



**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



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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)

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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, Butterworth, 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. 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 – 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	<ul style="list-style-type: none">Introduction, Basic problems of an Economy, Functions of Price Mechanism, Limitations of Price Mechanism	9	14+6
Unit-2	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Theory of production, Laws of Returns, Internal and External economies and diseconomies, ISO quant curves – Meaning and Characteristics.	9	14+6
Unit-5	<ul style="list-style-type: none">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	Auditing : <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	Types of Audit: <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	Audit Process : <ul style="list-style-type: none">➤ Audit Note Book➤ Auditors working papers and evidence➤ Audit Procedures➤ Consideration for commencing audit Audit Programs : <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	Internal Check System and internal control: <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	Recent Trend in Auditing <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 2×2 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 2×2 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.