



S.S JAIN SUBODH PG COLLEGE, JAIPUR
(AN AUTONOMOUS)

Three/Four Year Undergraduate Programme

Faculty of Commerce

**Programme Name: UG-BDM-MDC-Three/Four Year Bachelor of
Commerce (BUSS.ADMN.)**

B.Com. (MDC)

Subject/Discipline-Business Administration

(Syllabus as per NEP-2020 and Choice Based Credit System)

Medium of Instruction: Hindi/English

Academic Session 2025-26

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S.S. JAIN SUBODH PG COLLEGE, JAIPUR

DEPARTMENT OF BUSINESS ADMINISTRATION

Business Communication Skills

Semester: III

Course Learning Objectives:

1. To give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications programme.
2. To understand the various types of business communication media are covered.

Unit I: Introduction: Concept, objectives and importance of Business Communication, Principles of effective Communication, Types of Communication, Media of Communication: Written, oral, face to face, visual, audio-visual, modern media-telex, fax, Tele Conferencing, E-mail media, Non-verbal communication, Kinesics Effects, Comprehension of reality.

Unit II: Barriers to Communication: Wrong choice of Media, Physical barriers, Semantic barriers, Different Comprehension of reality, Socio-psychological barriers.

Unit III: Business Letters: Layout, kinds of business letter- Interview, Appointment, Acknowledgement, Promotion, Inquiries, Replies, Orders, Sales, Circular, Complaints.

Unit IV: Practical Aspects of Business Communication: Report Writing, Public speaking, Seminar, Presentation, Interview, Group Discussion, Effective Listening.

Suggested Books and References:

1. K.K Sina, Business Communication, Galgotia publishers Cooperative, New Delhi.
2. C.S. Rayudu, Media and Communication Management, Himalaya Publishing Publishing House, Bombay.
3. Rajendra Pal and J.. Korlhali, Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
4. Nirmal Singh, Business Communication (Principles, Methods and Techniques), Deep & Deep Publication Pvt. Ltd., New Delhi.
5. R.C. Sharma, Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill publishing Company Ltd. New Delhi.
6. M. Balasubrahmanyam, Business Communication, VaniEducation Books.

Course Learning Outcome

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2. Familiarize with basic business operations such as sales, marketing, HR etc. on the web.
3. Identify the emerging modes of e-payment.
4. Understand the importance of security, privacy, ethical and legal issues of e-commerce.

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S.S. JAIN SUBODH PG COLLEGE, JAIPUR
DEPARTMENT OF BUSINESS ADMINISTRATION

E-Commerce

Semester: IV

Course Learning Objectives:

1. To familiarize the students with concepts and techniques of E-Commerce
2. To enhance skills for contemporary applications of E-Commerce.

Unit I: Introduction to E-Commerce: Scope of E-Commerce, E-Commerce based activities, technical components of E-Commerce, E-Commerce Applications, Frame Work of E-commerce, Supply Chain Management, E-Commerce and E-Business, M-Commerce, Pure Online V/S and Click business.

Unit II: Planning Online Business: Nature and dynamics of Internet, electronic business models, B2B, B2C, C2C, C2B, B2G, website designing, assessing requirement for an online business, designing, developing and deploying the system.

Unit III: Operations of E-Commerce: Online payment mechanism, electronic payment system, payment gateways, visitors to websites, tools for promoting websites, risk management options for e-payment system.

Unit IV: Security and Legal Aspects of E-Commerce: Threats in E-Commerce, security of clients and services provider, cyber laws-relevant provisions of information technology Act 2000: offences, secure electronic records and digital signatures, penalties, adjudication.

Suggested Books and references:

- Agarwal kamlesh n. lal amit and Agarwal deeksha" Business on the Net: An introduction to the whats and hows of E-Commerce". Macmillan India Ltd.
- Bajaj K.K Debjani Nag E-Commerce Tata McGraw Hill Company, New Delhi.
- Chhabra, T.N. Jain, Hem Chand jain aruma " An introduction to HTML DhanpatRai & Company.
- Dietel, Harvey M. Dietel paul J. nad Steinbuhler Kate. E-Business and E-commerce for managers Pwearso Education.
- Elias M. Award Electronic Commerce from vision to fulfilment third edition PHI publications.

Course Learning Outcomes:

1. Understand the basics of E-Commerce current and emerging business models.

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1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.
2. Write effective and concise letters and memos.
3. Prepare informal and formal reports, Proofread and edit copies of business correspondence.
4. Plan successfully for that participate in meetings and conduct proper techniques in telephone usage, use e-mail effectively and efficiently.
5. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and utilize electronic presentation software.

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S.S. JAIN SUBODH PG COLLEGE, JAIPUR

DEPARTMENT OF BUSINESS ADMINISTRATION

Trade Unions & Industrial Relations

Semester: V

Course Learning Objectives:

1. To enlighten the students with the Concepts and Practical applications of Trade Unions and Industrial Relations.

UNIT I : Trade unionism: Meaning, Scope, Significance and Objectives. Theories of trade unionism (Hoxie, Webbs, Karl Marx, Mahatma Gandhi).History of trade unions in India.Structure of trade unions in India.

UNIT II : Functions of trade unions with respect to Wages, Labour welfare, Training and education, Social security, Awareness of social responsibility, Environmental awareness. Problems of trade unions- Multiplicity, Inter and intra-union rivalry, Political intervention, Technological advancement.

UNIT III : Industrial Relations: Scope and Significance- Causes and Consequences of Industrial Disputes-Recent Trends in Industrial Relations.

UNIT IV : Collective Bargaining (CB) – CB Practices in India – Participative Management Forms and Levels – Schemes of Workers' Participation in Management in India.

Suggested Books and References:

- VenkatRatnam, C.S. – Industrial Relations, Oxford University Press.
- SC Srivathava, Industrial Relations and Labour Laws, Vikas, ND.
- M.Arora: Industrial Relations, Excel Publications.
- P.R.N.Sinha, InduBalaSinha and SeemaPriyadarshiniShekar, "Industrial Relations, Trade Unions and Labour Legislation", Pearson Education, New Delhi.
- RatnaSen, "Industrial Relations in India", Macmillan India Ltd. New Delhi.

Course Learning Outcomes:

1. Understand the basics of Trade union and regulatory framework.
2. Familiarize with Trade Unions and regulatory framework.
3. Identify the emerging modes of Trade Union.
4. Understand the importance of security, privacy, ethical and legal issues of Trade Unions.

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