



**B.Com.
COURSE STRUCTURE**

SEMESTER - I						
Paper No.	Type of Course	Course Name	Credit	Internal Marks	Term-End Marks	Total Marks
BCom-SS-101	Soft Skill Course	Personality Development	2	30	70	100
BCom-FC-102	Foundation Course	Time Management	2	30	70	100
BCom-CC-103	Core Course	Business Administration - I	3	30	70	100
BCom-CC-104	Core Course	Business Communication - I	3	30	70	100
BCom-CC-105	Core Course	Business Economics - I	3	30	70	100
BCom-CC-106	Core Course	Accountancy - I	3	30	70	100
BCom-CC-107	Core Course	Business Law - I	3	30	70	100
BCom-CE-108A	Core Elective FINANCE & ACCOUNTS	Finance & Accounts - I (Auditing - I)	3	30	70	100
BCom-CE-108B	Core Elective STATISTICS	Statistics - I (Advanced Statistics)	3	30	70	100
BCom-CE-108C	Core Elective BUSINESS MANAGEMENT	Business Management - I (Sales Management)	3	30	70	100
BCom-CE-108D	Core Elective BANKING	Banking - I (Fundamentals of Banking - I)	3	30	70	100
BCom-CE-108E	Core Elective BANKING & INSURANCE	Banking & Insurance - I (Fundamentals of Banking)	3	30	70	100
BCom-CE-108F	Core Elective MARKETING	Marketing - I (Fundamentals of Marketing - I)	3	30	70	100
BCom-CE-108G	Core Elective M.I.P.	MIP - I (IT and It's Application - I)	3	30	70	100
BCom-SE-109A	Subject Elective	Business Mathematics - I	3	30	70	100
BCom-SE-109B	Subject Elective	Fundamentals of Entrepreneurship - I	3	30	70	100



**B.Com.
COURSE STRUCTURE**

SEMESTER – II						
Paper No.	Type of Course	Course Name	Credit	Internal Marks	Term-End Marks	Total Marks
BCom-SS-201	Soft Skill Course	Leadership Development	2	30	70	100
BCom-FC-202	Foundation Course	Environmental Studies	2	30	70	100
BCom-CC-203	Core Course	Business Administration – II	3	30	70	100
BCom-CC-204	Core Course	Business Communication – II	3	30	70	100
BCom-CC-205	Core Course	Business Economics – II	3	30	70	100
BCom-CC-206	Core Course	Accountancy – II	3	30	70	100
BCom-CC-207	Core Course	Business Law – II	3	30	70	100
BCom-CE-208A	Core Elective FINANCE & ACCOUNTS	Finance & Accounts – II (Auditing – II)	3	30	70	100
BCom-CE-208B	Core Elective STATISTICS	Statistics – II (Operational Research)	3	30	70	100
BCom-CE-208C	Core Elective BUSINESS MANAGEMENT	Business Management – II (Distribution Management)	3	30	70	100
BCom-CE-208D	Core Elective BANKING	Banking – II (Fundamentals of Banking – II)	3	30	70	100
BCom-CE-208E	Core Elective BANKING & INSURANCE	Banking & Insurance – II (Fundamentals of Insurance)	3	30	70	100
BCom-CE-208F	Core Elective MARKETING	Marketing – II (Personal Selling)	3	30	70	100
BCom-CE-208G	Core Elective M.I.P.	MIP – II (IT and It's Application – II)	3	30	70	100
BCom-SE-209A	Subject Elective	Business Mathematics – II	3	30	70	100
BCom-SE-209B	Subject Elective	Fundamentals of Entrepreneurship – II	3	30	70	100



B.Com.
SEMESTER – I

SOFT SKILLS:

Paper No. BCom–SS–101

Title of the Paper: **Personality Development**

Credits: 02

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Introduction to Personality a) Basic of Personality b) Human growth and Behavior c) Theories in Personality d) Motivation	6	14+6
Unit-2	Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking	6	14+6
Unit-3	Techniques in Personality development I a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning	6	14+6
Unit-4	Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques	6	14+6
Unit-5	Techniques in Personality Development III a) Self hypnotism b) Self acceptance and self growth	6	14+6

Major Readings:

1. Personality Development by Rajiv K. Mishra. Rupa & Co.



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
NAAC Accreditation Grade "B"
(With effect from Academic Year 2016-17)

B.Com.
SEMESTER – I

FOUNDATION COURSE:

Paper No. BCom-FC-102

Title of the Paper: **Time Management**

Credits: 02

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Time Management Concept and importance	6	14+6
Unit-2	Effective Use of Time	6	14+6
Unit-3	Methods of Time Utilization	6	14+6
Unit-4	Graphics, Charts and Electronic Media and Time Saving Techniques	6	14+6
Unit-5	Communication Methods and Time Management	6	14+6

Major readings:

- Reuben Ray, Time Management: Himalaya Publication, 2008



B.Com.

SEMESTER - I

CORE COURSE:

Paper No. BCom-CC-103

Title of the Paper: **Business Administration - I**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	<ul style="list-style-type: none">Introduction, Concept nature, process and significance of managementManagerial rules (mintzberg) Scientific management, Time study-motion study importance-resistance	9	14+6
Unit-2	<p>Functional Area:</p> <ul style="list-style-type: none">Production management, Introduction, Scope & SignificanceMarketing management, Introduction, Scope & SignificanceHuman resources management, Introduction, Scope & SignificanceFinancial management, Introduction, Scope & Significance	9	14+6
Unit-3	<ul style="list-style-type: none">Planning concept, process and types. Advantage and disadvantage, Decision making concept and process bounded rationality	9	14+6
Unit-4	<ul style="list-style-type: none">Management by objective, basic features, steps, merits and limitations, corporate planning.Management of change-concept, nature and process of planned change resistance to change. Emerging horizons, of management in a changing environment.	9	14+6
Unit-5	<ul style="list-style-type: none">Organisation concept, nature, process and significance, type of organization formal and informal. Advantage and disadvantage & organization structure.	9	14+6

Reference / Text -Books / Additional Reading:

1. Drucker Peter F: Management Challenges for the 21st century, Butterwarth, Heinemann Oxford
2. Wehrich and kootz et. al: Essentials of management. Tata McGraw Hill, New Delhi.
3. Fredhuthans: organizational Beharour Mc. Graw Hill, New York
4. Louis A Allen: Management and Organization. Mc Graw Hill. Tokyo.
5. Ansoff H.I: Corporate Strategy: Mc Graw Hill. New York
6. Haonplon. David R. Modern Management McGraw Hill New York.
7. Stoner and freeman; Management prestice l hall New Delhi.



B.Com.
SEMESTER – I

CORE COURSE:

Paper No. BCom–CC–104

Title of the Paper: **Business Communication – I**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit – 1	<u>Introduction to Communication</u> Meaning and Definition of Communication – Process of Communication – Method of Communication (Verbal and Non Verbal Communication – Advantages and its Disadvantages) – Channels of Communication – Network of Communication	9	14+6
Unit – 2	<u>Information Technology for Communication</u> FAX – E-Mail – Internet – Audio Conferencing – Video Conferencing – SMS – Voice Mail (Advantages and Disadvantages of all the above mentioned Technology)	9	14+6
Unit – 3	<u>Selected Business Terms</u> C.O.D.; C.W.O.; C.I.F.; F.O.B.; F.O.R.; E.&O.E.; Cartage, Freight; Excise Duty; Custom Duty; V.A.T; Proforma Invoice; Invoice; Trademark; Hypothication; Ex-warehouse; Debit Note; Credit Note; Pilferage; Demurage; Power of Attorney; Consignment, Bill of Lading; Bonded Warehouse; Certificate of origin; Advice Note; Letter of Credit (L/C); Warranty	9	14+6
Unit – 4	<u>Drafting of Business Letters:</u> Layout of a Business Letter – Appearance of a Business Letter Style and format of a Business Letter – Other Parts or Occasional Parts of a Business Letter - (Attention Line, Post-Script, Window Envelope, Enclosure, Identification Marks etc.)	9	14+6
Unit – 5	Essential of an Inquiry Letter and Quotation Letters	9	14+6

Reference / Text –Books / Additional Reading:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai
5. Business Communication – Homai Pradhan, Bhende D.S., Thakur Vijaya
6. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
8. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw- Hill Publishing Company Limited, New Delhi.
9. Business Communication and Organisational Management – Rohini Aggrawal – Taxman
10. Business Communication Strategies – Monipally Mathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
11. Handbook of Communication – Narula Uma
12. A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
13. Business Communication and Organisational and Management – C.B.Gupta
14. Comprehensive Business Communication – Saroj Karnik, P.P.Mehta,- P.V.Kulkarni



**B.Com.
SEMESTER – I**

CORE COURSE:

Paper No. BCom–CC–105

Title of the Paper: **Business Economics – I**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	• Introduction, Basic problems of an Economy, Functions of Price Mechanism, Limitations of Price Mechanism	9	14+6
Unit-2	• Consumer's Behavior, Law of diminishing Marginal Utility, Consumer's Surplus–Concept, Importance and limitations of the concept, Limitations of Utility Analysis.	9	14+6
Unit-3	• Demand, Meaning of price elasticity of demand, its types, methods to measure price elasticity of demand, factors affecting price elasticity of demand, importance of the concept, Concept of Income Elasticity of Demand, and its types, Concept of Cross Elasticity of Demand	9	14+6
Unit-4	• Theory of production, Laws of Returns, Internal and External economies and diseconomies, ISO quant curves – Meaning and Characteristics.	9	14+6
Unit-5	• Cost Concepts, Fixed and Variable Cost, Marginal and Average Cost – Interrelationship, Short Run Cost and Long Run Cost, ISO Cost curve.	9	14+6

Reference / Text –Books / Additional Reading:

1. John P Gould Jr and Edward P Micro economic Theory All India Traveler New Delhi.
2. Watson Donald S and Getz Malcon Price Theory and gts user khosla Publishing of House New Delhi.
3. Stigler G The Theory of price practice hall of India
4. Ahuja H L Business Economics S Chand & Co New Delhi
5. Dewet K K Price Theory Business Economics-II



B.Com.
SEMESTER – I

CORE COURSE:

Paper No. BCom–CC–106

Title of the Paper: **Accountancy – I**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	<u>Sale of firm to a Company:</u> <ul style="list-style-type: none">Introduction, Ascertaining the purchase consideration, distribution of share and debenture Entries and account in the books of firm	9	14+6
Unit-2	<u>Piece meal distribution of cash along with partners :</u> <ul style="list-style-type: none">Example of surplus capital methodExample of maximum loss method	9	14+6
Unit-3	<u>Single entry system:</u> <ul style="list-style-type: none">Example of conversion into double entry final accounts	9	14+6
Unit-4	<u>Accounting Standard and Principle outlines (only theory):</u> <ul style="list-style-type: none">Introduction, Meaning, Definition, History, Nature, Objective, Scope, Importance, Summary of International Accounting Standard and Indian Accounting StandardAccounting Principle and GAAP	9	14+6
Unit-5	<u>Accounting Standard (only theory) :</u> <ul style="list-style-type: none">AS – 01 to AS - 05	9	14+6

Reference / Text –Books / Additional Reading:

1. Anthony R.N. and Ree ce J.S.-accounting principles
2. Harishikesh Chakvaborty-Advanced accountancy-Oxford Press
3. Gupta R.L. and Gupta V.K.-financial Accounting –Sultanchand & Sons.
4. Rana T.J. and Dalal V.S.-Advanced Accountancy –Sudhir Parkashan
5. Rand, Dalal shah and Shah Accountancy, Sudhir Prakashan



**B.Com.
SEMESTER – I**

CORE COURSE:

Paper No. BCom–CC–107

Title of the Paper: **Business Law – I**

Credits: 03

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/ Weight
Unit-1	<ul style="list-style-type: none">LAW OF CONTRACT (1872): Nature of contract, Classification; offer & Acceptance; Capacity of parties to contract; Free Consent.	9	14+6
Unit-2	<ul style="list-style-type: none">Consideration; Legality of object: Agreement declared void; Performance of contract, Discharge of contracts.	9	14+6
Unit-3	<ul style="list-style-type: none">Negotiable instrument Act 1881.Definition; Features of Promissory note.	9	14+6
Unit-4	<ul style="list-style-type: none">Bill of exchange and ChequeTypes of crossing: negotiation dishonor and discharge of negotiable instrument.	9	14+6
Unit-5	<ul style="list-style-type: none">Foreign Exchange management Act 2000:- Definitions and main provisions	9	14+6

Reference / Text -Books / Additional Reading:

1. Business Regularity Frame Work, B.S. Shah
2. Business Law : Tata Macgrow Hill
3. Mercantile Law : Sultanchand Publishers



B.Com.
SEMESTER – I

CORE ELECTIVE:

Paper No. BCom–CE–108A (Finance & Accounts)

Title of the Paper: **Finance & Accounts – I (Auditing – I)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	<u>Auditing :</u> <ul style="list-style-type: none">➤ Introduction, Meaning, Deification➤ Characteristic of Auditing➤ Book Keeping, Accountancy, Auditing and investigation➤ Advantage and disadvantage of Audit➤ Objective of Audit	9	14+6
Unit-2	<u>Types of Audit:</u> <ul style="list-style-type: none">➤ Classification of Audit on the Basis of nature wise, scope wise➤ Conduct of Audit and Audit by function	9	14+6
Unit-3	<u>Audit Process :</u> <ul style="list-style-type: none">➤ Audit Note Book➤ Auditors working papers and evidence➤ Audit Procedures➤ Consideration for commencing audit <u>Audit Programs :</u> <ul style="list-style-type: none">➤ Educational Audit Program➤ Banking Company Audit Program➤ Insurance Company Audit Program➤ Hospital Audit Program	9	14+6
Unit-4	<u>Internal Check System and internal control:</u> <ul style="list-style-type: none">➤ Meaning, Definition, Characteristic of Internal Check➤ Advantages and limitation of internal check➤ Internal Check of Cash sales➤ Internal Check for payment of wages➤ Scope of internal control➤ Internal Audit➤ Objective of Internal Audit➤ Distinguish of Internal Audit and Statutory Audit	9	14+6
Unit-5	<u>Recent Trend in Auditing</u> <ul style="list-style-type: none">➤ Cost Audit- meaning, objective, Merit and Demerits, Distinguish of Financial Audit and Cost Audit➤ Management Audit- meaning, objective, Distinguish of Management Audit and Statutory Audit➤ Tax Audit- Including Current Slab➤ Electronic Data Processing Unit EDP Audit- Introduction , EDP System, types of Computers, Internal Structure of Computer, EDP control	9	14+6



Reference / Text -Books / Additional Reading:

1. Gupta Kamal – Contemporary Auditing, Tata Mc Graw Hill
2. Tandon B. N. – Principle of Auditing, S. Chand.
3. Pagare Dinkar – Principles and Practice of Auditing, S. Chand.
4. Sharma T. R. – Auditing Principles and Problems, Sahitya Bhavan, Agra.



B.Com.
SEMESTER - I

CORE ELECTIVE:

Paper No. BCom-CE-108B (Statistics)

Title of the Paper: **Statistics - I (Advanced Statistics)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Linear Correlation: Concept of bivariate data, Definition and types of correlation, Definition of correlation coefficient (r), its properties, interpretation of values of r, Methods of finding correlation coefficient using Karl Pearson method for bivariate data and for frequency distribution data, Spearman's method for finding rank correlation coefficient for repeated and non repeated ranks.	9	14+6
Unit-2	Association of Attributes: Concept of qualitative data and the association between them, Meaning and interpretation of 2x2 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 2x2 problems only.	9	14+6
Unit-3	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.	9	14+6
Unit-4	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.	9	14+6
Unit-5	Matrix Algebra: Definition of Matrix, Different types of matrices, Algebra of matrices (Addition, Subtraction and Multiplication), Determinant of a square matrix, Definition of adjoint 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.	9	14+6



Reference / Text -Books / Additional Reading:

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. Srivatava O.S.: A Text Book of Demography, Vikas publishing.
5. Trivedi and Trivedi: Business Mathematics, Pearson India Ltd. New Delhi.



B.Com.
SEMESTER – I

CORE ELECTIVE:

Paper No. BCom–CE–108C (Business Management)

Title of the Paper: **Business Management– I (Sales Management)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Sales Management Strategies <ul style="list-style-type: none">• Introduction• Selling & Buying Styles• Selling Situations• Selling Skills	9	14+6
Unit-2	Sales Organisation – I: <ul style="list-style-type: none">• Sales Organisation• Factors affecting sales organisation design & size	9	14+6
Unit-3	Sales Organisation – II: <ul style="list-style-type: none">• Types of Sales organisation• Methods determining number of salespeople: Affordability Method, Incremental Method & Workload Method	9	14+6
Unit-4	Recruitment & Selection: <ul style="list-style-type: none">• Hiring Process• Challenges in sales force selection• Planning for recruitment• Sales Force Recruitment• Selection of a salesperson.	9	14+6
Unit-5	Sales Promotion Strategies: <ul style="list-style-type: none">• Definition of Sales Promotion• Trade Promotion tools• Consumer Promotion tools	9	14+6

Reference / Text –Books / Additional Reading:

1. Sales & Distribution Management: By Dr. S. L. Gupta Excel Book
2. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.
3. Channel Management: By Ansaree, PHI (EEE)
4. Sales Management by Pradipkumar Mallik, Oxford University Press.



B.Com.
SEMESTER - I

CORE ELECTIVE:

Paper No. BCom-CE-108D (Banking)

Title of the Paper: **Banking - I (Fundamentals of Banking - I)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	History of Banking, Brief History of evaluation of banking in India, Definition of Banking, Different types of commercial banks. Concept of Banking, India's Banking Structure and organization of banks, Brief history of SBI	9	14+6
Unit-2	Definition of a bank customer, different types of bank accounts, their main features, process of opening of accounts of individuals, partnership firm, joint stock companies, HUF's, Institutions, Single holder and joint holders, Trusts, Co-operative societies, government and other public bodies. Nature & Functions of Banking & Financial Institutions in India, types of Banks, Services rendered by banks, Co-operative banking,	9	14+6
Unit-3	Traditional functions of a bank, forms of deposits in current accounts, saving accounts, fixed deposits, recurring deposits, credit creation function of banks, types of credit facilities, overdraft, cash credit, demand loan, term loan, purchase/discount of bills, letters of credit, letters of guarantee, personal loans, housing loans, educational loans and vehicle loans. Banking Regulation Act- Reserve bank of India	9	14+6
Unit-4	Concept of negotiable instruments, characteristics of negotiable instruments, promissory notes, bills of exchange and cheques and their silent features, main features of cheques as negotiable instruments, payment through cheques, liabilities of paying and collecting banks, crossing of a cheques. Safe Custody, Safe deposits vaults, Pension Payments, Services by banks and its impact	9	14+6
Unit-5	Banking Technology, Credit Card-Travellers' letters of credit Commercial letters of credit, MICR Cheque, Currency Management, monetary policy	9	14+6

Reference / Text -Books / Additional Reading:

1. Basics of banking and Finance, K.M.Bhattachatya and P.Agrawal, Himalaya Publishing House
2. Banking theory and practice, Premkumar Shrivastav, Himalaya Publishing House
3. Banking theory Law & Practice, GordonNatrajan, Himalaya Publishing House
4. Basics of Banking, Indian Institute of Banking and Finance, Taxman Publication
5. Pricipals of Banking, Indian Institute of banking and Finance, Mackmilan India Ltd.



B.Com.
SEMESTER - I

CORE ELECTIVE:

Paper No. BCom-CE-108E (Banking & Insurance)

Title of the Paper: **Banking & Insurance - I (Fundamentals of Banking)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Concept of Banking: Origin of the word 'Bank', India's Banking Structure and organization of banks, Brief history of SBI: Evolution of Money - Monetary Systems	9	14+6
Unit-2	Nature & Functions of Banking & Financial Institutions in India Types of Banks, Banker-Customer Relations, Services rendered by banks, Co-operative banking, different types of bank accounts, their main features, process of opening of accounts	9	14+6
Unit-3	Banking Regulation Act- Reserve bank of India <i>Primary functions of Bank:</i> Accepting deposits: Demand deposits- Current and Savings - Time deposits- Recurring and fixed deposits Granting Loans and advances-Term loan, Short term credit, Overdraft, Cash Credit, Purchasing, Discounting of Bills.	9	14+6
Unit-4	Regional Rural and co-operative banks in India, <i>Secondary functions of Bank:</i> Payment & collection of cheque, Crossing of cheque. Bills and promissory notes, Safe Custody, Safe deposits vaults, Remittance of funds, Pension Payments, Acting as a dealer in foreign exchange. Services by banks and its impact	9	14+6
Unit-5	Banking Technology, Credit Card-Travellers' letters of credit Commercial letters of credit, MICR Cheque, Currency Management	9	14+6

Reference / Text -Books / Additional Reading:

1. Khubchandani B.S.: Practices and Law of Banking; Macmillan, New Delhi.
2. Shekhar and Shekhar: Banking theory and practice: Vikas Publishing House, New Delhi.
3. Sayers R.S: Modern Banking; Oxford University Press
4. Premkumar Shrivastav: Banking theory and practice, Himalaya Publishing House
5. Gordon Natrajan: Banking theory Law & Practice, Himalaya Publishing House
6. Banking kanoon ane vyavhar (Gujarati) New Popular Prakashan Surat.
7. Taxman Publication: Basics of Banking, Indian Institute of Banking and Finance,
8. Mackmilan India Ltd: Principles of Banking, Indian Institute of banking and Finance,



B.Com.
SEMESTER – I

CORE ELECTIVE:

Paper No. BCom–CE–108F (Marketing)

Title of the Paper: **Marketing – I (Fundamentals of Marketing – I)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/ Weight
Unit-1	Marketing: Importance of marketing as a business function and in the economy, scope of marketing; Marketing concepts - traditional and modern; Selling vs, marketing; Marketing mix; Marketing environment. Consumer Behaviour : Meaning, Significance and Factors; Market Segmentation: concept and importance; General Bases of segmentation.	9	14+6
Unit-2	Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging - role and functions; Brand name and trade mark; After - sales service; Product life cycle concept.	9	14+6
Unit-3	Price: Meaning, Importance of price and Factors affecting price; Types of Pricing / Pricing Policies and strategies, Discounts and rebates.	9	14+6
Unit-4	Distributions: Meaning, Importance, Distribution channels - concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and Wholesaler (Introduction / Conceptual); Physical distribution – concept and aspects.	9	14+6
Unit-5	Promotion: Methods of promotion; Optimum promotion mix; Advertising media – Types of Media, its merits and demerits; Characteristics of an effective advertisement;	9	14+6

Reference Books:

1. Philip Kotler : Marketing Management Englewood Cliffs; Prentice Hall, NJ.
2. Stanton W. J., Etzel Michael J., and Walker Bruce J; Fundamentals of Marketing; McGraw - Hill, New York.
1. Kotler Philip and Armstrong Gary, Principles of Marketing, Prentice - Hall of India, New Delhi.
2. Putmer R.M: The New Marketing; McMillan, New York.
3. McCarthy J.E: Basic Marketing – A Managerial Approach; McGraw Hill, New York.
4. Cundiff, Edward W and Stiu R.R: Basic Marketing – Concepts, Decisions and Strategies, Prentice Hall, New Delhi Still and Govani et.al : Sales Management, : Prentice Hall India, New Delhi.
5. Bushkirk, Richard H.: principles of Marketing; oruden Pren, Illinois.



B.Com.
SEMESTER – I

CORE ELECTIVE:

Paper No. BCom–CE–108G (MIP)

Title of the Paper: **MIP1-IT & Its Application – I**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	INTRODUCTION 1. Introduction to Personal Computer. 2. I/O Devices. 3. Concept of Hardware & Software, Computer Application. 4. Overview of Basic Operating System –Ms-Dos& Windows. 5. Classification of Pc Software. 6. Introduction to Computer Language, Translator	09	14
Unit 2	INTRODUCTION to OS & Editor 1. Windows Environment- Desk top, file, folders, icons, Windows, Explorer, Control Panel, Windows Accessories, Recycle bin, Task bar. 2. Introduction to Editors- Edit, Note pad, Word pad.	09	14
Unit 3	WORD PROCESSING-1 1. Introduction to Word Processing. 2. Examples of Some Popular WP Packages & Applications of WP 3. Creation, Editing, Formatting of Documents. 4. Global Search & Replacement of Text.	09	14
Unit 4	WORD PROCESSING-1 1. Table facility 2. Change Case facility 3. Tab facility ,Mail Merge, Macros facility 4. Spelling checker & other advanced features of MS Word.	09	14
Unit 5	PRESENTATION 1. Importance of presentation software. 2. Introduction to Power Point- Concept of slide & Presentation, slide layout, different slide views, slide show options. 3. Working with text and Pictures, Presentation of slide show with Animation.	09	14

Reference / Text-Books / Additional Reading:

1. Office-2007- BPB Publication
2. Office-2007 Bible: John Walenbach, Herb Tyson
3. Teach yourself Visually MS office 2007 – sherry kinkoph



B.Com.
SEMESTER – I

SUBJECT ELECTIVE:

Paper No. BCom–SE–109A (Business Mathematics)

Title of the Paper: **Business Mathematics – I**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Limit: Limit of a function, Methods of evaluating limit of a function, Some important limits. Practical Problems.	9	14+6
Unit-2	Differentiation: Rule of addition & subtraction, multiplication, division, chain rule, derivative of implicit function and derivative of parametric equations.	9	14+6
Unit-3	Application of differentiation in Business & Economics Maximum and minimum values of a function, average cost, marginal cost, average revenue, marginal revenue, profit maximization.	9	14+6
Unit-4	Determinants: Properties of determinants, Crammers' Rule of solving simultaneous equations. Calculation of values of determinants into second & third order.	9	14+6
Unit-5	Matrices: Definition, Types, Algebra of matrices, Ad-joint of a matrix, elementary row or column operations; Solution of a system of linear equation having unique solution involving not more than three variables.	9	14+6

Reference / Text -Books / Additional Reading:

1. Business Mathematics, D.C.Sancheti&V.K.Kapoor, S.Chand& Sons
2. Business Mathematics, J.K.Singh&Deepti Rani, Himaliya Publishing House
3. Business Mathematics, G.C.Patel& A.G. Patel, AtulPrakashan.



B.Com.
SEMESTER – I

SUBJECT ELECTIVE:

Paper No. BCom–SE–109B (EDP)

Title of the Paper: **Fundamentals of Entrepreneurship – I**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

B.Com.

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Introduction: <ul style="list-style-type: none">The Entrepreneur, Definition, Characteristics of Entrepreneur- Leadership, Risk Taking, Decision Making and Business planning	9	14+6
Unit-2	<ul style="list-style-type: none">Entrepreneurship – Defining, Characteristics of Entrepreneurship, Theories of Entrepreneurship	9	14+6
Unit-3	<ul style="list-style-type: none">Emergence of Entrepreneurial class, Innovation and Entrepreneur Role of Socio-economic Environment	9	14+6
Unit-4	<ul style="list-style-type: none">Entrepreneurial Behavior and Psycho-Theories, Opportunities analysis.	9	14+6
Unit-5	<ul style="list-style-type: none">Social Responsibility – Towards – Employees, Customers, Investors, Competitors, National & International Levels.	9	14+6

Reference / Text –Books / Additional Reading:

1. Tandon B.C.: Environment and Entrepreneur chugh publication, Allahabad.
2. Simmer A David,: Entrepreneurial Megabuks Jhon Wiley & sons, New York.
3. Shrivastav S.B.: Practical Guide to Industrial Entrepreneur sultan chand & sons & sons, New Delhi.
4. Prasanna Chandra: Project – Preparation, Appraisal & Implementation, Tata Mec - Graw Hill, New Delhi.
5. Pandey I.M.: Venture capital, The Indian Experience, PHI, New Delhi.
6. Holl – j: Entrepreneurship – New Venture cretion, PHI. New Delhi.



B.Com.
SEMESTER - II

SOFT SKILLS:

Paper No. BCom-SS-201

Title of the Paper: **Leadership Development**

Credits: 02

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Concept of Leadership	6	14+6
Unit-2	Theories of leadership	6	14+6
Unit-3	Leadership styles of Indian managers.	6	14+6
Unit-4	Leadership ethics	6	14+6
Unit-5	Leadership Development Leadership Developmental Mechanisms Flowchart of Leadership Development	6	14+6

Major Readings:

1. Unit No I, II, III, & IV from "Leadership and management" By A Chandramohan, Himalaya Publishing House.
2. Unit No V From "Leadership and Team Building" By Uday kumar Haldar, Oxford University, New Delhi .



B.Com.

SEMESTER - II

FOUNDATION COURSE:

Paper No. BCom-FC-202

Title of the Paper: **Environmental Studies**

Credits: 02

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

To be uploaded later on...

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1		6	14+6
Unit-2		6	14+6
Unit-3		6	14+6
Unit-4		6	14+6
Unit-5		6	14+6



B.Com.
SEMESTER - II

CORE COURSE:

Paper No. BCom-CC-203

Title of the Paper: **Business Administration - II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/ Weight
Unit-1	<ul style="list-style-type: none">Authority and responsibility, relationship, centralization and decentralization, Advantage and disadvantage, Departmentation, Objectives Function, types of Departmentation, advantage and disadvantage	9	14+6
Unit-2	<ul style="list-style-type: none">Motivation and leading people at work motivation, concept, characteristics, Theories- Maslow, Herzberg, McGregor and Ouchi financial and non financial incentives. Morale 4 Importance factor 4 concept	9	14+6
Unit-3	<ul style="list-style-type: none">Leadership concept and leadership styles leadership theories, (Tannenbaum and Schmidt) Likert's system management	9	14+6
Unit-4	<ul style="list-style-type: none">Managerial Control, Concept, and process Effective Control system, Techniques of control, traditional and modern	9	14+6
Unit-5	<ul style="list-style-type: none">E-CommerceMeaning, use types, Importance and Limitation	9	14+6

Reference / Text -Books / Additional Reading:

1. Drucker Peter F: Management Challenges for the 21st century, Butterworth, Heinemann Oxford
2. Wehrich and Kootz et. al: Essentials of management. Tata McGraw Hill, New Delhi.
3. Fred Luthans: Organizational Behaviour Mc. Graw Hill, New York
4. Louis A Allen: Management and Organization. Mc Graw Hill. Tokyo.
5. Ansoff H.I: Corporate Strategy: Mc Graw Hill. New York
6. Haonplon. David R. Modern Management McGraw Hill New York.
7. Stoner and Freeman; Management Prentice Hall New Delhi.



**B.Com.
SEMESTER – II**

CORE COURSE:

Paper No. BCom–CC–204

Title of the Paper: **Business Communication – II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Objective of Communication Merits and Demerits of the following: Upward Communication – Downward Communication – Horizontal – Vertical – Formal – Informal – Grapevine – Consensus – Barriers to Communication Language Barrier – Cross Cultural Barrier – Socio – Psychological Barrier – Technical Barriers – Status Barrier – How to overcome from Barriers	9	14+6
Unit-2	Letter of Orders & Cancellation of Orders Features of an Order Letter – Placing of an Order - Acknowledgement of an Order - Executing Orders (Fully /Partially) – Demanding Extension of time substitute Offers; Cancellation of Orders	9	14+6
Unit-3	Complaints and their Adjustments	9	14+6
Unit-4	Application Writing & Cover letters for Jobs Solicited Application – Unsolicited Application Letters – Resume and C.V. Format – Cover Letters	9	14+6
Unit-5	Collection Letters: Basics of Collection Letters – Collection Series: Sending Statement of Account – Reminders – Inquiry and Discussions – Appeal and Urgency – Demand and Warning	9	14+6

Reference / Text –Books / Additional Reading:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhali - Sultan Chand & Sons, New Delhi.
4. Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai
5. Business Communication – Homai Pradhan, Bhende D.S., Thakur Vijaya
6. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
8. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw- Hill Publishing Company Limited, New Delhi.
9. Business Communication and Organisational Management – Rohini Aggrawal – Taxman
10. Business Communication Strategies – Monipally Mathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
11. Handbook of Communication – Narula Uma
12. A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
13. Business Communication and Organisational and Management – C.B.Gupta
14. Comprehensive Business Communication – Saroj Karnik, P.P.Mehta, - P.V.Kulkarni



**B.Com.
SEMESTER – II**

CORE COURSE:

Paper No. BCom–CC–205

Title of the Paper: **Business Economics – II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/ Weight
Unit-1	<ul style="list-style-type: none">Market Structure, Perfect Competitive Market – Characteristics, Monopoly Market – Characteristics, Monopolistic Competition Market – Characteristics, Price Discrimination, when possible and profitable, Oligopoly Market - Characteristics.	9	14+6
Unit-2	<ul style="list-style-type: none">Factor Pricing I, Marginal Productivity Theory of Distribution, Wage determination under perfect complete market and monopoly.	9	14+6
Unit-3	<ul style="list-style-type: none">Factor Pricing II, Real wage - Money wage, factors affecting real wage, Causes of wage differences in same and different occupations, Exploitation of Labor	9	14+6
Unit-4	<ul style="list-style-type: none">Factor pricing III, Theories of interest, Liquidity Preference Theory and Loan able Fund Theory of interest, Modern theory of Rent., Concept of Quasi-Rent	9	14+6
Unit-5	<ul style="list-style-type: none">Profit Policies, Concept of Gross profit and Net profit, Theories of profit, Break even Analysis	9	14+6

Reference / Text –Books / Additional Reading:

1. John P Gould Jr and Edward P Micro economic Theory All India Traveler New Delhi.
2. Watson Donald S and Getz Malcon Price Theory and gts user khosla Publishing of House New Delhi.
3. Stigler G The Theory of price practice hall of India
4. Ahuja H L Business Economics S Chand & Co New Delhi
5. Dewet K K Price Theory Business Economics-II



B.Com.
SEMESTER – II

CORE COURSE:

Paper No. BCom–CC–206

Title of the Paper: **Accountancy – II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	<u>Consignment Accounts:</u> ➤ Entries and accounts in the books of consigner including valuing of stock, calculation of normal and abnormal loss, different type of commission, invoicing goods, In the book of consignee only consigner's account	9	14+6
Unit-2	<u>Joint Venture Accounts:</u> ➤ Example of when a separate book are kept (only joint bank account method)	9	14+6
Unit-3	<u>Royalty Accounts of mining colliers :</u> ➤ Calculation of minimum Rent, short working, entries and account in the books of lessee	9	14+6
Unit-4	<u>Sectional Balancing System (only theory):</u> ➤ Total debtors accounts ➤ Total Creditors accounts <u>Self Balancing System (only theory):</u> ➤ Meaning, Adjustment Account, Advantage Debtors, Creditors and general ledger, contra balance in ledger	9	14+6
Unit-5	<u>Accounting Standard (only theory):</u> ➤ AS-06 to AS-10	9	14+6

Reference / Textbooks/Additional Reading:

1. Anthony R.N. and Ree ce J.S.-accounting principles
2. Harishikesh Chakvaborty-Advanced accountancy-Oxford Press
3. Gupta R.L. And Gupta V.K.- financial Accounting- Sultanchand & Sons.
4. Rana T.J. and Dalal V.S.- Advanced Accountancy- Sudhir Publication
5. Rana, Dalal Shah and Shah Accountancy, Sudhir Publication
6. Financial Accounting C Jamanadas & Sons



B.Com.
SEMESTER - II

CORE COURSE:

Paper No. BCom-CC-207

Title of the Paper: **Business Law - II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching hours	Marks/ Weight
Unit-1	<ul style="list-style-type: none">Remedies for Breach of contract;Special contracts;Identity;Guarantee	9	14+6
Unit-2	<ul style="list-style-type: none">Bailment and Pledge;Agency	9	14+6
Unit-3	Sale of good Act 1930: <ul style="list-style-type: none">Formation of contracts of sale;Goods and their classification, priceConditions and warrantiesTransfer of property in goods.	9	14+6
Unit-4	<ul style="list-style-type: none">Performance of the contract of sales;Unpaid seller and his rights, sale by auction;Hire purchase agreement.	9	14+6
Unit-5	The consumer protection Act 1986: <ul style="list-style-type: none">Salient features, Definition of consumer, Grievance redressed machinery.	9	14+6

Reference / Text -Books / Additional Reading:

1. Business Regulatory Frame Work: B.S. Shah
2. Business law: Tata Macro Hill.
3. Mercantile law: Sultan chand publisher



B.Com.
SEMESTER - II

CORE ELECTIVE:

Paper No. BCom-CE-208A (Finance & Accounts)

Title of the Paper: **Finance & Accounts - II (Auditing - II)**

Credits: 03

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching hours	Marks/Weight
Unit-1	Company Audit - I: <ul style="list-style-type: none">➤ Company Auditor- appointment, reappointment, removal, power, duties, liabilities of auditors➤ Qualification and Disqualification of an Auditors	9	14+6
Unit-2	Company Audit - II: <ul style="list-style-type: none">➤ Auditor Report- Meaning, importance, Precautions for preparing the Audit Report, the phase true and false view, clean audit report, qualified audit report➤ True Profit and divisible profit	9	14+6
Unit-3	Vouching: <ul style="list-style-type: none">➤ Meaning, Definition objective, Vouchers, vouching of Cash transaction, Receipts and Payments, Petty Cash and various, revenue and Capital Expenditure	9	14+6
Unit-4	Verification of Assets and liabilities: <ul style="list-style-type: none">➤ Verification and valuation of fixed assets and current assets➤ Liability, Public Deposit, Creditors, Bills payable, Outstanding Expenses and contingent Liabilities	9	14+6
Unit-5	Investigation: <ul style="list-style-type: none">➤ Meaning, Definition, Distinguish of Auditions and Investigation➤ Investigation on Behalf of an intending purchase of a business➤ Investigation in the case of suspected fraud➤ Investigation on behalf the Bank granting a Loan	9	14+6

Reference / Textbooks/Additional Reading:

1. Gupta Kamal – Contemporary Auditing, Tata Mc Graw Hill
2. Tondon B. N. –Principle of Auditing, S.Chand.
3. Pagare Dinkar–Principles and Practice of Auditing, S. Chand.
4. Sharma T. R. – Auditing Principles and Problems, Sahitya Bhavan, Agra.



B.Com.
SEMESTER – II

CORE ELECTIVE:

Paper No. BCom–CE–208B (Statistics)

Title of the Paper: **Statistics – II (Operational Research)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-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).	9	14+6
Unit-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.	9	14+6
Unit-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.	9	14+6
Unit-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 (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.	9	14+6
Unit-5	Sequencing Problem: Meaning of sequencing problem, Johnson's algorithm for two machine & n-job problem, three machine & n-job problem and m-machine & n-job problem.	9	14+6

Reference / Text –Books / Additional Reading:

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



B.Com.
SEMESTER - II

CORE ELECTIVE:

Paper No. BCom-CE-208C (Business Management)

Title of the Paper: **Business Management - II (Distribution Management)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit-1	Distribution System • Distribution Channels why are they required? • Activities that a typical distribution channel perform • Distribution Channel Strategy	9	14+6
Unit-2	<u>Distribution Channel Management - I</u> 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	9	14+6
Unit-3	<u>Distribution Channel Management - II</u> • Linking the Service Output objectives to the flows • Conducting Cost Analysis • Designing the Ideal Channel • Comparing the Ideal with the reality	9	14+6
Unit-4	Selection of Channel & Selection of Ideal Channel Partners • Channel Relationships • Channel Control • Channel Power • Channel Positioning	9	14+6
Unit-5	Motivational Tools of Distribution Channels • Channel Influence Strategies • Managing Channel Conflicts • Promotion and Payment systems as a tool of Motivating Channel Members	9	14+6

Reference / Text -Books / Additional Reading:

1. Sales & Distribution Management: By Dr. S. L. Gupta Excell Book
2. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.
3. Channel Management: By Ansaree, PHI (EEE)



**B.Com.
SEMESTER - II**

CORE ELECTIVE:

Paper No. BCom-CE-208D (Banking)

Title of the Paper: **Banking - II (Fundamentals of Banking - II)**

Credits: 03

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Organizational structure of banks, unit banks advantages and disadvantages, Branch banking advantages and disadvantages, Subsidiaries, correspondent bank, Joint ventures, venture capital, mergers, of banks. Banking in Indian context	9	14+6
Unit-2	Banker and customer, general relation of customer and banker, legal relation of banker and customer, special features of relationship, banker as borrower & debtor, the termination of banker and customer relationship or closing of an account. Management Principles with reference to banks, personnel management, Regional rural Bank, NABARD	9	14+6
Unit-3	Co-operative banking in India - Primary Co-operative credit societies, District Co-operative banks and State Co-operative bank, their management functions and limitation, its management function and limitation. Bank deposits, management of bank deposits and advances, profit & loss account, balance sheet.	9	14+6
Unit-4	Different means of remittances demand draft, Mail transfer, Telegraphic and Telephonic transfer Credit card-A.T.M. (Automated teller machine) Tele banking - Home Banking-Inter linked branches banking - Online banking-computerization in banking field. Bank records, management of records, List & detail of banks in India, RBI	9	14+6
Unit-5	Banker-customer management, CRM, Merchant banking,	9	14+6

Reference / Text -Books / Additional Reading:

1. Banking theory and practice, Premkumar Shrivastav, Himalaya Publishing House
2. Banking theory law & practice, Gordon - Natrajan, Himalay Publishing House
3. Basic of banking, Indian Institute of Banking & Finance-Taxman Publication
4. Fundamentals of Banking theory & practice by Basu A.K.,



B.Com.
SEMESTER - II

CORE ELECTIVE:

Paper No. BCom-CE-208E (Banking & Insurance)

Title of the Paper: **Banking & Insurance - II (Fundamentals of Insurance)**

Credits: 03

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	<u>An introduction to Insurance:</u> Definition and Nature of Insurance Evolution of Insurance Purpose and need of insurance, Role and Important of Insurance, Nature of Life Insurance, Risk Identification & Evaluation, Factors affecting risk, Measurement of risk and mortality tables	9	14+6
Unit-2	<u>Short details about various Insurance Institutions:</u> Insurance as a security tool, Economic and commercial significance of insurance, Functions & characteristics of insurance Calculation of premium, Payment of bonus	9	14+6
Unit-3	<u>Company Law:</u> Capital management, structure of company management, Directors qualifications, powers& duties, Meetings	9	14+6
Unit-4	Policy construction, Life & Non life insurance schemes	9	14+6
Unit-5	<u>General Insurance:</u> Marine Insurance, Fire insurance, Home insurance, Auto insurance, Miscellaneous insurance.	9	14+6

Reference / Text -Books / Additional Reading:

1. Mishra M .N : Insurance Principles and Practises; . Chand & Co; New Delhi
2. Insurance Regulatory Development Act 1999
3. Life Insurance Corporation Act 1956
4. Kshitij Patukale: Insurance for Every One; Macmillan India Ltd
5. I.C. -01 Principles of Insurance , Insurance Institute of India & I.C.33
6. Williams, Arthur; "Risk Management and Insurance; McGraw Hill.
7. Vaubhan J, Emmet; "Fundamentals of Risk and Insurance Wiley Publications.
8. Harrington; "Risk Management and Insurance; McGraw Hill.



B.Com.

SEMESTER - II

CORE ELECTIVE:

Paper No. BCom-CE-208F (Marketing)

Title of the Paper: **Marketing - II (Personal Selling)**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Personal Selling: Nature and importance; Functions of a salesman; Types of selling; Personal selling as a career. Salesmanship and Qualities of Salesman: Buyer - seller dyads; Product Knowledge; Customer knowledge - buying motives and selling points.	9	14+6
Unit-2	Scientific Selling Process: Basic steps in personal selling - prospecting, pre-approach, and qualifying.	9	14+6
Unit-3	Approach and Presentation: Methods of approaching a customer; Presentation process and styles; Presentation planning.	9	14+6
Unit-4	Objection Handling: Types of Objections; Handling customer objections.	9	14+6
Unit-5	Closing Sales and follow up: Methods of closing sale; Executing sales order - Follow-up - importance and process.	9	14+6

Reference Books:

1. Condiff, Still and Govani et.al : Sales Management, : Prentice Hall India, New Delhi.
2. Smith R. Sales Management: Prentice Hall of India, New Delhi.
3. Vaccaro J.P.: Sales Management - Text: Cases & Readings: Prentice Hall, New Delhi.
4. Harper H.W : Modern Advertising : Practice and Principles; McGraw Hill, New York.
5. Condiff E.W. and Still R.R. Basic Marketing - Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
6. Brink Edwar L. and Kelly W. T.: The Management of Promotion; Prentice Hall, New York.
7. Kotler Philip: Marketing Management: Prentice Hall, New Jersey.



B.Com.
SEMESTER – II

CORE ELECTIVE:

Paper No. BCom–CE–208G (MIP)

Title of the Paper: **MIP2-IT & Its Application – II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks/Weight
Unit 1	SPREADSHEET-I 1. Introduction to Spreadsheet 2. Some popular Spreadsheet packages on different OS platforms. 3. Application of Spreadsheet.	09	14
Unit 2	SPREADSHEET-II 1. Building spreadsheet using Formulas 2. Conditions and Calculations. 3. sorting database, Conditional Formatting 4. Auto filter/advance filter.	09	14
Unit 3	SPREADSHEET-III [Function] 1. Mathematical 2. Statistical 3. Logical, 4. Date & Time 5. Text function.	09	14
Unit 4	SPREADSHEET-IV 1. Graph facilities 2. Subtotal, 3. Pivot tables 4. Other advanced features of MS Excel.	09	14
Unit 5	MS-ACCESS-I 1. Introduction of MS-Access 2. Data types 3. Creating Database, Table, Query, Report, Forms. 4. Managing Database with Simple Database Problems.	09	14

Reference / Text-Books / Additional Reading:

1. PC Software for windows made simple, By R.K.Taxali(Tata McGraw Hill)
2. Office 2007- BPB Pulication
3. Office 2007 Bible –John Walkenbach, Herb Tyson
4. Teach yourself visually Ms-Office 2007- SheryKinkoph.



B.Com.
SEMESTER - II

SUBJECT ELECTIVE:

Paper No. BCom-SE-209A (Business Mathematics)

Title of the Paper: **Business Mathematics - II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	Integration: Integration as anti-derivative process; Standard forms; Indefinite Integration, Methods of integration-by substitution, by parts, and by use of partial fractions.	9	14+6
Unit-2	Applications of Integration, Definite integration; Finding areas in simple cases; Consumer and producers surplus, Application in Business and Economics problems.	9	14+6
Unit-3	Linear Programming :Formulation of LPP; Graphical method of solution ; Problems relating to two variables including the case of mixed constraint; Cases having no solution, multiple solution, unbounded solution and redundant constraints. For two Variables.	9	14+6
Unit-4	Arithmetic progression and Geometric progression, Arithmetic, Geometric and Harmonic Mean, Relation between A.M., G.M., H.M. A.M and G.M. (Practical Problems only).	9	14+6
Unit-5	Compound interest and Annuities; Certain different types of interest rates; Concept of present and Future value, and Amount of an Annuity; Types of Annuities; Present Value and amount of an Annuity, including the case of Continuous Compounding; Valuation of simple loans and debentures; Problems relating to sinking funds	9	14+6

Reference / Text -Books / Additional Reading:

1. Business Mathematics, D.C.Sancheti & V.K.Kapoor, S.Chand& Sons
2. Business Mathematics, J.K.Singh & Deepti Rani, Himaliya Publishing House
3. Business Mathematics, G.C.Patel & A.G. Patel, Atul Prakashan.



B.Com.
SEMESTER - II

SUBJECT ELECTIVE:

Paper No. BCom-SE-209B (EDP)

Title of the Paper: **Fundamentals of Entrepreneurship - II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit-1	<ul style="list-style-type: none">Venture capital - Meaning and Impedance, Sources Documents required for Venture Capital Finance. Promotion of a Venture, Risk Capital in Market.	9	14+6
Unit-2	<ul style="list-style-type: none">External Environmental Analysis:Economic, Cultural & Technological Environment, Competitive Factors, Legal requirements for Establishment of a new unit and Raising of Funds	9	14+6
Unit-3	<ul style="list-style-type: none">Role of Entrepreneur - Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complementing and Supplementing Economic Growth, Bringing about Social. Stability and balanced Regional development of Industries	9	14+6
Unit-4	<ul style="list-style-type: none">Role of Export - Promotion and Import - Substitution, Forex - earnings and augmenting and meeting local demand	9	14+6
Unit-5	<ul style="list-style-type: none">Entrepreneurial Developments Programmes (EDPs): EDPs, their role, relevance and achievements in organising EDPs, Critical Evaluation	9	14+6

Reference / Text -Books / Additional Reading:

1. Tandon B.C.: Environment and Entrepreneur chugh publication, Allahabad
2. Simmer A David, Entrepreneurial Megabuks Jhon Wiley & sons, New York.
3. Shrivastav S.B. Practical Guide to Industrial Entrepreneur sultan chand & sons & sons, New Delhi
4. Prasanna Chandra. Project - Preparation, Appraisal & Implementation, Tata MecGraw Hill, New Delhi
5. Pandey I.M. Venture capital, The Indian Experience, PHI, New Delhi.
6. Holl - j: Entrepreneurship - New Venture creation, PHI. New Delhi.