



ક્રાંતિગુરુ શ્યામજી કૃષ્ણ વર્મા

કચ્છ યુનિવર્સિટી, ભુજ

કોમર્સ ફેકલ્ટી

એફ.વાય.બી.કોમ

W.e.f.-2011

Regular/External

પ્રકાશક :

રજિસ્ટ્રાર,

કે.એસ.કે.વી, કચ્છ યુનિવર્સિટી, ભૂજ

પ્રાસ્તાવિક

બાહ્ય વિદ્યાર્થી (એકસ્ટર્નલ) પરીક્ષા આપનાર કે.એસ.કે.વી. કચ્છ યુનિવર્સિટીનાં વિદ્યાર્થીઓને સહર્ષ જણાવવાનું કે, વર્ષ ૨૦૧૧-૧૨ થી નિયમિત વિદ્યાર્થીઓ માટે F.Y.B.Com.- સેમેસ્ટર પદ્ધતિ (CBCS) શરૂ કરવામાં આવેલ. બાહ્ય વિદ્યાર્થીઓ પણ આ પદ્ધતિનો લાભ લઈ પોતાની કારકીર્દી ઘડી શકે તે અર્થે વર્ષ ૨૦૧૨-૧૩ થી (એકસ્ટર્નલ) બાહ્ય વિદ્યાર્થીઓ માટે સેમેસ્ટર પદ્ધતિ અમલમાં મૂકવાનો નિર્ણય કરવામાં આવ્યો. તે અનુસંધાને હવેથી નિયમિત વિદ્યાર્થીની જેમ જ એકસ્ટર્નલ વિદ્યાર્થી વર્ષમાં બે વાર ઓક્ટો-નવે. અને માર્ચ-એપ્રિલમાં સેમેસ્ટર પદ્ધતિ પ્રમાણે પરીક્ષા આપશે.

આ સેમેસ્ટર પદ્ધતિમાં વિદ્યાર્થીઓએ વર્ષમાં એક જ વખત ફોર્મ ભરવાનું છે. પરંતુ પરીક્ષા પ્રથમ અને દ્વિતીય સેમેસ્ટર એમ બે વખત આપવાની છે. જેની વિદ્યાર્થીઓએ ખાસ નોંધ લેવી.

આ નવી પદ્ધતિમાં દરેક વિદ્યાર્થીઓને આવકારવા સાથે માન.કુલપતિશ્રી ડૉ. શશીરંજન યાદવ દ્વારા શુભેચ્છા પાઠવવામાં આવે છે.

કુલસચિવશ્રી

ડૉ. બી.એસ. પટેલ

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* એક્સ્ટર્નલ વિદ્યાર્થીમાટે દરેક પ્રશ્નપત્ર ૧૦૦ ગુણનું રહેશે.

નોંધ : ૧) માત્ર એક્સ્ટર્નલ વિદ્યાર્થીઓને ફી ભરે એ સમયે વિનામૂલ્યે આપવી.

૨) ફરીથી લેવા આવે એ સમયે રૂા ૫૦.૦૦ લેવા.

૩) અન્યને ૫૦.૦૦ રૂા. માં આપવી.

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Bachelor of Commerce
(With Effect From Academic Year 2011-12)

Semester-I

CC 101: General English: Text, Grammar & Composition (Paper-I)

Introduction: The Government of Gujarat has adopted Modified Communicative Language Teaching Approach to teach English at the school level since 2004, whereas English is taught as one of the compulsory subjects up to Standard 12th. This course has been designed to provide a link to what the students have learnt so far at school and help them to acquire basic skills of English Language. This course aims to improve the students' Listening, Speaking, Reading and Writing Skills. Modified Communicative Approach (Mod.Com) of teaching English is kept in mind while preparing this course as it has already been in use in all the schools of Gujarat.

1. Objectives :

1. To check the general progress of the students.
2. To help in grouping students according to their respective levels for group work.
3. To identify problem areas for remedial work and for designing strategies for improving upon the quality of learning.
4. To measure the impact and effectiveness of the course as a whole.
5. To ensure reinforcement of student-motivation and of learning.
6. To test the attainment of the level of a predetermined linguistic competence.
7. To verify the level of linguistic competence attained.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Following stories are prescribed.

- | | |
|-----------------------------|---------------------|
| 1 The Last Leaf | - O' Henry |
| 2 A Day's Wait | - Earnest Hemingway |
| 3 The Neight Train at Deoli | - Ruskin Bond |
| 4 An Astrologer's Day | - R K Narayan |
| 5 The Diamond Necklace | - Guy de Maupassant |

4. **Prescribed Text : *Advanced English for College Students*** edited by Dr Rajenndrasinh Jadeja, Dr Jagdish Joshi and Dr Hitesh Raviya, published by Macmillan Publishers India Limited, New Delhi, India.

5. **Recommended & Suggested reference Books :**

Recommended Reading (For Reference only) :

Mastering English edited by Dr Nila Shah and others published by Orient Blackswan Private Limited, Hyderabad, India.

Writing for Life : A Course in Written English by Raul Gunashekar and K. Rajeevan published Oxford University Press, New Delhi, India.

English Online: Communication for Information Technology by Jayshree Mohanraj and S Mohanraj published by Orient Blackswan Private Limited, Hyderabad, India.

Oxford English Grammar (Indian Edition) (Paperback) by [Greenbourn Sidney](#) published Oxford University Press, New Delhi, India.

6. **Structure of Course Examination**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

7. Distribution of Marks :

Q.1	14 marks will have multiple choice questions based on the given units	14 Marks
Q.2	Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc.	14 Marks
Q.3	Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc.	14 Marks
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Semester-I

**CC 102: Fundamentals of Communication Theory & Practice (Paper-I)
(Communication in Business)**

1. **Objectives :** Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. **Evaluation :**

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	1. Introduction to Communication 2. Definition of Communication 3. Forms of Communication	25%
2	1. Process of Communication 2. Objectives of Communication 3. Difference between Oral & Written Communication.	25%
3	1. Uses and Limitations of Verbal and Non verbal Communication 2. Barriers of communication 3. tips for attending Interview and personal meetings	25%
4	Words often confused Précis writing	25%

4. **Assignments:**

1. Preparation of Chart of process of Communication
2. Creation of individual E Mail id
3. Preparation of List of five Financial/ economic news papers in India (Any language)
4. Preparation of list of five economic/ financial magazines India (Any language)

5. **Recommended & Suggested reference Books :**

Oxford University press:

1. Business Communication. Meenakshi Raman & Prakash Singh
2. Public Relations: Principles and Practices. Iqbal S. Sachdeva
3. Corporate Communication: Principles and Practice. Jaishree Jethwaney

4. Writing for Media: Usha Raman
5. Advertising Management. Jaishree Jethwaney & Shruti Jain
6. Oxford Writing and Speaking, John Seely
7. The oxford English Grammar. Siddney Greenbaum
8. Oxford Dictionary of Phrasal verbs. A P Cowie & R Mackin
9. Oxford Dictionary of phrasal English Idioms. A P Cowie, R Mackin & I R Mc Caig Himalaya Publishing House
10. Business Communication Homai pradhan, D S Bhende & Vijaya Thakur.
11. Business communication U S Rai & S M Rai
12. English Vocabulary in use - 100 units of Vocabulary reference and practice; low - price Editions. Michael Mc Carthy & Felicity O' Dell S. Chand & Co. Ltd.
13. A Guide to Business Correspondence and Communication skills A N Kapoor.
14. Commercial Correspondence and office management R S N Pillai & Bagavathi. A.I.T.B.S. publishers and distributors
15. Communication for Results. Rosemary T , Fruehling & Joan M Lacombe. Pearson Education Limited
16. Communication for Business; Longman. Shirley Taylor
17. Business Communication Today, Bovee, Thill & Schatzman Reader's digest.
- 18 How to write and speak better.

6. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

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Semester-I
CC 103: Economics (Paper-I)
(Fundamentals of Business Economics)

1. **Objectives :** The main objective of this paper is to introduce the students of commerce to the basic concepts and tools of microeconomics.

2. **Evaluation :**

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	Basic Concepts and Definitions : Utility, Goods and Services, Money and Wealth, Value and Price, Wealth and Welfare, Real Income and Monetary Income, Micro economics and Macro Economics, Positive Economics and Normative Economics, Consumer surplus, Scarcity of Resources and Problems of Choice- Economic Policy, Economic Regulation and Economic Law- Prof. Marshall and Prof. Samuelsons' Definitions of Economics, Demand function-Law of Demand- Determinants of Demand, Derivation of Demand through Indifference curve - Elasticity of Demand and its types – Methods for calculating Elasticity of Demand	25%
2	Demand Analysis and Consumer Behavior Types of Demand- Individual Demand and Market Demand, Industry Demand and Firm Demand. Demand for consumers goods and Demand For Producers Goods, Rational Demand, Demand for Durable and Demand for Perishable Goods. Estimation of Demand only on the basis of Price and Income and Basic survey and statistical methods for Demand forecasting- (<i>Mathematical Approach is Required</i>) <i>Seven Marks for mathematical Approach</i>	25%
3	Production, Cost and Revenue Analysis Production and Short run and Long run Production Function- Transformation Curve (Production Possibility Curve) Iso-quants and Iso-cost and equilibrium of firm – Basic Concepts of Economies and Diseconomies of	25%

Scale-Cost analysis Total Fixed Cost, Total Variable Cost, Total Cost, Average Fixed Cost, Average Variable Cost, Average Cost and Marginal Cost- Relationship between Average Cost and Marginal Cost,, Real cost, Sunk Cost, Opportunity Cost, Implicit Cost, Accounting cost, Money cost, Explicit cost- Basic concepts of Revenues i.e Total Revenue, Marginal Revenue and Average Revenue-Relationship between Average Revenue and Marginal Revenue.

- 4 Imperfect competition, Product Pricing & Factor Pricing Concept of Perfect Competition- Monopoly and Control of Monopoly-Price Discrimination and Dumping - Monopolistic Competitions- Price Determination in Monopolistic Competition-Selling cost and its Impacts - Concepts of Duopoly and Oligopoly- Collusive Oligopoly,- **25%** Price Leadership Model and Kinked Demand Curve- Two persons zero sum Game Theory -Theory of Rent (Ricardian and Modern) – Rent and Quasi Rent- Profit Innovations and Risk and Uncertainty theories of Profit.

4. Recommended & Suggested reference Books :

- H.LAhuja, “Modern Micro Economics”, S. Chand Publication
- K.K. Dewett, “Micro economics”, S. Chand Publication
- M. C. Vaish, “Micro economics”,
- Paul Samuelson, “Economics”
- M. L. Sheth, “Micro Economics”
- Mishra and Puri, “Principles of Micro Economics”, Himalaya Publication House, 2009
- D. M. Mithani, “Modern Micro Economics” , Himalaya Publication House,2006
- D. M. Mithani, “Micro Economics” , Himalaya Publication House, 2009
- Jhon Canedy, “Micro Economics” , Himalaya Publication House, 2010
- Jhingan, “Micro Economics”, Vrinda Publishing
- Mari Muthu and D.Bose , “An Introduction to Micro Economics” , , Himalaya Publication House, 2011
- K. K. Dewette, “An Introduction to Economics”, S. Chand Publication
- K.K. Dewette, “An Introduction to Economics” S. Chand Publication
- Robert S. Pindyck, Daniel L. Rubinfeld, “Microeconomics (6th Edition)” Prentice-Hall Series in Economics

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

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Semester-I
CC 104 : Basic Disciplines of Management (Paper-I)
(Human Resource Management)

1. Objectives : The objective of this syllabus is to provide conceptual and procedural knowledge of functional areas of Human resource management.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Human Resource Management: meaning-Features-Difference between Personal Management and Human resource Management – Objectives of HRM-Importance of HRM- Operative functions of HRM- Importance of HRM-Qualities of H.R. Manager-Roles of H.R. Manager Human Resources Planning in a Corporate Sector: Meaning, objectives, factors affecting, process of H.R. Planning – Benefits and Limitations of H.R. Planning.	25%
2	Recruitment : Meaning of Scientific Recruitment – Sources of Recruitment – Modern selection procedure and its advantages. Training : Meaning, needs, objectives – procedure of Training – Advantages and Limitations – Development : Meaning, needs, objectives and its advantages. Human Resource Development : Meaning and Characteristics, need for HRD – functions of HRD – Techniques or methods of HRD.	25%
3	Performance Appraisal :Meaning, Objectives – Appraisers – Brief idea of Human Resources Accounting – Psychological Appraisal, Management appraisal, Utility and problems of performance appraisal. Promotion : Meaning, basis of Promotion i.e. seniority and efficiency base – its merits and demerits.	25%

Transfer ; Meaning, causes and guiding principles.
 Demotion : Meaning, causes and guiding principles.
 Morale : Meaning, factors affecting – sign of low morale and its preventive measures – Factors contributing High Morale.
 Importance of Industrial morale.

- 4 Job Design : Meaning, approaches of Job Design, Brief idea of Job Rotation, Job Enlargement, Job enrichment – Factors affecting Job Design – Importance of Job Design.
 Quality of work Life : Meaning – conditions Q.W.L. specific issues in Q.W.L. H.R. activity and its effects on Q.W.L. **25%**
 Quality Circles : Meaning – Objectives, Organizational Structure of Quality Circle – Advantages and Problems of Quality Circles

4. Recommended & Suggested reference Books :

1. Personnel Management – Juciouc Michel – R.D. Irwin – Homewood.
2. Management Concept and Practice – Manamohad Prasad – Himalaya Publishing House.
3. Personnel and Human Resources Management – P. Subha Rao – Himalaya Publishing House.

5. Structure of Course Examination

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Semester-I
CC 105 : Accountancy (Paper-I)

- 1. Objectives :** The objective of the course is to acquaint the students with the language of Accounting and to develop in them the ability to evaluate and use accounting data as an aid to decision making. The main purpose is to assist the students in developing skills in problem solving and decision making in the financial area. Emphasis is laid on analysis and utilization of financial and accounting data for planning and control.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Consignment	25%
2	Branch Accounts.(excluding Foreign Branch)	25%
3	Insurance Claims: Claims for loss or stock & fixed assets; claim for profit or consequential loss	25%
4	Accounts from Incomplete Records: Conversion Method only (Use of ratios to find out missing data is not expected)	25%

4. Recommended & Suggested reference Books :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

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Semester-I
CE 106 A : Financial, Cost and Management Account (Paper –I)
(Financial Accounting)

1. Objectives: The objective of this course is to equip the students with conceptual understanding of finance and its practical application. It is expected that the students possess a sound base in accounting principles and practices including financial analysis.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	(A) Piecemeal Distribution of Cash (10%) (B) Profit prior to incorporation (15%)	25%
2	(A) Issue and forfeiture of shares (Pro-rata) Concepts of Potential Equity Shares, sweat equity Shares, (20%) (B) Book Building Process, Bid and Buy back (5%)	25%
3	Redemption of Redeemable preference shares under section 80 of Companies Act 1956 and issue of Bonus Shares as per statutory provisions in force on 31 st March of the immediate preceding academic year	25%
4	Company Final Accounts (Only vertical Presentation, Calculation of Managerial remuneration is expected)	25%

4. Recommended & Suggested reference Books :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal.S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
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Publication House Pvt. Ltd.

8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

6. Distribution of Marks :

- | | | |
|-----|---|----------|
| Q.1 | 14 marks will have multiple choice questions based on the given units | 14 Marks |
| Q.2 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.3 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

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Kachchh University
Mundra Road, Bhuj - Kachchh.**

Bachelor of Commerce
(With Effect From Academic Year 2011-12)

Semester-I
CE 106 B : Statistical Method (Paper –I)
(Basic Statistics)

1. Objectives: Students should be acquainted with the initial requirements of applied statistical tools.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Linear Correlation and Association of Attributes : Concept of bivariate data, Definition and types of correlation, Definition of correlation coefficient(r), its properties, and interpretation of values of r, Methods of finding correlation coefficient by using Karl Pearson method for bi-variate data and for frequency distribution data, Spearman's method for finding rank correlation coefficient for repeated and non repeated ranks. Concept of qualitative data and the association between them, Meaning and interpretation of 2×2 contingency table, Types of association between attributes, Methods of obtaining nature of association by using comparison between observed and expected frequency, Coefficient of association by using Yule's method and its interpretations, Example on 2×2 problems only.	25%
2	Business Forecasting : Meaning and uses of business forecasting, Different methods of forecasting (i) Theoretical explanation of Regression analysis, Index numbers Economic models, Input output models, Opinion poll method, Extrapolation, Graphical method. (ii) Theoretical explanation with numerical examples of - Least Square Method for linear and quadratic relationship between variables, smoothing linear trend method.	25%

- 3 Demographic Statistics :**
 Meaning, definition and uses of demographic statistic, Methods of collecting demographic statistics – registration method, census method, analytical method. Mortality rates pertaining to (i) CDR (ii) SDR (iii) IMR, Birth rates pertaining to (i) CBR, (ii) SBR (iii) Age specific birth rate, Fertility rates pertaining to (i) GFR, (ii) SFR (iii) TFR **25%**
- 4 Matrix Algebra :**
 Definition of Matrix, Different types of matrices, Algebra of matrices (Addition, Subtraction and Multiplication), Determinant of a square matrix, Definition of ad-joint of a matrix, inverse of a matrix and its uses to solve simultaneous linear equations (up to three variables only), Use of matrix in simple business applications. **25%**

4. Recommended & Suggested reference Books :

1. Ken Black, Business Statistics, John Wiley & Sons (Asia) Pte Ltd. Singapore
2. J. K. Sharma, Business Statistics, Pearson, New Delhi.
3. Sancheti & Kapoor, Business Statistics, Sultan Chand & Sons, New Delhi.
4. Srivastava O.S.: A Text Book of Demography, Vikas publishing.
5. Trivedi and Trivedi: Business Mathematics, Pearson India Ltd. New Delhi

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

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| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

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Semester-I

SE 107 A : Financial, Cost and Management Account (Paper –I)
(Financial Accounting)

- 1. Objectives:** The objective of this course is to equip the students with conceptual understanding of finance and its practical application. It is expected that the students possess a sound base in accounting principles and practices including financial analysis.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	(A) Piecemeal Distribution of Cash (10%) (B) Profit prior to incorporation (15%)	25%
2	(C) Issue and forfeiture of shares (Pro-rata) Concepts of Potential Equity Shares, sweat equity Shares, (20%) (D) Book Building Process, Bid and Buy back (5%)	25%
3	Redemption of Redeemable preference shares under section 80 of Companies Act 1956 and issue of Bonus Shares as per statutory provisions in force on 31 st March of the immediate preceding academic year	25%
4	Company Final Accounts (Only vertical Presentation, Calculation of Managerial remuneration is expected)	25%

4. Recommended & Suggested reference Books :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal.S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

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Q.5	Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc.	14 Marks

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**Semester-I
SE 107 B : Statistical Method (Paper –I)
(Basic Statistics)**

1. Objectives: Students should be acquainted with the initial requirements of applied statistical tools.

2. Evaluation :

Evaluation pattern	
End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Linear Correlation and Association of Attributes : Concept of bivariate data, Definition and types of correlation, Definition of correlation coefficient(r), its properties, and interpretation of values of r, Methods of finding correlation coefficient by using Karl Pearson method for bi-variate data and for frequency distribution data, Spearman's method for finding rank correlation coefficient for repeated and non repeated ranks. Concept of qualitative data and the association between them, Meaning and interpretation of 2×2 contingency table, Types of association between attributes, Methods of obtaining nature of association by using comparison between observed and expected frequency, Coefficient of association by using Yule's method and its interpretations, Example on 2×2 problems only.	25%
2	Business Forecasting : Meaning and uses of business forecasting, Different methods of forecasting (i) Theoretical explanation of Regression analysis, Index numbers Economic models, Input output models, Opinion poll method, Extrapolation, Graphical method. (ii) Theoretical explanation with numerical examples of - Least Square Method for linear and quadratic relationship between variables, smoothing linear trend method.	25%

- 3 Demographic Statistics :**
 Meaning, definition and uses of demographic statistic, Methods of collecting demographic statistics – registration method, census method, analytical method. Mortality rates pertaining to (i) CDR (ii) SDR (iii) IMR, Birth rates pertaining to (i) CBR, (ii) SBR (iii) Age specific birth rate, Fertility rates pertaining to (i) GFR, (ii) SFR (iii) TFR **25%**
- 4 Matrix Algebra :**
 Definition of Matrix, Different types of matrices, Algebra of matrices (Addition, Subtraction and Multiplication), Determinant of a square matrix, Definition of ad-joint of a matrix, inverse of a matrix and its uses to solve simultaneous linear equations (up to three variables only), Use of matrix in simple business applications. **25%**

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7. J. K. Sharma, Business Statistics, Pearson, New Delhi.
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Semester-I

SE 107 D: Secretarial Practice (Paper – I)

1. Objectives: To make students aware of the basic functioning of registered companies. To provide them key inputs to prepare oneself for the basic functions of registered companies and to introduce before them changes coming up in company laws and management.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	<p>(1) Secretary: Meaning-Types of Secretary-general and legal qualification of Company Secretary-Pre-incorporation and post incorporation duties of Company Secretary-powers and responsibilities of Company Secretary.</p> <p>(2) Company and its Characteristics: Meaning and characteristics-Types of Company-Foreign Company-Multinational Company-Illegal association-Advantages and Limitations of Public Limited Company-Private Limited Company: Meaning and Characteristics-privileges and restrictions on it-procedure to convert Private Limited Company into Public Limited Company and Public Limited Company into Private Limited Company.</p>	25%
2	<p>(1) Promoters of public Limited Company: Meaning-Functions of Promoters-Preliminary Contract-Liabilities of Promoters.</p> <p>(2) Allotment of Shares: Meaning-Procedure-regular and irregular allotment – secretary’s duties regarding allotment of shares –procedure of allotment when shares are oversubscribed-private placement of share/debenture.</p>	25%
3	<p>(1) Listing Securities: Meaning-legal provisions for listing of securities-Documents required for listing of securities-Advantages of listing of securities.</p> <p>(2)Calls and Forfeiture of shares: Meaning of calls – Provisions of Company Law regarding share calls-procedure of demanding call of share.</p>	25%

(3) Forfeiture of Shares: Meaning-legal provisions for forfeiture of shares-procedure of forfeiture of share-effects of forfeiture of share-procedure of reissue of forfeited shares-secretary's duties

- 4 **Office Management:** meaning and Characteristics-functions procedure of inward and outward letters-Importance of Correspondence-Brief idea of modern office equipments-Importance of Office Management **25%**

4. Recommended & Suggested reference Books :

1. Secretarial Practice-M.C.Kuchal-Vikas Publication
2. Manual of Secretarial Practice - B.N.Tondon-S.Chand & Co.
3. A Taxbook of Company Law-P.P.S. Gogna-S.Chand & Co.
4. Office Management – R.K.Chopra –Himalaya Publishing House.
5. A Taxbook of Office Management –William H. Leffingwell abd Edwin Robinson-Tata McGraw Hill.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

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6. Distribution of Marks :

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Semester-I

**SE 107 E : Advance Business Management (Paper –I)
(Sales Management)**

1. Objectives: The objective of this course is to help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important. This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Sales Management Strategies Introduction; Selling & Buying Styles; Selling Situations; Selling Skills.	25%
2	Sales Organisation Sales Organisation; Factors affecting sales organisation design & size; Types of Sales organisation; Methods determining number of salespeople: Affordability Method, Incremental Method & Workload Method	25%
3	Recruitment & Selection Hiring Process; Challenges in sales force selection; Planning for recruitment ; Sales Force Recruitment Selection of a salesperson.	25%
4	Sales Promotion Strategies Definition of Sales Promotion; Trade Promotion tools; Consumer Promotion tools	25%

4. **Text Books:** Sales & Distribution Management: By Dr. S. L. Gupta Excel Book

5. **Recommended & Suggested reference Books :**

1. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

2. Channel Management: By Ansaree, PHI (EEE)

6. **Structure of Course Examination**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

7. Distribution of Marks :

Q.1	14 marks will have multiple choice questions based on the given units	14 Marks
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Semester-II

CC 201: General English: Text, Grammar & Composition (Paper-II)

Introduction: The Government of Gujarat has adopted Modified Communicative Language Teaching Approach to teach English at the school level since 2004, whereas English is taught as one of the compulsory subjects up to Standard 12th. This course has been designed to provide a link to what the students have learnt so far at school and help them to acquire basic skills of English Language. This course aims to improve the students' Listening, Speaking, Reading and Writing Skills. Modified Communicative Approach (Mod.Com) of teaching English is kept in mind while preparing this course as it has already been in use in all the schools of Gujarat.

1. Objectives :

1. To check the general progress of the students.
2. To help in grouping students according to their respective levels for group work.
3. To identify problem areas for remedial work and for designing strategies for improving upon the quality of learning.
4. To measure the impact and effectiveness of the course as a whole.
5. To ensure reinforcement of student-motivation and of learning.
6. To test the attainment of the level of a predetermined linguistic competence.
7. To verify the level of linguistic competence attained.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Following stories are prescribed.

- | | |
|------------------------|-----------------|
| 1 The Bet | - Anton Chekhov |
| 2 The Gift of Magi | -O' Henry |
| 3 The Open Window | - 'Saki' |
| 4 Information Please | -Anonymous |
| 5 Stories form the Net | -Anonymous |

4. **Prescribed Text : *Advanced English for College Students*** edited by Dr Rajenndrasinh Jadeja, Dr Jagdish Joshi and Dr Hitesh Raviya, published by Macmillan Publishers India Limited, New Delhi, India.

5. **Recommended & Suggested reference Books :**

Recommended Reading (For Reference only) :

Mastering English edited by Dr Nila Shah and others published by Orient Blackswan Private Limited, Hyderabad, India.

Writing for Life : A Course in Written English by Raul Gunashekar and K. Rajeevan published Oxford University Press, New Delhi, India.

English Online: Communication for Information Technology by Jayshree Mohanraj and S Mohanraj published by Orient Blackswan Private Limited, Hyderabad, India.

Oxford English Grammar (Indian Edition) (Paperback) by [Greenbom Sidney](#) published Oxford University Press, New Delhi, India.

6. **Structure of Course Examination**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
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Semester-II

**CC 202: Fundamentals of Communication Theory & Practice (Paper-II)
(Business Correspondence)**

- 1. Objectives :** Communication is a very essential skill for the managers to be successful in their professional career. The objective is to acquaint the students with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Seven C's of Business Letter writing, Important components of Business Letters, Kinds of Business Letters.	25%
2	Routine Business Letters: Sales Letters (Inquiry and reply, complaint and adjustment)	25%
3	Resume and Job Applications Business Memos, Telex Messages, Facsimiles, Electronic Mail, Handling a Mail	25%
4 and	Business presentation Techniques: forms methods (Speeches, personal meeting, Power Point)	25%

4. Assignments:

1. One Power Point Presentation to introduce Self
2. One stage speech to introduce a new product

5. Recommended & Suggested reference Books :

Oxford University press:

1. Business Communication. Meenakshi Raman & Prakash Singh
2. Public Relations: Principles and Practices. Iqbal S. Sachdeva
3. Corporate Communication: Principles and Practice. Jaishree Jethwaney
4. Writing for Media: Usha Raman
5. Advertising Management. Jaishree Jethwaney & Shruti Jain
6. Oxford Writing and Speaking, John Seely
7. The oxford English Grammar. Siddney Greenbaum
8. Oxford Dictionary of Phrasal verbs. A P Cowie & R Mackin
9. Oxford Dictionary of phrasal English Idioms. A P Cowie, R Mackin &

I R Mc Caig Himalaya Publishing House

10. Business Communication Homai pradhan, D S Bhende & Vijaya Thakur.
11. Business communication U S Rai & S M Rai
12. English Vocabulary in use - 100 units of Vocabulary reference and practice; low - price Editions. Michael Mc Carthy & Felicity O' Dell S. Chand & Co. Ltd.
13. A Guide to Business Correspondence and Communication skills A N Kapoor.
14. Commercial Correspondence and office management R S N Pillai & Bagavathi. A.I.T.B.S. publishers and distributors
15. Communication for Results. Rosemary T , Fruehling & Joan M Lacombe. Pearson Education Limited
16. Communication for Business; Longman. Shirley Taylor
17. Business Communication Today, Bovee, Thill & Schatzman Reader's digest.
18. How to write and speak better.

6. Structure of Course Examination

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Semester-II

CC 203: Economics (Paper-II)

(Fundamentals of Business Economics)

1. Objectives : The main objective of this paper is to introduce the students of commerce to the basic concepts and tools of microeconomics.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	National Income Accounts: Concepts of GDP and NDP- Sectoral Composition of National Income - GDP at Factor Price and Constant Prices- Concept of GNP and NNP, Factor Cost and National Income-Per Capita income, Disposable Income and Personal Disposable Income- Measurement of National Income – Difficulties in measuring National Income- Trends in India’s GDP and Per capita GDP since Independence- Concept of GDP Deflator.	25%
2	Money and Credit: Meaning and Evolution of Money- Commodity to Fiat oney - Definition of Money-Functions of Money – Demand for oney - Quantity Theory of Money- Fisher’s Equation of Exchange- Cambridge Theory and relationship between these two – Supply of Money – Determinants of Money Supply- Components of Money Supply-RBI’s pproach;M1, M2, M3, M4- High Powered Money - Concepts of Credit-Types of Credit- Methods of Credit Creation – Instruments of Credit Control Bank rate – Direct operations – Reperate – CRR and SLR – Credit Rationing.	25%
3	Keynesian Economic Theory: Simple Classical Model for income Determinations- Criticisms of Classical Theory by Keynes- Simple	25%

Keynes Model – Consumption Function - Concept and its determinants – Investment Multiplier – Investment Function- Marginal Efficiency of Capital and Factor affecting it.

- 4 Business Cycle and Inflation:
 Concepts of Business cycle – Four phases of Business Cycle
 – Interest rate – Loanable fund Theory and Liquidity preference theory; motives for liquidity preference: Transaction Motive, Precaution Motive, Speculative Motive – Factors affecting interest Rate- Inflation: Meaning, Types, Causes, Effects- Inflation and Investment- Anti Inflationary policy **25%**

4. Recommended & Suggested reference Books :

- H. L. Ahuja, “Macro Economics” S. Chand Publication
 H. L. Ahuja, “Macro Economics Theory and Policy”, S. Chand Publication
 D. M. Mithani, “A Course in Macro Economics”, Himalaya Publication House
 Mishra and Puri, “Principles of Macro Economics” Himalaya Publishing House
 S. M. Mithani, “Macro Economics” Himalaya Publishing House
 K. K. Dewett, “Macro Economics” S. Chand Publication.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

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- | | | |
|-----|---|----------|
| Q.1 | 14 marks will have multiple choice questions based on the given units | 14 Marks |
| Q.2 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.3 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

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Semester-II

**CC 204 : Basic Disciplines of Management (Paper-II)
(Fundamentals of Marketing Management)**

1. Objectives : The objective of this syllabus is to provide basic knowledge of functional areas of Marketing Management and Marketing research

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Marketing: Meaning- nature-Scope- Different Approaches Marketing Mix Market Demand : Meaning-Factors affecting-Marketing in different situation of market demand.	25%
2	Main functions of Marketing: Branding: Meaning-Types-Policy decisions-Importance of Branding Pricing: Meaning-Objectives-factors affecting –Types-Importance Advertising: Meaning-Objectives-Importance-disadvantages-Difference between advertisement and Publicity.	25%
3	Consumer Behaviour: Factors influencing consumes behaviour-Buying behaviour Process Market Segmentation: Meaning-Basis and importance of Market Segmentation – Target Market	25%
4	Marketing research: Meaning of Market Research and Marketing Research – Objectives and Scope of Marketing Research - Stages of Marketing research – Importance and limitations of Marketing Research Ethical issue in Marketing research: From the view point of Respondents- Customers and Researchers	25%

4. Recommended & Suggested reference Books :

1. Marketing Management-Philip Kotler- Prentice Hall of India
2. Fundamentals of Marketing- Stanton-Tata McGraw Hill.
3. Basics of Marketing Management – Dr. R.B.Rudani- S.Chand & Co.
4. Modern Marketing - R.S.N. Pillai & Bagawathi – S.Chand & Co.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

6. Distribution of Marks :

Q.1	14 marks will have multiple choice questions based on the given units	14 Marks
Q.2	Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc.	14 Marks
Q.3	Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc.	14 Marks
Q.4	Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc.	14 Marks
Q.5	Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc.	14 Marks

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**Semester-II
CC 205 : Accountancy (Paper-II)**

1. Objectives : The objective of the course is to acquaint the students with the language of Accounting and to develop in them the ability to evaluate and use accounting data as an aid to decision making. The main purpose is to assist the students in developing skills in problem solving and decision making in the financial area. Emphasis is laid on analysis and utilization of financial and accounting data for planning and control.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Investment Accounts: Accounting for interest bearing (Fixed Earning) securities in the Books of Investor only.	25%
2	Joint Venture (Excluding Conversion of Consignment into Joint Venture.)	25%
3	Computerized Accounting: Introduction; various components of a computer including Hardware and Software, Features of a computer, role of computer in accounting, Accounting information system vs. Management Information system; Selection of the best software for the business; Advantages and disadvantages of a computer system; Tally software (7.2 version)	25%
4	Hire Purchase Account	25%

4. Recommended & Suggested reference Books :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal.S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman &

Sunivasan, Himalaya Publication.

7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

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Q.1	14 marks will have multiple choice questions based on the given units	14 Marks
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Semester-II
CE 206 A : Financial, Cost and Management Account (Paper –II)
(Financial Accounting)

1. Objectives: The objective of this course is to equip the students with conceptual understanding of finance and its practical application. It is expected that the students possess a sound base in accounting principles and practices including financial analysis.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	A. Purchase of Business by a Company (Accounting Treatments in the Books of Company) (15%) B. Indian Accounting Standards; AS – 2 Valuation of Inventories, AS – 6 Depreciation Accounting, AS – 10 Accounting for fixed Assets (10%)	25%
2	(A) Underwriting of Shares and Debentures (15%) (Computation for fixing the liabilities of underwriters) (B) Redemption of Debentures (10%) (Own debentures from open market)	25%
3	(A) Capital Reduction (15%) (Excluding preparation of Scheme of internal resolution) (B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion (10%)	25%
4	Revenue Accounts of General insurance company (In vertical form)	25%

4. Recommended & Suggested reference Books :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal.S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan,

Himalaya Publication.

5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
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5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

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**Semester-II
CE 206 B : Statistical Method (Paper –II)
(Operations Research)**

1. Objectives: Students must be familiar with basic techniques of Operation Research.

2. Evaluation :

Evaluation pattern	
End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Linear Programming Problem: Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).	25%
2	Transportation Problem: Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods.	25%
3	Assignment and Replacement Problems: Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.	25%
4	PERT and CPM Techniques: Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method	25%

(CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.

4. **Recommended & Suggested reference Books :**

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
Vohra N.D, Quantitative Techniques in Management Tata Mc Graw Hill, New Delhi.
2. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
3. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making Cengage Learning India Pvt. Ltd. New Delhi.
4. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

5. **Structure of Course Examination**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
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Semester-II

SE 207 A : Financial, Cost and Management Account (Paper –II)
(Financial Accounting)

1. Objectives: The objective of this course is to equip the students with conceptual understanding of finance and its practical application. It is expected that the students possess a sound base in accounting principles and practices including financial analysis.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	A. Purchase of Business by a Company (Accounting Treatments in the Books of Company) (15%) B. Indian Accounting Standards; AS – 2 Valuation of Inventories, AS – 6 Depreciation Accounting, AS – 10 Accounting for fixed Assets (10%)	25%
2	A. Underwriting of Shares and Debentures (15%) (Computation for fixing the liabilities of underwriters) B. Redemption of Debentures (10%) (Own debentures from open market)	25%
3	A. Capital Reduction (15%) (Excluding preparation of Scheme of internal resolution) B. Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion (10%)	25%
4	Revenue Accounts of General insurance company (In vertical form)	25%

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4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan,

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Semester-II
CE 207 B : Statistical Method (Paper –II)
(Operations Research)

1. **Objectives:** Students must be familiar with basic techniques of Operation Research.

2. **Evaluation :**

Evaluation pattern	
End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. **Course Contents :**

Module No.	Modules/ Sub Modules	Marks (%)
1	Linear Programming Problem: Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).	25%
2	Transportation Problem: Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods.	25%
3	Assignment and Replacement Problems: Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.	25%
4	PERT and CPM Techniques: Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for	25%

numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.

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6. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw Hill, New Delhi.
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5. Structure of Course Examination

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| Q.4 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |
| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

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Semester-II
SE 207 D : Secretarial Practice (Paper – II)

1. Objectives: To make students aware of the basic functioning of registered companies. To provide them key inputs to prepare oneself for the basic functions of registered companies and to introduce before them changes coming up in company laws and management.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Alteration in Share Capital: Modes of alteration in share capital as per Company Law-procedure and provisions of reduction in share capital-Legal provisions for Right Shares and Bonus Shares and its Guiding Principles. Debenture: Meaning and types of debenture –procedure and legal provisions of Company Law Board to issue debenture-Methods of redemption of debenture-Guiding Principles of SEBI.	25%
2	Administration of Company Law: Department of Company affairs-The Company Law Board- regional directors- The company registrar. Investigation of Company's Administration: Provisions of Company Law regarding investigation of company's administration – Appointment of Inspector by Central Government its provisions, his power and report. Corporate Governance: Meaning-its development in India –contents of corporate governance report – Importance of corporate governance.	25%
3	Capital Market: Meaning of Primary and Secondary Capital Market – Share Market-meaning and organization – Types – BSE,NSE,NIFTY,OTCE-Types of trading in share market – Derivatives –Demate Account-Main Provisions of Securities Contract Regulation Act. Mutual Fund: Definition-Types-Advantages and Disadvantages.	25%

- 4 **Winding up/Liquidation of the Company:** Meaning and modes of winding up and liquidation of the company- Provisions regarding compulsory liquidation-meaning and procedure of voluntary winding up of a company- Provisions regarding company's voluntary winding up by members and creditors –appointment –Powers and duties of liquidator. **25%**

4. Recommended & Suggested reference Books :

1. Manual of Secretary Practice-B.N.tondon- S.Chand & Co.
2. A Textbook of Company law- P.P.S.Gogna- S.Chand & Co.
3. Secretarial Practice –M.C.Kuchal –Vikas Publication.

5. Structure of Course Examination

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

Out of the 70% weight age of the external evaluation the style of the paper for all courses is so decided as to evaluate the students on different parameters. The format includes subjective, objective and applications questions so the test of students can be done on parameters like conceptual knowledge, its application in actual sense, his or her memory and presence of mind. The structure is as under:

6. Distribution of Marks :

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| Q.5 | Answer two short questions OR Any one question which could be a long question, case study, application of concepts etc. | 14 Marks |

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Semester-II
SE 207 E : Advance Business Management (Paper –II)
(Distribution Management)

1. Objectives: The objective of this course is to help students understand the Sales & Distribution functions as integral part of marketing functions in a business firm. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important. This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

2. Evaluation :

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

3. Course Contents :

Module No.	Modules/ Sub Modules	Marks (%)
1	Distribution System Distribution Channels why are they required? Activities that a typical distribution channel perform; Distribution Channel Strategy; Distribution Channel Management	25%
2	Distribution costs, control & customer service Designing customer oriented marketing channels; Conceiving the Channel Flows; Linking the Service Output objectives to the flows; Conducting Cost Analysis; Designing the Ideal Channel; Comparing the Ideal with the reality.	25%
3	Selection of Channel & Selection of Ideal Channel Partners Channel Relationships; Channel Control; Channel Power; Channel Positioning	25%
4	Motivational Tools of Distribution Channels Channel Influence Strategies; Managing Channel Conflicts; Promotion and Payment systems as a tool of Motivating Channel Members	25%

4. **Text Books:** Sales & Distribution Management: By Dr. S. L. Gupta Excel Book

5. **Recommended & Suggested reference Books :**

1. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.
2. Channel Management: By Ansaree, PHI (EEE)

6. **Structure of Course Examination**

The external evaluation pattern would be based on the written examination taken at the end of the semester. The overall evaluation pattern is as under:

Evaluation pattern

End Semester examination	70%
Mid-Semester examination	20%
Projects, assignments, quizzes, class participation	10%

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7. Distribution of Marks :

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