competencies like initiative, how to grab the opportunities etc. and qualities with examples.
2	New Age Entrepreneur	The Internet Entrepreneur: Definition, Advantages, How to Become a Successful Internet Entrepreneur (Example: Snap deal). Environmental Entrepreneurs	Students have to develop the ability to involve in positive thinking. Students should be able to understand the critical issues

		<p>(E2)- Concept, Importance (Example: Help V/s Green, Ecotemme Green Nerdes, Sustain Earth)</p> <p>Social Entrepreneurs- Meaning and Concept- goals of Social Entrepreneurs, Characteristics (Examples: DeAsra Foundation, Aaple Ghar).</p> <p>Artistic Entrepreneurs-Concept, Things Artists and Artistic Entrepreneurs Have in Common.</p> <p>Motivated Entrepreneurs- Concept and Meaning, ways for entrepreneurs to stay motivated.</p> <p>Failed Entrepreneurship-Meaning and Reasons for Failed Entrepreneurship.</p>	<p>affecting the economy and environment.</p> <p>The students should be able to modernize tactics to solving social or environmental problems.</p> <p>To develop students and involve and engages them in new forms of entrepreneurship in the rightest of the world.</p> <p>Students should be able to find the ways to stay motivated as an entrepreneur.</p>
3	Creativity and Innovation	<p>Creativity- Meaning, Creativity Process, Techniques and Tools of Creativity.</p> <p>Innovation- Meaning, Sources of Innovation- Peter Drucker's Principles of Innovation- Do's and Don'ts of Innovation.</p>	<p>Acquaint knowledge and skills of the entrepreneurial process, it shows that creative thinking of an entrepreneur.</p> <p>Understand the concept of innovation that how it refers to develop effective ideas for successful entrepreneurship in the global edge.</p>
4	Business Ethics and Social Responsibility of Business	<p>Business Ethics and Social Responsibility of Business.</p> <p>Business goals- Social Responsibility-Business Ethics- Social Responsibility Towards Their Stakeholders: Investors-Owners- Employees-Government and Society at Large. Leadership by Example. Code of Ethics- Ethical Structure- Social Audit. Brief Introduction to Corporate Governance.</p>	<p>Students should be able to understand the business ethics and social responsibility of business w.r.t. practices in entrepreneurship (e.g. corruption, harmful behaviour to the society).</p>

Teaching Methodology

Topic No.	Total Lectures	Innovative methods to be used	Film shows and AV Applications	Project	Expected Outcome
1	12	Group discussion and case	Related Videos and PPTs	Distribute personal and group project on	Understanding the difference in Entrepreneur and