

PUNYASLAK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Pattern: NEP-2020

Name of the Faculty: Commerce and Management

Skill Enhancement Course

B. Com. Part- I Semester: I, II

Type of Paper: Skill Enhancement Course- I, II

Credits: 02 per semester

With effect from June 2024

SKILL ENHANCEMENT COURSE**B.COM. - I SEMESTER-I****COURSE NAME: MANAGERIAL SKILLS**

| | | | |
|-----------------------|-----------------------------|-----------------------------------|--------------------|
| Course Credits | No. of Hrs. per Week | Total No. of Teaching Hrs. | Total marks |
| 2 Credits | 2 Hours | 30 Hours | 50 |

Course Objectives:

1. To understand personal skills applicable for efficient management.
2. To inculcate the effective managerial skills among the students.
3. To develop problem solving capacity.
4. To develop relationship and team building skills among students.

Course Outcome

On successful completion of the course, the students will be able to...

1. Learn personal skill useful for work as a Manager in MNCs
2. Develop problem solving capacity in critical conditions.
3. Develop relationship skills and team building efficiency.

| Unit | Contents | Lectures |
|---|--|-----------------|
| Unit I Personal Skills and Problem-Solving | A) Personal Skills: Concept, Process of Knowing Oneself, Skills of Effective Managers -IQ, EQ, SQ & AQ, Self-learning styles, Skill Assessment & Evaluation-SWOC Analysis B) Problem solving: Concept, Steps of analytical problem solving, limitations of analytical problem solving, | 15 |
| Unit II Relationship and Team Building | A) Relationship Building Skills: Concept, importance of supportive communication, coaching and counseling, principles of supportive communications, Stages in Interpersonal Relationship B) Team building: Concept, Developing teams and team work, advantages of team, team membership. Effective Decision Making in Teams | 15 |

Suggested Readings:

1. McGrath E. H., Basic Managerial Skills for All, PHI, 2011
2. Harvard Business Review Manager's Handbook: The 17 Skills Leaders Need to Stand Out (HBR Handbooks), Harvard Business Review Press, 2017.
3. V.S.P. Rao Managerial Skills Excel Books, 2010, New Delhi
4. David A Whetten, Cameron Developing Management skills, PHI 2008
5. Ramnik Kapoor Managerial Skills Path Makers, Bangalore
6. Kevin Gallagher, Skills development for Business and Management Students, Oxford, 2010
7. Monipally, Mutthukutty Business Communication Strategies Tata McGraw Hill. 1
8. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>

SKILL ENHANCEMENT COURSE
B.COM. - I - SEMESTER - II
COURSE NAME: SALESMANSHIP AND PERSONAL SELLING

| Course Credit | No of Hrs. Per Week | Total No of Teaching Hours | Total Marks |
|------------------|---------------------|----------------------------|-------------|
| 2 Credits | 2 Hours | 30 Hours | 50 |

Learning Objectives –

- 1.To inculcate selling strategies and their implications in managerial decision making.
- 2.To explain the concepts of sales management, personnel selling and Sales Promotion.
- 3.Students can learn to develop a plan for organizing, staffing and training a sales force.

Course Outcomes (Cos) -

CO1: Recognize and demonstrate the significant responsibilities of sales person as key individual

CO2: Understand the basic concepts and techniques of selling and their applications.

CO3: Describe and formulate strategies to effectively manage company's sales operations.

CO4: Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team

| Unit | Content | Lectures |
|---|---|-----------|
| Unit I Salesmanship And Personal Selling | <ul style="list-style-type: none"> ● Salesmanship: Concept, Meaning and Features ● Qualities of Good Salesman ● Types of Salespersons ● Personal Selling – Features, process, and techniques of personal selling. ● After-sales services and customer satisfaction ● Career Opportunities in Selling | 15 |
| Unit II Sales Management | <ul style="list-style-type: none"> ● Sales Management: Meaning, Definition, Evolution and Significance ● Duties and Responsibilities of Sales Manager ● Emerging Trends in Sales Management ● Sales force Management – Recruitment, motivation &controlling. ● Sales Promotion: Meaning, Techniques of Sales Promotion ● Ethics in selling. | 15 |

Punyashlok Ahilyadevi Holkar University, Solapur



Faculty of Commerce & Management
Syllabus as per NEP Guidelines
F.Y.B.COM.Sem I & II (Urdu)
(Choice Based Credit System 2024-25 Pattern)

F.Y.B.COM Semester I
Urdu Syllabus as per NEP Guidelines
Choice Based Credit System 2024 Pattern
(W.E.F 2024-2025)

| Semester | Nature of Subject | Title of The Paper | Credits | Lecture Hours |
|-----------------|--------------------------|--|----------------|----------------------|
| I | AEC | AEC-1: Forms of Urdu Poetry اردو کی شعری اصناف | 02 | 30 |
| I | SEC | SEC-1: Enhancement of Writing Skill تحریری صلاحیت | 02 | 30 |

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

F. Y. B.COM AEC - Paper-I

Semester I

(w. e. f. 2024-2025)

Choice Based Credit System (CBCS 2024Pattern) 80/20-Pattern

(40- End Semester Exam & 10-InternalEvaluation)

| | |
|------------------------------|---|
| Course/ Paper Title | AEC-1: Forms of Urdu Poetry اردو کی شعری اصناف |
| Nature of Course | Ability Enhancement Course |
| Semester | I |
| No. of Credits | 02 |
| No. of teaching hours | 30(One Lecture of 60 Minutes) |

Aims & Objectives of the Course:

| Sr. No. | Objectives |
|---------|---|
| 1. | طلباء کو اردو کی شعری اصناف سے متعارف کرانا۔ |
| 2. | طلباء کو اردو غزل کی ہیئت سے روشناس کرانا۔ |
| 3. | طلباء کو قصیدے اور مرثیے میں فرق سمجھانا۔ |
| 4. | مثنوی کی اہمیت و افادیت سے طلباء کو آگاہ کرانا۔ |

Expected Course Specific Learning Outcomes:

| Sr. No. | Learning Outcomes |
|---------|--|
| 1. | طلباء کو اردو کی شعری اصناف سے آگاہی ملتی ہے۔ |
| 2. | طلباء کو اردو غزل کی ہیئت کا علم حاصل ہوتا ہے۔ |
| 3. | طلباء قصیدے اور مرثیے کے فرق کو سمجھتے ہیں۔ |
| 4. | طلباء کو مثنوی کی اہمیت و افادیت کا پتہ چلتا ہے۔ |

Syllabus

| Unit No. اکائی | Title With Contents تفصیل | No. of Lectures اوقات تدریس |
|-------------------|--|--------------------------------|
| I | غزل: غزل کی تعریف، غزل کی ہیئت، غزل کا فن اور غزل کا آغاز و ارتقاء میر کا تعارف اور ان کی مندرجہ ذیل غزل ہستی اپنی حباب کی سی ہے (کلیات میر سے) | 15 |
| II | قصیدہ: قصیدے کی تعریف، قصیدے کی ہیئت، قصیدے کا فن اور قصیدے کا آغاز و ارتقاء قصیدہ تضحیک روزگار (شعاع ادب سے) | 15 |

References:

| Sr. No. | Author | Title of the Book |
|---------|--|-----------------------------|
| 1. | عبدالقادر سروری | جدید اردو شاعری |
| 2. | ڈاکٹر عبادت بریلوی | غزل اور مطالعہ غزل |
| 3. | .. | تفحیک روزگار (شعاعِ ادب سے) |
| 4. | شیخ ابراہیم ذوق مرتبہ: ڈاکٹر تنویر احمد علوی | کلیات ذوق |

F. Y. B.COM Urdu SEC - Paper I

Semester I

(w. e. f. 2024-2025)

Choice Based Credit System (CBCS 2024Pattern) 40/10-Pattern

(40- End Semester Exam & 10-InternalEvaluation)

| | |
|------------------------------|--|
| Course/ Paper Title | SEC-1: Enhancement of Writing Skill تحریری صلاحیت |
| Nature of Course | Skill Enhancement Course |
| Semester | I |
| No. of Credits | 02 |
| No. of teaching hours | 30(One Lecture of 60 Minutes) |

Aims & Objectives of the Course:

| Sr. No. | Objectives |
|---------|---|
| 1. | طلباء کی تحریری صلاحیتوں کو پروان چڑھانا۔ |
| 2. | طلباء میں تحریری مہارت پیدا کرنا۔ |
| 3. | طلباء میں ترجمے کی مہارت کو پروان چڑھانا۔ |

Expected Course Specific Learning Outcomes:

| Sr. No. | Learning Outcomes |
|---------|--|
| 1. | طلباء میں تحریری صلاحیتیں پروان چڑھتی ہیں۔ |
| 2. | طلباء میں تحریری مہارت پیدا ہوتی ہے۔ |
| 3. | طلباء ترجمے کے فن سے آشنائی حاصل کرتے ہیں۔ |

Syllabus

| Unit No. اکائی | Title With Contents تفصیل | No. of Lectures اوقات تدریس |
|-------------------|---|--------------------------------|
| I | مضمون نویسی: اصول، اہمیت و افادیت اور اقسام سنجیدہ مضامین، موضوعاتی اور انشائیے | 15 |
| II | ترجمہ نگاری: ترجمے کے اصول، اقسام اور اہمیت و افادیت دیئے گئے متن کا ترجمہ | 15 |

References:

| Sr. No. | Author | Title of the Book |
|---------|---------------------|-----------------------|
| 1. | مولوی محمد فضل اللہ | مضمون نگاری |
| 2. | اخلاق دہلوی | مضمون نگاری |
| 3. | محمد فہیم نوری | فن مضمون نگاری |
| 4. | خلیق انجم | فن ترجمہ نگاری |
| 5. | ڈاکٹر قمر رئیس | ترجمہ کا فن اور روایت |

F.Y.B.COM
Semester II
Syllabus as per NEP Guidelines
Choice Based Credit System 2024 Pattern
(W.E.F 2024-2025)

| Semester | Nature of Subject | Title of The Paper | Credits | Lecture Hours |
|-----------------|--------------------------|--|----------------|----------------------|
| II | AEC | AEC-II: Forms of Urdu Poetry اردو کی شعری اصناف | 02 | 30 |
| II | SEC | SEC –II : Urdu Communication Skill مواصلاتی مہارت | 02 | 30 |

AEC : Ability Enhancement Course

SEC : Skill Enhancement Course

F. Y. B.COM Urdu AEC - Paper-II

Semester II

(w. e. f. 2024-2025)

Choice Based Credit System (CBCS 2024Pattern) 80/20-Pattern

(40- End Semester Exam & 10-InternalEvaluation)

| | |
|------------------------------|--|
| Course/ Paper Title | AEC-II: Forms of Urdu Poetry اردو کی شعری اصناف |
| Nature of Course | Ability Enhancement Course |
| Semester | II |
| No. of Credits | 02 |
| No. of teaching hours | 30(One Lecture of 60 Minutes) |

Aims & Objectives of the Course:

| Sr. No. | Objectives |
|---------|---|
| 1. | اردو غزل کا مطالعہ کرنا۔ |
| 2. | طلباء کو اردو افسانے کی ہیئت سے روشناس کرانا۔ |
| 3. | طلباء کو غزل کی مقبولیت سے آگاہ کرانا۔ |
| 4. | طلباء کو افسانے کی اہمیت سے آگاہ کرانا۔ |

Expected Course Specific Learning Outcomes:

| Sr. No. | Learning Outcomes |
|---------|---|
| 1. | طلباء اردو غزل سے واقفیت حاصل کرتے ہیں۔ |
| 2. | طلباء کو اردو افسانے کی ہیئت کا علم حاصل ہوتا ہے۔ |
| 3. | طلباء غزل کی مقبولیت سے آگاہ ہوتے ہیں۔ |
| 4. | طلباء کو افسانے کی اہمیت و افادیت کا پتہ چلتا ہے۔ |

Syllabus

| Unit No. اکائی | Title With Contents تفصیل | No. of Lectures اوقات تدریس |
|-------------------|---|--------------------------------|
| I | مرثیہ: مرثیے کی تعریف، مرثیے کی ہیئت، مرثیے کا فن اور مرثیے کا آغاز و ارتقاء مرثیہ حضرت امام حسین علیہ السلام (گلدستہ نثر و نظم سے) | 15 |
| II | مثنوی: مثنوی کی تعریف، مثنوی کی ہیئت، مثنوی کا فن، مثنوی کا آغاز و ارتقاء مثنوی امن نامہ (شعاع ادب سے) | 15 |

References:

| Sr. No. | Author | Title of the Book |
|---------|-----------------|--|
| 1. | عبدالقادر سروری | جدید اردو شاعری |
| 2. | .. | مرثیہ حضرت امام حسین علیہ السلام (گلدستہ نثر و نظم سے) |
| 3. | .. | مثنوی امن نامہ (شعاع ادب سے) |

F. Y. B.COM Urdu SEC – Paper II

Semester II

(w. e. f. 2024-2025)

Choice Based Credit System (CBCS 2024Pattern) 40/10-Pattern

(40- End Semester Exam & 10-InternalEvaluation)

| | |
|------------------------------|--|
| Course/ Paper Title | SEC-II: Urdu Communication Skill مواصلاتی مہارت |
| Nature of Course | Skill Enhancement Course |
| Semester | II |
| No. of Credits | 02 |
| No. of teaching hours | 30 (One Lecture of 60 Minutes) |

Aims & Objectives of the Course:

| Sr. No. | Objectives |
|---------|---|
| 1. | طلباء کی مواصلاتی صلاحیتوں کو پروان چڑھانا۔ |
| 2. | طلباء میں مواصلاتی مہارت پیدا کرنا۔ |
| 3. | گفتگو میں روانی پیدا کرنا۔ |

Expected Course Specific Learning Outcomes:

| Sr. No. | Learning Outcomes |
|---------|---|
| 1. | طلباء میں مواصلاتی صلاحیتوں کو فروغ حاصل ہوتا ہے۔ |
| 2. | طلباء میں مواصلاتی مہارت پیدا ہوتی ہے۔ |
| 3. | طلباء کی گفتگو میں روانی پیدا ہوتی ہے۔ |

Syllabus

| Unit No. اکائی | Title With Contents تفصیل | No. of Lectures اوقات تدریس |
|-------------------|---|--------------------------------|
| I | مواصلات: تعارف، اہمیت اور اقسام زبانی ترسیل غیر زبانی ترسیل | 15 |
| II | گفتگو کے آداب اور اصول: املا، لہجہ اور تلفظ رموز و اوقاف انٹرویو، گروپ ڈسکشن | 15 |

References:

| Sr. No. | Author | Title of the Book |
|---------|-----------------|-------------------|
| 1. | احمد نثار | مواصلاتی مہارت |
| 2. | محمد خالد عابدی | اردو انٹرویو |

PUNYASHLOK AHILYADEVII HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



Name of the Faculty-Arts & Fine Arts

Syllabus- B.Com. I SEM – I & II

Pattern - CBCS New

(As per NEP 2020)

Name of the Course- Kannada

With effect from 2024-25

Preamble:-

Solapur is a historical city. There are more than five languages are spoken, one of them is Kannada. Kannada is a traditional language. Since Siddharameshwar of 12th Century. Many well-known Writers enriched the Kannada language and literature. Dr. D. R. Bendre awarded Gnyanapeetha award for his poetry. Dr. Jayadevita Ligade awarded Central Sahitya Academy award. Dr. Vasant Divanaji is well-known for his rational novels and awarded State level Sahitya Academy award. This border area is rich in folk Literature and Folk art still there are many writers are working on Literature, Culture and Translation.

Hence, taking into consideration Solapur University continued to support kannada language and literature by providing educational facilities to the border Kannada students. The BOS Kannada is always thankful to the University authorities for this purpose.

Objectives:-

The BOS Kannada prepared the Syllabus for the students benefit. The following are the objectives.

- I. To create awareness about the environment among the students.
- II. To enable them to Speak, Read and to write in a good manner.
- III. To give basic knowledge about maximum forms of Literature of Kannada, communication skill, vocational skill, Indian Knowledge System as per NEP
- IV. To develop co-ordination between Kannada and Marathi language and literature with communication skill.
- V. To develop cultural Heritage in the border area.
- VI. To develop moral attitude among the students.
- VII. To create national integrity among the students.

PUNYASHLOK AHILYA DEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B.Com. I – Kannada Choice Based Credit System

(As per NEP 2020) W.e.f. June 2024-25

B.Com. Part -I (Sem- I &II) Kannada Syllabus

| Semester | Code | Title of the paper | Semester Exam | | | L | T | P | Credits |
|--------------|------|---|---------------|-----------|------------|-----------|----------|----------|-----------|
| | | | Theo ry | IA | Total | | | | |
| First | | | | | | | | | |
| Kannada | | ಪ್ರಧಾನ ಪತ್ರಿಕೆಗಳು Major-Mandatory Papers | | | | | | | |
| DSC | I | ಆಧುನಿಕ ಕಾವ್ಯ (Modern poetry) | 40 | 10 | 50 | 30 | 0 | 0 | 2 |
| | | ಉಪಪ್ರಧಾನ ವಿಷಯ Generic Elective/Open Elective | | | | | | | |
| GE/OE | I | ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು (Scientific articles) | 40 | 10 | 50 | 30 | 0 | 0 | 2 |
| | | ಕೌಶಲ ವರ್ಧಕ ತರಬೇತಿ (Skill Enhancement Course) | | | | | | | |
| SEC | I | ವ್ಯವಹಾರಿಕ ಕನ್ನಡ (Vyavaharik Kannada) | 40 | 10 | 50 | 30 | 0 | 0 | 2 |
| | | Total | 120 | 30 | 150 | 90 | 0 | 0 | 06 |

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SEMESTER PATTERN SYLLABUS (CBCS)

B.Com. I KANNADA (OPTIONAL)

(As per NEP 2020)

W.e.f June 2024-25

ಪ್ರಧಾನ ಪತ್ರಿಕೆಗಳು

Major-Mandatory Papers

SEM- I DSC I ಆಧುನಿಕ ಕಾವ್ಯ Modern poetry

| | |
|-------------------------------------|-----------------|
| Teaching- 2024-25, 2025-26, 2026-27 | Marks :40+10=50 |
| Exam-Oct 2024, 2025, 2026 | Credits :04 |

ಪಠ್ಯಗಳು (Texts) :

1. ಆಧುನಿಕ ಕಾವ್ಯ - : ಸಂ. ಡಾ. ಲಕ್ಷ್ಮೀಕಾಂತ ಪಂಚಾಳ
(Adhunik kavy)

ಉಪಪ್ರಧಾನ ವಿಷಯ

Generic Elective/ Open Elective

SEM- I GE/OE I ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳು (Scientific articles)

| | |
|-------------------------------------|------------------|
| Teaching- 2024-25, 2025-26, 2026-27 | Marks : 40+10=50 |
| Exam- Oct 2024, 2025, 2026 | Credits :02 |

ಪಠ್ಯ (Text) :

- ವೈಜ್ಞಾನಿಕ ಲೇಖನಗಳ ಸಂಗ್ರಹ- : ಸಂ. ಡಾ. ರಣಧೀರ
(Vaijnanik lekhanagal sangrah)

ಕೌಶಲ ವರ್ಧಕ ತರಬೇತಿ
(Skill Enhancement Course)

SEM- I SEC I ವ್ಯವಹಾರಿಕ ಕನ್ನಡ (Vyavaharik Kannada)

| | |
|-------------------------------------|-----------------|
| Teaching– 2024-25, 2025-26, 2026-27 | Marks :40+10=50 |
| Exam– Oct 2024, 2025, 2026 | Credits :02 |

1. ಪತ್ರಲೇಖನ
2. ವರದಿ ಲೇಖನ

ಪಠ್ಯ (Text) :

1. ವ್ಯವಹಾರಿಕ ಕನ್ನಡ – ಡಾ. ಬಸವರಾಜ ಸಬರದ

PUNYASHLOK AHILYA DEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

B.Com. I – Kannada Choice Based Credit System

(As per NEP 2020) W.e.f. June 2024-25

B.Com. Part -I (Sem- I & II) Kannada Syllabus

| Semester | Code | Title of the paper | Semester Exam | | | L | T | P | Cred its |
|---------------|------|--|---------------|-----------|------------|-----------|----------|----------|----------|
| | | | Theo ry | IA | Total | | | | |
| Second | | | | | | | | | |
| Kannada | | ಪ್ರಧಾನ ಪತ್ರಿಕೆಗಳು Major-Mandatory Papers | | | | | | | |
| DSC | II | ವಚನ ಸಾಹಿತ್ಯ (Vachan literature) | 40 | 10 | 50 | 30 | 0 | 0 | 2 |
| | | ಉಪಪ್ರಧಾನ ವಿಷಯ Generic Elective/ Open Elective | | | | | | | |
| GE/OE | II | ಸ್ಪರ್ಧಾ ಕನ್ನಡ (Spardha Kannada) | 40 | 10 | 50 | 30 | 0 | 0 | 2 |
| | | ಕೌಶಲ ವರ್ಧಕ ತರಬೇತಿ (Skill Enhance Course) | | | | | | | |
| SEC | II | ಗಣಕ ಕೌಶಲ (Computer skill) | 40 | 10 | 50 | 30 | 0 | 0 | 2 |
| | | Total | 120 | 30 | 150 | 90 | 0 | 0 | 6 |

PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SEMESTER PATTERN SYLLABUS (CBCS)

B.Com. I KANNADA (OPTIONAL)

(As per NEP 2020)

W.e.f June 2024-25

ಪ್ರಧಾನ ಪತ್ರಿಕೆಗಳು

Major-Mandatory Papers

SEM- II DSC II ವಚನ ಸಾಹಿತ್ಯ (Vachan literature)

| | |
|-------------------------------------|------------------|
| Teaching– 2024-25, 2025-26, 2026-27 | Marks : 40+10=50 |
| Exam–March 2025, 2026, 2027 | Credits :04 |

ಪಠ್ಯಗಳು (Texts) :

1. ಆಯ್ದ ವಚನಗಳು – : ಸಂ. ಡಾ. ತಿಪ್ಪೇರುದ್ರ ಸಂಡೂರು
(Ayd vachanagalu)

SEM- II ಉಪಪ್ರಧಾನ ವಿಷಯ

Generic Elective/ Open Elective

SEM- II GE/OE II ಸ್ಪರ್ಧಾ ಕನ್ನಡ (Spardha Kannada)

| | |
|-------------------------------------|------------------|
| Teaching– 2024-25, 2025-26, 2026-27 | Marks : 40+10=50 |
| Exam– March 2025, 2026, 2027 | Credits :02 |

ಪಠ್ಯ (Text) :

- ಸ್ಪರ್ಧಾ ಕನ್ನಡ – : ಡಾ. ಕಲ್ಯಾಣರಾವ ಪಾಟೀಲ
(Spardha Kannada)

ಭಾಷಾಭ್ಯಾಸ ಮತ್ತು ಸಂವಹನ ಕೌಶಲ್ಯ

ಕೌಶಲ ವರ್ಧಕ ತರಬೇತಿ

(Skill Enhance Course)

SEM- II SEC II ಗಣಕ ಕೌಶಲ (Computer skill)

| | |
|-------------------------------------|-----------------|
| Teaching– 2024-25, 2025-26, 2026-27 | Marks :40+10=50 |
| Exam– March 2025, 2026, 2027 | Credits :02 |

ಪಠ್ಯ (Text) :

ಕಂಪ್ಯೂಟರ್ – ಸುಧಾ ಮೂರ್ತಿ

(Computer)

ಕಂಪ್ಯೂಟರ್ – ಇತಿಹಾಸ, ಮಹತ್ವ ಮತ್ತು ಪ್ರಯೋಜನಗಳು

पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर
राष्ट्रीय शैक्षणिक धोरण- २०२० (बी. कॉम. -१) मराठी अभ्यासक्रम
सत्र - पहिले - AEC – I: (मराठी गद्य)

❖ **उद्दिष्टे : (objectives)**

१. भारतीय ज्ञानपंपरेचा परिचय करून देणे.
२. विद्यार्थ्यांमधील वैचारिक जाणिवा विकसित करणे.
३. विद्यार्थ्यांमध्ये मराठी भाषा आणि साहित्याची जाणीव समृद्ध करणे.
४. मराठी साहित्यातील विविध साहित्य प्रकार व प्रवाहांची ओळख करून देणे.
५. विद्यार्थ्यांना कथा या साहित्य प्रकाराचे स्वरूप आणि परंपरा समजावून सांगणे.
६. भारतीय साहित्याचा आणि अनुवाद या संकल्पनेचा परिचय करून देणे.

❖ **साध्यपूर्ती (outcome)**

१. भारतीय ज्ञानपंपरेचा परिचय होईल.
२. विद्यार्थ्यांमधील वैचारिक जाणिवा विकसित होण्यास मदत होईल.
३. विद्यार्थ्यांमध्ये मराठी भाषा आणि साहित्याची जाणीव समृद्ध होत जाईल.
४. मराठी साहित्यातील विविध साहित्य प्रकार व प्रवाहांची ओळख होईल.
५. विद्यार्थ्यांना कथा या साहित्य प्रकाराचे स्वरूप आणि परंपरा समजून येतील.
६. भारतीय साहित्याचा आणि अनुवाद या संकल्पनेचा होईल.

| अ. क्र. | घटक | अध्यापन तासिका | श्रेयांक |
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| १. | गद्य विभाग - वैचारिक लेख : १. रूमहणेंयाचा सिद्धांत- चक्रधर २. आपल्या शेतकीची अवस्था - मुकुंदराव पाटील ३. स्त्री- पुरुष तुलना - ताराबाई शिंदे ४. भाषेतील पुरुषप्रधानता- आ. ह. साळुंखे | १५ | १ |
| २. | कथा : १. दहा रुपयांची नोट- हमीद दलवाई २. दाद- नागनाथ कोत्तापल्ले ३. पावसात सूर्य शोधणाऱ्या मुलाची गोष्ट- नीरजा ४. सुटका : राजेंद्र भोसले ५. वयाची अट नाही - सुधा मूर्ती (कन्नड) (अनुवाद - लीना सोहोनी) | १५ | १ |

पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर
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सत्र दुसरे - AEC – I (मराठी पद्य)

❖ **उद्दिष्टे : (objectives)**

१. भारतीय ज्ञानपंपरेचा परिचय करून देणे.
२. विद्यार्थ्यांमधील वैचारिक जाणिवा विकसित करणे.
३. विद्यार्थ्यांमध्ये मराठी भाषा आणि साहित्याची जाणीव समृद्ध करणे.
४. मराठी साहित्यातील विविध साहित्य प्रकार व प्रवाहांची ओळख करून देणे.
५. कविता या वाङ्मयाच्या आधारे विद्यार्थ्यांमध्ये मानवी मूल्य व सामाजिक एकात्मता रुजविणे.
६. भारतीय साहित्याचा आणि अनुवाद या संकल्पनेचा परिचय करून देणे.

❖ **साध्यपूर्ती (outcome)**

१. भारतीय ज्ञानपंपरेचा परिचय होईल.
२. विद्यार्थ्यांमधील वैचारिक जाणिवा विकसित होण्यास मदत होईल.
३. विद्यार्थ्यांमध्ये मराठी भाषा आणि साहित्याची जाणीव समृद्ध होत जाईल.
४. मराठी साहित्यातील विविध साहित्य प्रकार व प्रवाहांची ओळख होईल.
५. कविता या वाङ्मयाच्या आधारे विद्यार्थ्यांमध्ये मानवी मूल्य व सामाजिक एकात्मता रुजेल.
६. भारतीय साहित्याचा आणि अनुवाद या संकल्पनेचा परिचय होईल.

| अ. क्र. | घटक | अध्यापन तासिका | श्रेयांक |
|---------|--|----------------|----------|
| १. | पद्य विभाग- कविता: १. वचने- महात्मा बसवेश्वर २. माझे वेड - सेनापती बापट २. कुब्जा - इंदिरा संत ३. हे महाकवी - दया पवार ४. आईपणाची भीती- पद्मा गोळे ५. लहानपणी कधी तरी - सौमित्र | १५ | १ |
| २. | कविता : ६. कोणत्याही काळातील कवीचा संताप - गणेश वसईकर ७. शहर: एक उदास पोकळी- एकनाथ पाटील ८. माय झाली सरपंच- केशव खटिंग ९. मराठी खरी- बदिउज्जमा बिराजदार १०. मुलं कामावर जात आहेत- राजेश जोशी (हिंदी) (अनुवाद : पृथ्वीराज तौर) | १५ | १ |

पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर
राष्ट्रीय शैक्षणिक धोरण- २०२० नुसार पदवी (बी. ए. कॉम -१) मराठी अभ्यासक्रम
(VSC- I) व्यावसायिक कौशल्ये पाठ्यक्रम
सत्र - पहिले

❖ **उद्दिष्टे : (Objectives)**

१. लेखन कौशल्याचे महत्त्व व उपयोजन समजावून सांगणे.
२. मुद्रित शोधनाचे कौशल्य विकसित करणे.
३. विविध मंचीय कार्यक्रमाचे स्वरूप समजावून सांगणे व रोजगार निर्मिती करणे.

❖ **साध्य : (Outcome)**

१. प्रमाण लेखनाचे कौशल्य निर्माण होऊन प्रसारमाध्यामांत रोजागार मिळेल.
२. टंकलेखनाचे कौशल्य निर्माण होऊन व्यावसायिकतेचा विकास होईल.
३. विविध मंचीय कार्यक्रमाचे स्वरूप समजून घेण्याने स्वतंत्र व्यवसाय करण्याचे कौशल्य निर्माण होईल.

| अ.क्र. | घटक | अध्यापन तसिका | श्रेयांक |
|--------|---|---------------|----------|
| १ | मुद्रित शोधनाचे स्वरूप १. मुद्रित शोधन म्हणजे काय? २. मुद्रित शोधनाचे स्वरूप ३. मुद्रित शोधनाचे घटक ४. मुद्रित शोधनाची चिन्हे | १५ | १ |
| २. | कार्यक्रम व्यवस्थापन कौशल्य १. कार्यक्रम व्यवस्थापन : स्वरूप व प्रकार २. कार्यक्रमाची पूर्व तयारी ३. मंचावरील कार्यक्रमाचे व्यवस्थापन ४. सांस्कृतिक कार्यक्रमातील आंगिक व भाषिक कौशल्य | १५ | १ |

पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ, सोलापूर
राष्ट्रीय शैक्षणिक धोरण- २०२० नुसार पदवी (बी. ए. कॉम -१) मराठी अभ्यासक्रम
(VSC- II) : व्यावसायिक कौशल्ये पाठ्यक्रम
सत्र - दुसरे

❖ **उद्दिष्टे : (Objectives)**

१. लेखन कौशल्याचे महत्त्व व उपयोजन समजावून सांगणे.
२. माध्यमांतराचे स्वरूप समजावून सांगून प्रत्यक्ष व्यवसायाच्या व नोकरीच्या संधी निर्माण करणे

❖ **साध्य : (Outcome)**

१. मुलाखतीचे कौशल्य विकसित होतील.
५. माध्यमांतराचे स्वरूप समजून येण्याने प्रत्यक्ष व्यवसायाच्या व नोकरीच्या संधी निर्माण होतील.

| | | | |
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| १. | मुलाखत कौशल्ये १. मुलाखत: व्याख्या व स्वरूप २. मुलाखतीचे प्रकार ३. मुलाखतीची कौशल्ये ४. मुलाखत लेखनाचे स्वरूप | १५ | १ |
| २. | माध्यमांतर लेखन कौशल्ये १. माध्यमांतर लेखन: व्याख्या व स्वरूप २. माध्यमांतर लेखनाचे प्रकार ३. माध्यमांतर लेखनाची गरज ४. माध्यमांतर लेखनाची गुण वैशिष्ट्ये | १५ | १ |

PUNYASLAK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR



**NAAC Accredited: B⁺⁺
2022**

Pattern: NEP-2020

Name of the Faculty: Commerce and Management

Name of the Course: B. Com. English Part- I

Semester: I, II

Title of the Paper: Business Communication Skills

Type of Paper: SEC I, II

Credits: 02 per semester

With effect from June 2024

P.A.H. Solapur University, Solapur
B.Com. English Part-I
Business Communication Skills (SEC I, II)
Semester I, II
(2024-2025, 2025-2026, 2026-2027)

Course Statement: Skill Enhancement Course under NEP-2020 is meant for honing the professional skills of the students beginning the under graduation programme. The present paper is aimed at developing the business communication skills of the students in English language. English is a source of overwhelming information and knowledge the world over. The students are expected to know the fundamentals of communication in English language for a better result in their career and for shaping their personality too. This paper is meant for semester one and two of B.Com. Part I.

Course Objectives: This paper is aimed at helping the students:

1. recognize various dimensions of business communication
2. comprehend stages involved in the process of business communication
3. use these skills for better performance in individual and professional life
4. get to know the application of the business communication skills in day-to-day life
5. use these skills for creating healthy atmosphere at different social and professional levels

Course Outcomes: After completing this course, the students will

1. recognize various dimensions of business communication.
2. understand the importance of communication skills in overall development.
3. apply these skills for better performance at different levels.
4. know how to apply these skills for success in life and career.
5. create various conducive opportunities for others to take advantage of their expertise.

Course Structure:

| Semester | Paper No. | Title of the Paper | No. of Lectures (Theory) | College Assessment (Marks) | University Assessment (Marks) | Total Marks | Credits |
|----------|-----------|----------------------------------|--------------------------|----------------------------|-------------------------------|-------------|---------|
| I | SEC I | Business Communication Skills I | 30 | 20 | 30 | 50 | 02 |
| II | SEC II | Business Communication Skills II | 30 | 20 | 30 | 50 | 02 |

Method of Evaluation:

| Sr. No. | Particulars | Details |
|---------|--------------------------------------|--|
| 1. | College Assessment [CA] | CA consists of 40% marks which shall be decided by virtue of conducting any two of the following: Home assignment/Unit test/Oral test/Seminar/Field work/Study tour report/Case study, etc. |
| 2. | University Assessment [UA] | UA consists of 60% marks determined by virtue of the End Semester Examinations conducted by the University. |

B.Com. English Part-I
SEC I
Business Communication Skills I
Credits 2
Semester I

Lectures- 30 Credits- 2

Unit 1. Business Communication: Basics Lectures- 15 Credit- 1

1.1 Meaning, Definition, Process & Emergence of Business Communication

1.2 Impact of Technology on Communication:
Blogs, E-mails, Moodle and Social media

Unit 2. Business Communication: Process Lectures- 15 Credit- 1

2.1 Communication at Work Place:
Channels; Formal and Informal; Vertical, Horizontal, Diagonal, Grapevine

2.2 Avoiding Problems in Communication:
Physical, Linguistic, Socio-Cultural, Psychological

References:

- Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.
- Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.
- Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
- Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.
- Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.
- Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.
- Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
- Fisher Dalmar, (1999), Communication in Organization, Jaico Pub House, Mumbai, Delhi.
- Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.
- Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo.

B.Com. English Part-I
SEC II
Business Communication Skills II
Credits 2
Semester II

Lectures- 30

Unit 1. Business Correspondence

Lectures- 15

Credits- 2

Credit- 1

1.1 Theory of Business Letter Writing, Elements, Structure, Layouts:
Full Block, Modified Block, Semi-Block

1.2 Principles of Effective Letter Writing,
Principles of effective Email Writing

Unit 2. Trade Letters

Lectures- 15

Credit- 1

2.1 Order, Credit and Status Enquiry, Collection Letters

2.2 Letters of Inquiry

Sales Letters

Letters of Complaints

Appreciation & Apology Letters

References:

Ashley, A (1992) A Handbook of Commercial Correspondence, Oxford University Press.

Bahl, J.C. and Nagamia, S.M. (1974) Modern Business Correspondence and Minute Writing.

Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.

Ludlow, Ron. (1995) The Essence of Effective Communication, Prentice, New Delhi.

Bovee Courtland, L and Thrill, John V (1989) Business Communication, Today McGraw Hill, New York, Taxman Publication.

Parson, C.J. and Hughes (1970) Written Communication for Business Students, Great Britain.

Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.

Fisher Dalmar, (1999), Communication in Organization, Jaico Pub House, Mumbai, Delhi.

Ghanekar, A (1996) Communication Skills for Effective Management. Everest Publishing House, Pune.

Shurter, Robert L. (1971) Written Communication in Business, McGraw Hill, Tokyo.

P.A.H. Solapur University, Solapur
B.Com. English Part-I
SEC I, II
Business Communication Skills I, II
Credits 2
Question Paper Pattern

Total Marks: 30

Time: 1.30 hrs

Instructions:

1. All questions compulsory.
2. Figures to the right indicate full marks.

- Q. 1. Choose the correct alternatives from the following. 06
(All Units)
- Q. 2. Answer two out of four of the following. 06
(Unit 1 & 2)
- Q.3. Write short notes on any one of the two questions. 06
(Unit 1)
- Q. 4. A broad question with alternatives (A/B). 12
(Unit 2)
