

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com. (Semester -II)
Business Administration II CC-203
Course Code CC-210 A
(Syllabus effective from Academic Year 2019-20 onwards)

Objectives :

To impart the students the elementary knowledge of terminology, Concept, procedure and principles of Business Administration.

Unit	Course Contents	Weightage
1	<u>Motivation</u> <ul style="list-style-type: none">• Meaning and definitions,• Tools of Motivation,• Principles of Maslow and Herzberg.• Theory X and Y.	20%
2	<u>Directing and Leadership</u> <ul style="list-style-type: none">• Directing : Meaning and Principles• Leadership : Meaning, Definitions, Characteristics, Types of Leadership	20%
3	<u>Communication</u> <ul style="list-style-type: none">• Concept and Difference of Reporting and Communication• Network of Communication,• Barriers to Effective Communication.• Types of Communication	20%
4	<u>Training</u> <ul style="list-style-type: none">• Meaning, Types of training (workers and supervisor)• Advantages and Disadvantages of Training	15%
5	<u>Internet Commerce</u> <ul style="list-style-type: none">• Concept of E-Commerce : its merits and demerits, B2B, B2C, C2C, B2G, <u>Event Management</u> :Meaning, Nature, Scope, Significance, Components	15%
6	<u>Case Study</u>	10%

Note :

1. Topics 1 to 3 are to be taught through case-study.
2. Only theoretical idea is to be given for topic No.4 and practical are not expected.

Suggested Readings:

- 1. Druker Peter F. :** Management Challenges for 21st Century, Butterworth Heinemann, Oxford.
- 2. Weihrich and koontz, et al:** Essentials of Management , Tata McGraw Hill, New Delhi.
- 3. Fred Luthans :** Organization Behaviour : McGraw Hill : New York.
- 4. Louis A. Allen :** Management and Organization : McGraw, Hill Tokyo.
- 5. Ansoff H. I. :** Corporate Strategy, McGraw Hill : New York.
- 6. Hamton, David R. :** Modern Management, McGraw Hill : New York.
- 7. Stoner and Freeman :** Management; Prentice-Hall New York.
- 8. L.M.Prasad -** Strategic Management - Sultanchand and Com.
- 9. Fred R. David -** Strategic Management - Phl India
- 10. Agarwala Kamlesh N. and Agarwala Deeksha :** Bridge to online storefront; Macmillan India, New delhi.
- 11. Agarwala Kamlesh N. and Agarwala Deeksha :** Business on the Net- Introduction to the E-Commerce Macmillan India, New delhi.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com.
Semester – II
Course Code - CC 205 A
Financial Accounting Paper -II
(Syllabus effective from Academic Year 2019-20 onwards)

Objectives:

- To impart basic accounting knowledge as applicable to business.
- To impart the further knowledge of concepts, theories and principles and their application in the subject of accounting.

Sr. No.	Course Inputs (As per UGC Model Curriculum)	Weightage
1	Consignment Accounts : <ul style="list-style-type: none"> • Important terms • Accounting records • Valuation of unsold stock 	25%
2	Joint Venture Account : <ul style="list-style-type: none"> • Meaning of Joint venture • Joint venture and partnership • Accounting records 	25%
3	Hire - Purchase System : <ul style="list-style-type: none"> • Meaning of hire-purchase contract • Legal provisions regarding hire purchase contract • Accounting records for goods of substantial sale values • After sales service 	25%
4	Accounting Standards: <ol style="list-style-type: none"> 1. Accounting Standard Board (ASB) 2. Procedure for issue of Accounting Standards 3. Importance of Accounting standards 4. List of Accounting Standards 5. i. AS- 1: Disclosure of Accounting Policies ii. AS-2: Valuation of Inventories iii. AS-9: Revenue Recognition iv. AS-10: Fixed Assets 	25%

Note:

1. For calculating practical accountancy problem, the accounting principles as per Indian Accounting Standards should be explained and considered
2. Practical problems shall not exceed 70% of total weightage.

Suggested Readings:

1. Anthony Robert, Reece J.S. : Accounting Principles; Richard D. Irwin Inc.
2. Gupta. R. L and Radhaswamy M. : Financial Accounting; Sultan Chand and Sons, New Delhi.
3. Mongo J. R., Ahuja Girish and Sehgal Ashok : Financial Accounting ; Mayur Paper Back, Noida.
4. Shukla M. C., Grewal T. S. and Gupta S. C. : Advanced Accounts; S. Chand & Co. New Delhi.
5. Compendium of Statement and Standards Accounting : The Institute of Chartered Accountants of India, New Delhi.
6. Agarwala A. N. Agarwala K. N. : Higher Science of Accountancy ; Kitab Mahal, Allahabad
7. Rathnam & Hanumanta : Advanced Accounting ; Kitab Mahal - Agra
8. Harishikesh Chakravorty : Advanced Accounting ; Oxford University Press.
9. B. D. Agrawal, Financial Advanced Accounting Vol. I & II ; Premier Pub. Book Co., Delhi.
10. Xavier : Advanced Accountancy ; Tata McGraw Hill.
11. Ashok Sehgal & Deepak Sehgal : Financial Accounting ; Taxman Publications.
12. S. K. Bhattacharya : Accounting for Management ; Vikas Publisher.
13. Accounting Standards: Taxmann Publications, New Delhi
14. Das Gupta: Indian and International Accounting Standards, Sultan Chand & Sons, New Delhi

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year B.Com. (Semester -II)
Business Economics II
 (Syllabus effective from Academic Year 2019-20 onwards)

Objective:

Objective of this syllabus is to introduce the First Year Students of Commerce faculty with various micro economic concepts and its application in decision making for business.

Unit	Course Contents	Weightage
1	<p><u>(A) Price and Output Determination:</u> Perfect Competitions: Meaning - Characteristics - Short Run and Long Run Equilibrium of a Firm and Industry Monopoly Market: Meaning , Features, Determination of Price and Output under Monopoly Price Discrimination: Meaning, Types and Essential Conditions for Possibility and Profitability</p>	25%
2	<p><u>(B) Price and Output Determination:</u> Monopolistic Competition: Meaning - Characteristics - Price and Output determination of a Firm - Group Equilibrium - Selling Cost - Meaning, Shape of Selling Cost Curve Oligopoly: Main Features - Sweezy's Kinked Demand Curve Model- Price Leadership.</p>	25%
3	<p><u>Capital Budgeting:</u> Capital Budgeting: Meaning - Nature of Capital Budgeting - Factors Influencing Investment Decision Techniques of Investment Appraisal: Pay Back Period Method - Average Rate of Return Method (ARR) - Net Present Value Method (NPV) - Internal Rate of Return Method (IRR) with Examples Sources of Fund: External Sources - Internal Sources Capital Rationing</p>	25%
4	<p><u>Theory of Profit:</u> Profit: Meaning - Nature- Theories of Profit: Clark's Dynamic Theory - Schumpeter's Innovation Theory - Knight's Risk, Uncertainty bearing Theory - Monopoly Theory of Profit. Distinction between Accounting Profit and Economic Profit</p>	25%

Suggested Readings:

1. MC Nair, M. P. and R. S. Mariam. Problems in Business Economics, MC GrawHill, N. Y. 1941
2. Joel Dean. Managerial Economics, Prentice Hall, Englewood Cliffs, N. J.
3. Spencer M. H. and Siegelman - Managerial Economics Richard Irwin - 1964.
4. Hague D. C. - Managerial Economics -- Analysis for Business Decision, Longmans, London. 1969.
5. Graham P - Managerial Economics, Adission - wisely Publishing Co. Massachusetts, 1980.
6. G. S. Gupta - Managerial Economics, Tata McGraw Hill.
7. H. L. Ahuja - Principals of Micro Economics - S. Chand & Co. New Delhi.
8. R. L. Varshney and K. L. Maheshwari - Managerial Economics - Chand andCo. New Delhi.
9. પ્રા. રીચાર્ડ લિપ્સી, વાસ્તવદર્શી અર્થશાસ્ત્ર, (ભાગ ૧, ૨) યુનિ. ગ્રંથ નિર્માણ બોર્ડ
(અનુવાદ)
10. પ્રો. એચ. કે. ત્રિવેદી, અર્થશાસ્ત્રના સિદ્ધાંતો – મૂલ્ય અને વહેંચણી. યુનિ. ગ્રંથ નિર્માણ બોર્ડ
11. પ્રો. આર. કે. અમીન- મૂલ્યના સિદ્ધાંતો, યુનિ. ગ્રંથ નિર્માણ બોર્ડ
12. બોમલ અર્થશાસ્ત્રના સિદ્ધાંતો અને કર્યાત્મક પૃથક્કરણ, યુનિ. ગ્રંથ નિર્માણ બોર્ડ (અનુવાદ)

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year B.Com. (Semester -II)
Elements of Banking & Insurance II
 Course Code - CE 225 D
 (Syllabus effective from Academic Year 2019-20 onwards)

Objective:

To impart to the students the elementary knowledge of terminology, Concepts, definitions, procedures and principles in Banking and Insurance.

Unit	Course Contents	Weightage
Elements of Banking		
1	<u>Cheque :</u> Its meaning, Characteristics, Meaning of Crossing and endorsement, Clearing System- Traditional and three days clearing, MICR Cheque clearing, CTS (Cheque Truncation System)	25%
2	<u>Different means of Remittances:</u> Demand Draft, Letter of Credit, Credit Card, Debit Card, ATM (Automated Teller Machine), Cheque Deposit Machine & Cash Deposit Machine, Online Banking ECS (Electronic clearing system), EFT(Electronic Funds Transfer) Computerization in Banking Field	15%
3	<u>Different Types of Accounts:</u> Current, Savings, Fixed Deposit Accounts, Recurring and Non-Resident's Accounts.	10%
Elements of Insurance		
4	<u>Marine Insurance:</u> Definition of Marine Insurance Concept, procedure of taking marine policy, Warranties in marine Insurance, Types of warranties and Types of marine policies.	20%
5	<u>Fire Insurance:</u> Definition of Fire Insurance contract, procedure of taking fire policy, Types of fire insurance policies, Policy conditions – implied and express conditions.	20%
6	<u>Privatization in Insurance:</u> Concept, Merits & Demerits of Privatization.	10%

Suggested Readings:

1. Banking in India, by Panandikar S.G.Orinet Longmans Ltd., Kolkatta-13
2. Fundamentals of Banking Theory and Practice, by Basu A.K.
3. Theory and Practice of Banking, by Bedi H.L. Ayyar G. S. Shenoy H. P. Subramanian N. V. Jeevandeep Prakashan, Bombay-400004
4. Principles of Banking, by Garg K.N. KitabMahal, Allahabad
5. Elementary Banking, by Sheldon, Mcdonald & Evans.
6. ભારતીય બેન્કિંગ કાનુન અને વ્યવહાર : લેખક ટેનન. એમ.એલ.અનુય. વેલવન ડી.એસ. યુનિવર્સિટી ગ્રંથનિર્માણ બોર્ડ, અમદાવાદ.
7. બેન્કિંગ કાનુન અને વ્યવહાર લેખક ચાવલા, માલવિયા (સૌરાષ્ટ્ર યુનિવર્સિટી બેન્કિંગ એસોસિએશન).
8. Insurance Principles and Practice, by R. S. Sharma
9. Insurance Principles, Practice and Registration, by M. K. Ghosh & A. N. Agrawal
10. Life Insurance in India, by P. A. S. Mani
11. Life Insurance, by Prof. O. S. Gupta
12. વીમાનાં સિધ્ધાંતો લેખક ત્રિવેદી, વછરાજાની
13. Fundamentals of Insurance by P.K. Gupta, Himalaya Publications.
14. Principles and Practice of Insurance by M.N. Mishra, S.N. Chand Company
15. Principles and Practice Insurance – Jyotsna Sothi, Nishwan Bhatia

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com. (Semester -II)
Statistics for Business II
Course Code - CE 220 A
(Syllabus effective from Academic Year 2019-20 onwards)

Unit	Course Contents (As per UGC Model Curriculum)	Weightage
1	<u>INTEGRATION :</u> Concept of definite and indefinite integration of a function and integration of standard form x^n , a^x , e^x , $\log x$.	20%
2	<u>PROBABILITY DISTRIBUTIONS:</u> Concept of discrete probability distribution, Binomial distribution, its properties and uses, Recurrent relation and Application, Poisson distribution, its properties, uses mean and variance and its application. Hyper geometric distribution with applications.	25%
3	<u>PROBABILITY DISTRIBUTIONS:</u> Concept of continuous probability distribution, Normal distribution, its application	25%
4	<u>STATISTICAL QUALITY CONTROL:</u> Control Charts Importance of statistical methods on industrial research and Practice. Concept of statistical quality control (S.Q.C.) for attributes and advantages. General theory control charts. Specification limits tolerance limits modified control limits and their inter relationship. Control charts for attributes: p, np and c charts.	30%

Suggested Readings:

1. Pavate D.C. Bhagwat : The Element Calculus : Popular Prakshan, Bombay
2. Gupta S. P.: Statistical Method: S. Chand & Co., New Delhi.
3. Rohtgi V. K.: An introduction to probability theory and mathematical statistics: Wiley Estem Ltd.
4. Sancheti D. C. Kapoor V. K: Statistics: Sultan Chand & Sons, New Delhi.
5. Grant E.L.: Statistical Quality Control: Mc Graw Hill Books Co.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com. (Semester -II)
Environmental Studies II
Course Code - FC 230 A
(Syllabus effective from Academic Year 2019-20 onwards)

Unit	Course Contents
1	Pollution
2	Social Issues and the Environment
3	Human Population and the Environment
4	Field Work (for Assignments Only)

Text Prescribed:

Textbook of Environmental Studies for Undergraduate Courses by Erach Bharucha (University Press)

Distribution of marks

Q. No.	Type of Question	Marks
Q 1	Objective Type Questions	10 out of 10
Q 2	Short Answer Questions	4 out of 6
Q 3	Short Notes	2 out of 4
Q 4	Essay Type Question	1 out of 2
Q 5	Essay Type Question	1 out of 2
	Total	70

Suggested Readings:

1. Agarwal, K.C. : 2001 Environmental Biology. Nidi Publication Ltd., Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad- 380 013. India Email : mapin @icenet.net®
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p.
4. Clark R.S. Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E. & Hepworth, M.T. 2001,

- Environmental Encyclopedia Jaico Pub. Houses, Mumbai, 1196p.
6. de ak., Environmental Chemistry Wiley Eastern Ltd.
 7. Down to Earth, Centre for Science and Environment.
 8. Gleick, H.P., 1993 Water in criss, Pacific Institute for Studies in Dev. Environmental & Security, Stockholm Env. Institute. Oxford Univ. Press. 473p.
 9. Hawkins, R.E. Encyclopaedia of Indian Natural History. Bombai Natural History Society, Bombay®
 10. Heywood, V.H. & Waston R.T. 1995, Global Biodiversity Assessment Cambridge Univ. Press. 114Qp.
 11. Jadhav, H & Bhonsale, V. M. 1995, Environmental Protection and Laws. Himalaya Pub. Houses, Delhi 284p. :
 12. Mckinne, M.L. & School R.M. 1996, Environmental Science System & Solutions, Web enhanced edition 639p.
 13. Mhaskar A. K. Matter Hazardous, Techno-Science Publication (TB)
 14. Miller T. G. Jr. Environmental Science Wordsworth Publishing Co., (TB)
 15. Odum, E.P. 1971. Fundamentals of Ecology W.B. Saunders Co. USA 574p.
 16. Rao M.N. & Datta A.K. 1987. Waste Water Treatment Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
 17. Sharma B.K. 2001 Environmental Chemistry. Goel Publ. House, Meerut.
 18. Survey of Environment The Hindu (M)
 19. Townsend C., Harper J. and Michael Begon : Essentials of Ecology. Blackwell Science (TB.) |
 20. Trivedi R. K. Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol. I and II Enviro Media®
 21. Trivedi R.K. and P.K. Goel, Introduction to Air Pollution Techno-Science Publications (TB) |
 22. Wagner K.D. 1998 Environmental Management W.B. Saunders Co. Philadelahia USA. 499p.

❖ LANGUAGE THROUGH LITERATURE (LTL)

SEMESTER 2

TEXT— *Prelude* (ORIENT BLACKSWAN)

Chapters to be studied / referred

*** Prose.**

1. The Three Questions
2. The Chicago Speech
3. Work Brings Solace

*** Poetry:**

1. Where the Mind is Without Fear
2. Money Madness
3. Leisure

***Grammar**

1. Question Tag
2. Voice

***Communication Skills**

1. Dialogue Writing
2. Giving Personal Information

❖ **The teachers and question- setters are instructed to strictly adhere to the paper style and the distribution of marks.**

Distribution of Marks for the University Exams:

- | | |
|--|----------|
| 1. Short answer type questions from poems only
(answer in about 2 to 3 sentences) (5/ 7) | 10 marks |
| 2. Long answer questions from prose only (1/2) | 12 marks |
| 3. A. Dialogue (formal / informal) | 10 marks |
| B. Giving personal information (formal / informal) | 10marks |
| 4. Grammar: (08/10)
(to be asked from the exercises of the prescribed chapters) | 08marks |

Total 50 marks

❖ WRITTEN AND SPOKEN COMMUNICATION SKILLS (W & S)

Semester 2

TEXT—**The Spectrum** (Macmillan)

***Prose :**

1. The Scientific Point of View
2. Karma
3. If You Are Wrong , Admit It

***Poetry :**

1. My Grandmother
2. Where the Mind is Without Fear
3. Refugee Mother and Child

*** Functional Writing.**

1. Description (Person , Place ,etc.)
2. Narration
3. Dialogue Writing (Casual Conversation, Talking about the weather; Describing daily routine; talking about current activities ;Telephonic Conversation ; Answering the telephone and asking for someone ; taking and leaving messages; making inquiries on the phone)

❖ **The teachers and question-setters are instructed to strictly adhere to the paper style and the distribution of marks .**

Distribution of Marks for the University Exams

1)Short answer type questions from poems only (answer in about 2 to 3 sentences) (5 / 7)	10 marks
2)Long answer questions from prose only (1/2)	12 marks
3)Description / Narration (1/2)	12 marks
4) A. Dialogue Writing (Casual: 1 /2) 8 marks	16 marks
B. Dialogue Writing (Telephonic: 1 /2) 8 marks	-----
TOTAL	50 marks