

VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year B.Com (Semester -I)
 Foundation Course in English
 (For the Academic Year 2016-17, 2017-18 & 2018-19)

Section	Course Inputs
	TEXT- MANY COLOURED GLASS (MacMillian)
1	Prose 1- The Rocking Horse Winner 2- Father's Help 3- The Town Week
2	Poetry 1- The Seven Ages of Man 2- Virtue 3- The Education of Nature
3	Functional Writing A- Paragraph Writing B- Letter Writing

Question paper style and distribution of marks

	Type of Question	Marks
Q 1	Short answer question- 5/7 - From unit 1 & 2.	10
Q 2	Long answer questions- A/B - From unit- 1	13
Q 3	Long answer questions- A/B - From unit- 2	13
Q 4	A- Report Writing 1/3 (7 marks)	14
	B- Dialogue Writing A/B (7 marks)	
	Total	50

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com (Semester -I)
Course Code-FC 130 A
Environmental Studies Paper -I
(Syllabus effective from Academic Year 2011-12 & onwards)

Unit	Course Inputs
1	The Multidisciplinary Nature of Environmental Studies
2	Natural Resources
3	Ecosystems
4	Biodiversity
5	Field Work (for Assignment 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

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com (Semester -I)
Business Economics
(Syllabus effective from Academic Year 2016-17)

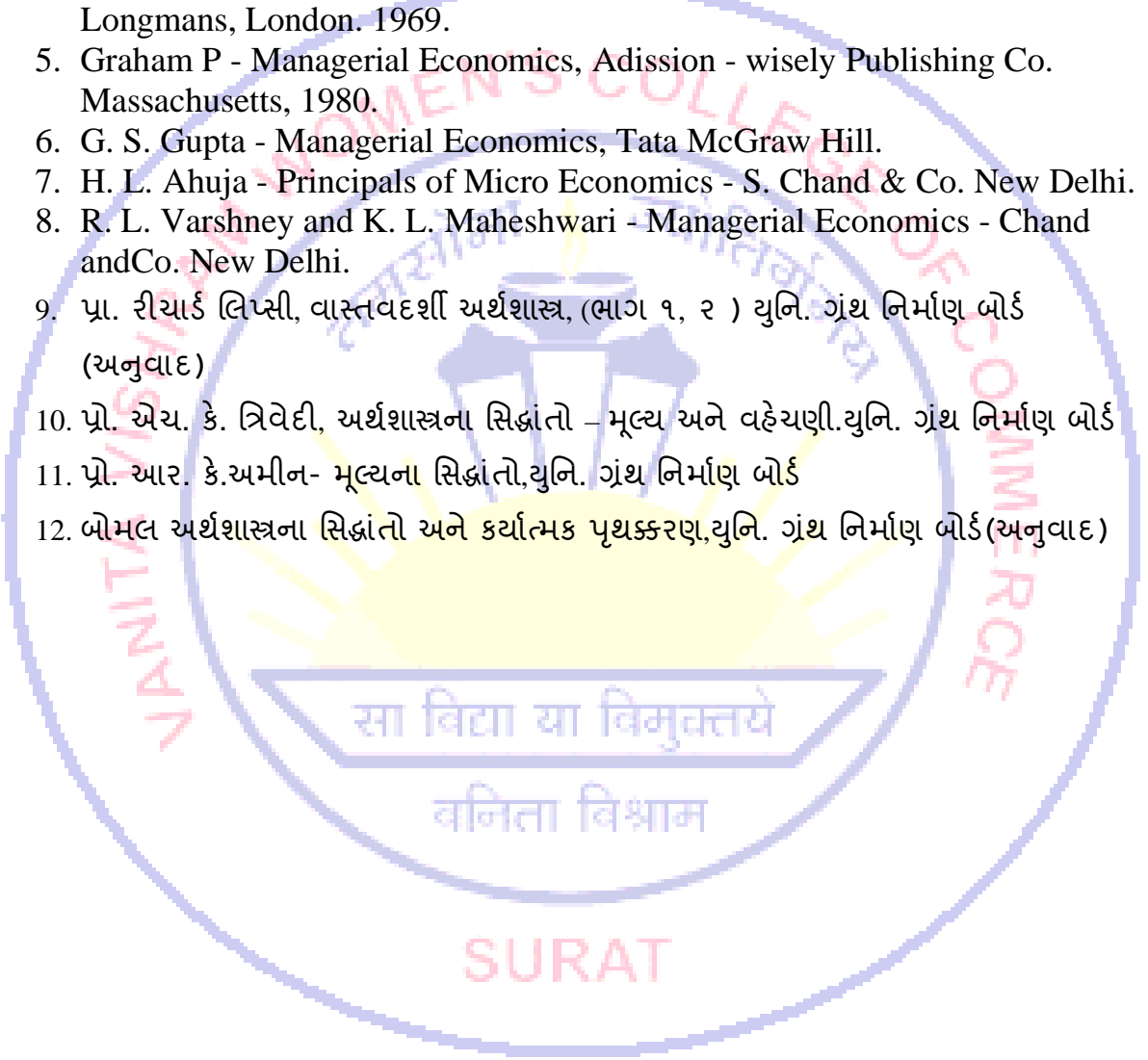
Objective:

To introduce the First Year students of Commerce Faculty with various micro economics concepts and its application in decision making for business.

Unit	Course Inputs	Weightage
1	Introduction of business economics 1.1 Meaning, Characteristics and scope 1.2 Role and responsibilities of managerial economist in Business 1.3 Basic concepts of business economics: <ul style="list-style-type: none"> • Incremental principle • Opportunity cost principle • Discounting principle • Equi-Marginal principle • Principle of time perspective 	25%
2	Demand Analysis 2.1 Meaning of demand 2.2 Law of Demand 2.3 Demand function 2.4 Determinants of Demand 2.5 Types of demand-Concept, Types and Measurement of Price Elasticity of demand- Income Elasticity of Demand: Meaning and Types- Cross elasticity of Demand: Meaning and Types- Advertisement Elasticity of Demand: Meaning and factors affecting Elasticity of Demand. 2.6 Demand Forecasting: Meaning and Methods- Forecasting for New Products- Criteria for an Ideal method of Demand Forecasting.	25%
3	Cost Analysis, Revenue Concept and Production Function 3.1 Cost concepts- Fixed Cost, Variable Cost, Average Cost and Marginal Cost 3.2 Behaviour of Cost Curves: Short Run and Long Run 3.3 Meaning of Total Revenue, Average Revenue and Marginal Revenue 3.4 Production Function: Meaning and Nature 3.5 Short Run and Long Run Production Function 3.6 Law of Variable Proportion 3.7 Economies and Diseconomies of Scale	25%
4	Break Even Analysis 4.1 Break Even Analysis : Meaning , Assumptions, Uses and Limitations 4.2 Break Even Point : Meaning, Determination of Break Even point, Break even charts	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 વહેચણી. 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 -I)
Course Code-CC-110A
Business Administration Paper-I
(Syllabus effective from Academic Year 2017-18 onwards)

Unit	Course Inputs	Weightage
1	Administration Meaning, Definitions, Characteristics and Importance, Managerial Roles, Management Thoughts of Henry Fayol and Taylor (Preliminary Concept)	20%
2	2.1 Planning: Meaning, Definitions, Types, Importance. 2.2 Strategic Planning: Meaning, Concept. 2.3 Decision Making: Meaning, Types, Process.	20%
3	Organisation Concept and Procedure, Meaning of Centralization and Decentralization – its advantages and disadvantages, Span of Control.	20%
4	Control Meaning and Concept of Control Methods: Break- Even-Point (Theory Only), Budgetary Control, Zero Base Budget, PERT, CPM-Method.	20%
5	Entrepreneurship Development Meaning, Characteristics, Needs for Entrepreneurship Development, Process of Entrepreneurship Development, Role of Start-up in Entrepreneurship Level.	10%
6	Case Study	10%

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com.
Semester - I
Course Code - CC 105 A
Financial Accounting Paper -1
(Syllabus effective from Academic Year 2018-19 onwards)

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
1	Accounting Concepts & Conventions I. Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. Accounting Equation. II. The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.	10%
2	Financial Instruments: Disclosure (IND AS 107) (Only Theory)	15%
3	Sale of partnership firm to a limited company	25%
4	Structure of Balance Sheet (including structure of a company Balance Sheet as per Company's Act 2013) (Excluding Adjustment) 1. Balance Sheet : Meaning and purpose and it's presentation 2. Form of Balance Sheet. 3. Computation of the following from a given Balance Sheet : <ul style="list-style-type: none"> • Equity and Liabilities • Current liabilities and Non-current liabilities • Current assets and Non-current assets • Current investments and Non-current investments • Contingent liabilities 	25%
5	Branch Accounting 1. Meaning ,Types of Branches 2. Dependent branch 3. Debtors system, Stock and Debtor system	25%

Note: 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, NewDelhi.
3. Mongo J. R., Ahuja Girish and SehgalAshok : Financial Accounting ; Mayur PaperBack, 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 CharteredAccountants of India, New Delhi.
6. Agarwala A. N. Agarwala K. N. : Higher Science of Accountancy ; KitabMahal,Allahabad
7. Rathnam&Hanumanta : Advanced Accounting ; KitabMahal - Agra
8. HarishikeshChakravorty : 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



VEER NARMAD SOUTH GUJARAT UNIVERSITY
 First Year B.Com (Semester -I)
 Course Code- CE 120 A
 Statistics for Business Paper-I
 (Syllabus effective from Academic Year 2011-12 and onward)

Unit	Course Inputs	Weightage
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 its application to problems relating to business, commerce and economics.	20 %
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 %
3	PROBABILITY Revision of probability. Conditional probabilities. Concepts of a prior and posterior probability Bays theorem and its application.	30%
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 : x and R charts	30 %

Suggested Readings:

1. Pavate D.C.Bhagwat : The elements Calculus : Popular Prakashan, 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 Hills Books Co.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.COM (Semester -I)
Course Code-CE 125 D
Elements of Banking and Insurance- I
(Syllabus effective from Academic Year 2017-18 onward)

Objective:

To impart to the students the elementary knowledge of terminology, concepts, definitions, procedures and principles in banking and insurance.

Unit	Course Inputs	Weightage
Elements of Banking		
1	Definition of banking, structure of Indian Banking, RBI-Objectives, Commercial Banks- Scheduled & Non –Scheduled Banks, Traditional and Non-Traditional functions of modern commercial banks.	25%
2	Co-operative Banks- Meaning, Features, Three Tier structure, Functions, Weaknesses, Difference between Commercial and Co-operative Banks.	25%
Elements of Insurance		
3	Meaning of Insurance, Definition of Insurance , Concept, Importance of Insurance, Functions of Insurance, Principles of Insurance & their application in life, Marine & Fire Insurance	25%
4	Life Insurance- Definition of Life Insurance, Advantages of Life Insurance, Essential Features of Life Insurance, Procedure of taking Life Policy, Brief Introduction of Whole Life Policy and Endowment policy, Procedure for the settlement of Claims, nomination and assignment, annuity Mediclaim.	25%

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 વ્યહાર : લેખક ટેનન. એમ.એલ.અનુચ. વેલવન ડી.એસ. યુનિવર્સિટી ગ્રંથનિર્માણ બોર્ડ, અમદાવાદ.
7. બેન્કિંગ કાનુન અને વ્યહાર 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. વીમા ના સિધ્ધાંતો લેખક ત્રિવેદી, વહરાજાની
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