

✓ SYLLABUS FOR FOUNDATION COURSE IN ENGLISH FOR B.A/ B.COM./B.Sc.

SEM 1&2(REGULAR STUDENTS)

FOR THE ACADEMIC YEARS- 2016-17, 2017-18 & 2018-19.

PAPER: - WRITTEN AND SPOKEN COMMUNICATION SKILLS.

SEM 1.

TEXT—MANY COLOURED GLASS.(Macmillan)

Section-1-Prose.

- 1-The Rocking horse winner.
- 2- Father's Help.
- 3- The Town Week.

Section 2-Poetry.

- 1- The Seven Ages of Man.
- 2- Virtue.
- 3- The Education of Nature.

Section 3- Functional Writing.

- A- Paragraph Writing.
- B- Letter Writing.

Question paper style and distribution of marks.

	MARKS
Q-1. Short answer question. 5 out of 7. From section 1&2.	10
Q-2. Long answer question from section 1. A/B.	13
Q-3. Long answer question from section 2. A/B.	13
Q-4. A-Paragraph Writing. 1/3. 07 Marks.	
B-Letter Writing. A/B. 07 Marks.	14

Total 50.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.COM.-Semester I

Course Code – CC – 110 A

Business Administration Paper - I

(Syllabus effective from Academic Year 2011-12 and onward)

Objectives: To impart the students the elementary knowledge of terminology, concept, procedure and principles of Business Administration.

Unit 1.	Administration :- Meaning , Definitions, Characteristics and Importance, Managerial Roles, Management Thoughts of Henry Fayol and Taylor (Preliminary Concept).	(20%)
Unit 2	Planning : Meaning, Definitions, Types, Importance. Strategic Planning : Meaning, Concept. Decision Making: Meaning, Types, Process.	(25%)
Unit 3	Organisation:Concept and Procedure, Meaning of Centralisation and Decentralisation - its advantages and disadvantages, Span of Control.	(20%)
Unit 4	Control : Meaning and Concept of control Methods: Break- Even- Point (Theory only), Budgetary Control, Zero Base Budget, PERT, CPM.	(20%)
Unit 5	Case Study	(15%)

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 FOR BUSINESS ADMINISTRATION PAPER - I

1. **Druker Peter F** : Management Challenges for 21 st Century, Butterworth Heinemann, Oxford.
2. **Wehrich and Koontz**, et al : Essentials of management, Tata McGraw Hill, New Delhi.
3. **Fred Luthans** : Organizational Behaviour: McGraw Hill: new York.
4. **Louis A. Allen** : Management and Organization; McGraw Hill, Tokyo
5. **Ansoff H. I.:** Corporate Strategy, Mc Graw hill, New York.
6. **Hamton, David R.:** Modern Management, Mc Graw Hill; New York.
7. **Stoner and Freeman** : Management ; Prentice- Hall New Delhi.
8. **L. M. Prasad** – Strategic Management – Sultanchand and Com.
9. **Fred R. David** – Strategic Management – Phl India.

Suggested Readings for Commerce:

1. **Agarwala Kamlesh N. and Agarwala Deeksha** : Bridge to online Store – front; Macmillan India, New Delhi.
2. **Agarwala Kamlesh N. and Agarwala Deeksha** : Business on the Net Introduction to the E-Commerce; Macmillan India New Delhi.
3. **Agarwala Kamlesh N. and Bulls, Bears and The Mouse** : An Introduction to online Stock market Trading, Macmillan India New Delhi.
4. **Tiwari Dr. Murli D.** Education and E Governance; Macmillan India, New Delhi.
5. **Minoli Daniel, Minoli Emma** : Web Commerce Technology Handbook; Tata MaGraw Hill, 1999.
6. **Minoli Daniel**, Internal & Internet Engineering Tata McGraw Hill, 1999.
7. **Bhatnagar Subhash and Schware Robert** (Eds) Information and Communication Technology in Development; Sage Publications India, New Delhi.
8. **Amor, Daniel** : E- Business @ evaluation, The : Living and Working in an Interconnected World; Prentice hall, US.
9. **Afuah A., and Tucci, C.** : Internet Business Models and Strategies; McGraw Hill, New York.
10. **Agaewala Kamlesh N.:** Internet banking; Macmillan India new Delhi.

Veer Narmad South Gujarat University
First Year B.Com.
Semester - 1
Course Code - CC 101 A
Business Economics Paper - I
(Syllabus effective from Academic Year 2011-12 and onward)

Objective : The objective of this syllabus is to acquaint students with some basic principles, laws and concepts which are useful to understand and to solve the problems of business world.

Sr. No.	Course Inputs (As per UGC Model Curriculum)	Weightage	Period / sitting
Unit - 1	Introduction of Business Economics : Definition, meaning and scope, characteristics of Business Economics, Basic concepts of economics, Incremental principle, Opportunity cost, principle of time perspective, discounting Principle, Equi - marginal principle.	25 %	10
Unit - 2	Demand analysis : Meaning, Determinants of demand and demand function. Concepts of elasticity of demand: price elasticity, income elasticity, cross elasticity, and advertising elasticity, meaning and types of all concepts. Demand forecasting - Meaning, Methods, Approaches for Demand forecasting of new product, criteria for an ideal method of Demand forecasting.	25 %	13
Unit - 3	Concepts of cost and Revenue-production function : Fixed cost and variable cost, average cost and marginal cost, short run and long run cost curves, Production function, law of variable proportions - Internal and external Economics and diseconomics of scale.	25 %	12
Unit - 4	Break-Even-Analysis : Meaning of break - even point, Determination of break - even point, Break-even graphs, Importance of break even analysis in decision making with a view to sales, profit and growth, assumptions and limitations of break-even analysis.	25 %	10

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.COM. Semester – I

Course Code - CE 125 D

Element of Banking & Insurance Paper-I

(Syllabus effective from Academic Year 2011-12 and onward)

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

Elements of Banking

- Unit 1** Definition of Banking, Types of commercial Banks, Traditional and non- traditional functions of modern commercial banks and its limitations. (20%)
- Unit 2** Co-operative Banking in India - Primary Co-operative credit societies, District co-operative Banks and State co-operative Bank- their management, Functions and limitations, Peoples co-operative Bank- its management, functions and limitations. (20%)
- Unit 3** Different Types of accounts- Current, Savings and Fixed Deposit Accounts, Recurring Accounts, Non-Resident's Accounts. (30%)
Types of customers (I) General (II) Special : (1) Minors (2) Married Women (3) Partnership firms (4) Joint Stock holders (5) Joint Stock Companies (6) Non Commercial Institutions.

Elements of Insurance

- Unit 4** Meaning of Insurance contract, Importance of Insurance , (20%)
Concept of IRDA, Role of IRDA (Insurance Regulatory Development Authority)
- Unit 5** Privatization in Insurance :- Concept, Merits & Demerits of (10%)
Privatization.

List of Books Recommended.

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.
Kitab Mahal, Allahabad
5. Elementary Banking, by Sheldon, Mcdonald & Evans.
6. ભારતીય બેંકીંગ કાનૂન અને વ્યવહાર- લેખક : ટેનન એમ.એલ.અનુ.વેલવન ડી.એસ.
યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, અમદાવાદ.
7. બેંકીંગ કાનૂન અને વ્યવહાર- લેખક: ચાવલા માલવિયા, (સૌરાષ્ટ્ર યુનિવર્સિટી બેંકીંગ 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. વીમાના સિદ્ધાંતો, - 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.

Veer Narmad South Gujarat University
First Year B. Com.
Semester - 1
Course Code - FC 130 A
Environmental Studies Paper – I
(Syllabus effective from Academic Year 2011-12 and onward)

Sr. No.	Course Inputs (As per UGC Model Curriculum)	Weightage
Unit 1	The Multidisciplinary Nature of Environmental Studies	
Unit 2	Natural Resources	
Unit 3	Ecosystems	
Unit 4	Biodiversity	
Unit 5	Field Work (for Assignments Only)	

TEXT PRESCRIBED :

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

DISTRIBUTION OF MARKS

Que. 1. Objective type questions (10 out of 10).	10 Marks
Que. 2. Short-Answer questions (4 out of 6).	12 Marks
Que. 3. Short-Notes (2 out of 4).	16 Marks
Que. 4. Essay type question (1 out of 2).	16 Marks
Que. 5. Essay type question (1 out of 2).	<u>16 Marks</u>
TOTAL :	70 Marks

Veer Narmad South Gujarat University
First Year B.Com.
Semester - 1
Course Code - CC 105 A
Financial Accounting Paper - I
(Syllabus effective from Academic Year 2011-12 and onward)

Objective :

- * 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
Unit 1	Partnership 1. Dissolution of a partnership firm – modes of dissolution of a firm; by Garner V/S. Murray Decision only. 2. Gradual realization of assets and piecemeal distribution of cash.	40 %
Unit 2	1. Sale of firm to a company	20 %
Unit 3	Financial Statements : Structure of Balance Sheet (including structure of a company Balance Sheet) (Excluding Adjustment) 1. Balance Sheet : Meaning and purpose and it's presentation 2. Coverage of Balance Sheet : i.e. Assets and Liabilities : <ul style="list-style-type: none"> • Owners' Capital • Reserves and Surplus • Long Term Liabilities • Current Liabilities 3. Arrangement of Assets and Liabilities. <ul style="list-style-type: none"> • (I) In order of permanency • (II) In order of Liquidity • (I) Horizontal • (II) Vertical 4. Computation of the following from a given Balance Sheet : <ul style="list-style-type: none"> • Owners' Fund • Long Term Liabilities • Total Investment as per books of accounts • Long term investment as per books of accounts • Gross current assets (gross and net working capital) as per books of accounts. 	20 %
Unit 4	Voyage Account : Accounting problems excluding incomplete voyage	20 %

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.

Veer Narmad South Gujarat University
First Year B.Com.
Semester - 1
Course Code - CE 120 A
Statistics for Business Paper - I
(Syllabus effective from Academic Year 2011-12 and onward)

Sr. No.	Course Inputs (As per UGC Model Curriculum)	Weightage
Unit 1	CALCULUS: (a) Rules for taking limit of a function (b) Definition and rules (without proof) of differentiation, derivatives of a composite and implicit functions, second order derivative, Maxima and Minima of a function and it's application to problems relating to business, commerce and economics.	20 %
Unit 2	ANALYSIS OF CATEGORICAL DATA Meaning of categorical data, consistency of categorical data, independent and association of attribute, various measures of association for classified data. (2x2 and 2xn)	20 %
Unit 3	PROBABILITY: Revision of probability. Conditional probabilities. Concepts of a prior and posterior probability Bays theorem and its application.	30 %
Unit 4	STATISTICAL QUALITY CONTROL Control Charts: Importance of statistical methods on industrial research and practice. Concept of statistical quality control (S.Q.C.) for variables and advantages. General theory control charts. Specification limits tolerance limits modified control limits and their inter relationship. Control charts for variable : \bar{X} and R charts.	30 %

Books :

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