

PAPER: - WRITTEN AND SPOKEN COMMUNICATION SKILLS.

✓ SEM 2.

TEXT—MANY COLOURED GLASS.(Macmillan) Topics prescribed.

Section-1-Prose.

4- The Ghost in the Garden.

5- Knowledge and Wisdom.

6- Job Hunting.

Section 2-Poetry.

4- On Frame.

5- Break, Break, Break.

6- The Last of the Princes.

Section 3- Functional Writing.

A- Report Writing.

B- English in Situations. (Dialogue 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 questions from section 1. A/B.	13
Q-3. Long answer questions from section 2. A/B.	13
Q-4.	
A-Report Writing. 1/3.	07 Marks.
B-Dialogue Writing. A/B.	07 Marks.
	14

	Total 50.

Veer Narmad South Gujarat University
First Year B.Com.
Semester - 2
Course Code - CC 201 A
Business Economics Paper - II
(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	Determination of price and Output : Characteristics of perfect competition, Equilibrium of a firm and an industry in short run and in long run. Characteristics of monopoly, determination price and output and equilibrium position in monopoly, price discrimination, Meaning, types and condition for possibility and profitability.	25 %	13
Unit 2	Determination of price and Output : Characteristics of monopolistic competition, decisions about price and output, Equilibrium position, Characteristics of Oligopoly, kinky demand curve, price leadership.	25 %	12
Unit 3	Capital Budgeting : Meaning and need for capital budgeting, Demand for capital, Internal and external sources of supply of capital, capital rationing, criteria for capital investment, payback period, postponability as an investment criteria, Allowance for risk and uncertainty.	25 %	10
Unit 4	Business Environment : Meaning and importance, Interdependence of business and environment, favourable environment, profit v/s service motive. Social responsibility of business, business ethics.	25 %	10

Veer Narmad South Gujarat University
First Year B. Com.
Semester - 2
Course Code - FC 230 A
Environmental Studies Paper - II
(Syllabus effective from Academic Year 2011-12 and onward)

Sr. No.	Course Inputs (As per UGC Model Curriculum)	Weightage
Unit 1	Pollution	
Unit 2	Social Issues and the Environment	
Unit 3	Human Population and the Environment	
Unit 4	Field Work (for Assignments Only)	

TEXT PRESCRIBED :

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

DISTRIBUTION OF MARKS

Q1. Objective type questions (10 out of 10).	10 Marks
Q2. Short-Answer questions (4 out of 6).	12 Marks
Q3. Short-Notes (2 out of 4).	16 Marks
Q4. Essay type question (1 out of 2).	16 Marks
Q5. Essay type question (1 out of 2).	<u>16 Marks</u>
TOTAL :	70 Marks

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.COM.-Semester II

Course Code – CC – 210 A

Business Administration Paper - II CC-203

(Syllabus effective from Academic Year 2014-15 and onward)

Objectives:

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

Unit 1 Motivation:

Meaning and definitions, Tools of Motivation, Principles of Maslow and Herzberg. Theory X and Y. (20%)

Unit 2 Directing and Leadership:

Directing : Meaning and Principles, Leadership : Meaning, Definitions, Characteristics, Types of Leadership. (20%)

Unit 3 Communication:

Concept and Difference of Reporting and Communication, Network of Communication, Importance of Communication. Barriers to Effective Communication. (20%)

Unit4 Training:

Meaning,types of training (workers and supervisor), advantages and disadvantages of training (15%)

Unit 5 Internet Commerce :

Concept of E-Commerce, its merits and demerits, B2B, B2C, C2C, B2G, Smart Card, Debit Card, Credit Card, ATM Card. (15%)

Unit 6 Case Study (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 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 ECommerce; 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. **Agawala Kamlesh N.**: Internet banking; Macmillan India new Delhi.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.COM. Semester – II

Course Code - CE 225 D

Element of Banking & Insurance Paper-II

(Syllabus effective from Academic Year 2014-15 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** Cheque - Its meaning, characteristics, Types of Crossing and (20%)
Types of endorsement, Micr Cheque, At par cheque.
- Unit 2** Different means of Remittances:- Demand Draft, letter of Credit, (15%)
Credit Card, Debit Card, ATM (Automated Teller machine),
Tele Banking, Home Banking, Interlink Branch Banking, Online
Banking, Computerization in Banking Field.
- Unit 3** Different Types of accounts- Current, Savings and Fixed Deposit (15%)
Accounts, Recurring Accounts, Non-Resident's Accounts.
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** Marine Insurance - Definition of Marine Insurance contract, (20%)
procedure of taking marine policy, Fundamental principles of
marine insurance, Warranties in marine insurance, Types of
warranties, Types of marine policies, Marine policy conditions.

Unit 5 Fire Insurance- Definition of Fire Insurance contract, procedure of taking fire policy, Fundamental principles of fire insurance, Types of fire insurance policies, Policy conditions – implied and express conditions. (20%)

Unit 6 Privatization in Insurance :- Concept, Merits & Demerits of Privatization. (10%)

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 વજરાજાની
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 - 2
Course Code - CC 205 A
Financial Accounting Paper - II
(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	Consignment Accounts : 1. Important terms 2. Accounting records 3. Valuation of unsold stock	25%
Unit 2	Joint Venture Account : 1. Meaning of Joint venture 2. Joint venture and partnership 3. Accounting records	25%
Unit 3	Branch Accounts : 1. Dependent branch 2. Debtors system, Stock and Debtor system 3. Difference between Dependent branch & Independent branch (Only Theory)	25%
Unit 4	Hire - Purchase System : 1. Meaning of hire-purchase contract 2. Legal provisions regarding hire purchase contract 3. Accounting records for goods of substantial sale values and accounting records for goods of small values 4. Difference between Hire purchase & Installment purchase system (Only Theory) 5. After sales service	25%
	Note : 1. For calculating practical accountancy problem, the accounting principles as per Indian Accounting Standards should be explained and considered 2. Problems carrying not less than 80% of Marks shall be asked.	

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 - 2
Course Code - CE 220 A
Statistics for Business Paper - II
(Syllabus effective from Academic Year 2011-12 and onward)

Sr. No.	Course Inputs (As per UGC Model Curriculum)	Weightage
Unit 1	Integration : Concept of definite and indefinite integration of a function and integration of standard form $x^n, a^x, e^x, \log x$.	20 %
Unit 2	PROBABILITY DISTRIBUTIONS: 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. Hypergeometric distribution with applications.	25 %
Unit 3	PROBABILITY DISTRIBUTIONS: Concept of continuous probability distribution, Normal distribution, its application	25 %
Unit 4	STATISTICAL QUALITY CONTROL: (a) 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 %

Books:

- 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.