

B.Com – Semester – I (Effective from June 2010)

Core Subjects:

- Business Economics – I
- Financial Accounting – I
- Company Law – I
- Business Administration – I
- Core & Allied – I
 - Fundamentals of entrepreneurship – I
 - Fundamentals of Marketing – I
 - Computer application & IT
- Core & Allied – II
 - SSP - I
 - Mathematics - I
 - BRF - I
- Elective – I
 - Accounting & Finance –
 - Business Management – I (Personnel Management)
 - Banking – I

Subject – 1 Business Economics – I

Objective – To familiar the students with various macro and micro economics concepts and their application in the decision – making.

<u>Unit</u>	<u>Content</u>	<u>No. Of lectures</u>
I	Business Economics: Definitions, nature and scope, business economics and economics theories. Types of business decisions.	10
II	Basic concept <ul style="list-style-type: none">• Economic and Non-economic activities• Goods & services• Wealth• Value and Price• Consumption• Production• Exchange• Firm & Industry	05
III	Concept of Price Elasticity Definition, factors, importance, average revenue, marginal revenue, price elasticity, income elasticity, cross elasticity, use of elasticity, concept of business decisions.	10
IV	Production Function Nature, types, laws of production, increasing, diminishing and constant return, optimum input, combination, iso quant.	10
V	Production cost analysis Significance of production cost analysis, inter – relation of cost output with reference to time prespective, use of cost analysis in business decisions.	10
	Total	45

References:

- Samuleson, Paul A. & Nordhaus, Economics
- K.E. Boulding – A Reconsthuction of Economics
- J.R. Hicks value and capital.
- Lionel Robbins – The nature & significance of Economic science

Subject – 2 Financial Accounting – I

Objective – To impart basic accounting knowledge

Unit	Content	No. Of lectures
I	Introduction: Meaning and scope of accounting: Need, development and preliminary knowledge of Indian Accounting Standards 1 to 5	05
II	Amalgamation of partnership firms	10
III	Accounts of Non Profit Organizations	10
IV	Accounts of piecemeal distribution of cash among partners	10
V	Accounts of Joint life policy	10
	Total	45

References:

- **Financial Accounting by Narayan swamy**
- **Financial Accounting by Ashish Bhattacharya**
- **Principles & practices of Accounting by Gupta & Gupta**
- **Introdution to Accountancy by S.N. Maheshwari**
- **Financial Accounting by P.C. Tulsian**
- **Principles & Practice of Accountancy by S.P.Shah**

Subject – 3 Company Law - I

Objective – To impart preliminary knowledge of company law

Unit	Content	No. Of lectures
I	Historical Development of Company Law in India: Development of various concepts and trends in company law, social responsibility of companies, development of company law administration.	05
II	Joint Stock Company: Types and Formation: Meaning & nature of companies, Kind of Companies- Private, Public, Foreign, Government, Conversion of Private company into Public company and vice-versa.	10
III	Documents required for formation of a company: Memorandum of Association, Articles of Association and their alteration, doctrine of ultra virus, doctrine of indoor management. Prospectus – Definition, Abridged prospectus, statement of lieu in prospectus – its content, form and registration misstatement or misrepresentation in prospectus and penalties thereof, Recent SEBI guidelines in respect of issue of prospectus.	10
IV	Share Capital: Meaning & types, issue of shares at par, premium and discount. Private placements, offer for sale, various guidelines issued by SEBI for issue of securities, underwriting of shares, Buy Back of shares, Alteration and reduction of share capital.	10
V	Procedure for issue of shares: Share application, allotment of shares, calls on shares. Transfer and transmission of shares, forfeiture of shares and reissue of forfeited shares, Share certificates and Share warrant, Issue of shares to non-residents.	10
	Total	45

References:

- **Company Law by N.D.Kapoor**

Subject – 4 Business Administration- I

Objective – The objective of this paper is to familiarize the student with basic management concepts and processes in the organization.

Unit	Content	No. Of lectures
I	Introduction to Management: Meaning, nature, purpose, functions, managerial process.	05
II	Planning: Nature & Purpose, objectives, strategies, policies and planning premises.	10
III	Organizing: Nature & purpose of organizing, Basic departmentation, Line & Staff authority, Centralization & Decentralization.	10
IV	Overview of Staffing and Directing	10
V	Controlling: Basic control process, conceptual knowledge of control techniques – (Budget, Traditionalnon budgetory control devices) Preventive & Direct Control.	10
	Total	45

References:

- **Essentials of management by Koontz & Weilhrich**
- **Principles of management by L.M.Prasad**
- **Principles of Management by C.B.Gupta**
- **Principles of Management by Sherlekar & Sherlekar**

Core & Allied - I

Subject – 1 Fundamentals of Entrepreneurship – I

Objective:

- To make the students aware about the business environment
- To create entrepreneurial awareness among students
- To motivate students to make their mind set for taking up entrepreneurship as career.

Unit	Content	No. Of lectures
I	Entrepreneur: Meaning & definition, features, basic functions with reference to leadership, Innovation, Risk bearing, Business Planning.	14
II	Emergence of Entrepreneurial Class: Origin & progress in India, Special measures for growth in India, Problem of inadequate growth, Causes and remedial suggestions.	14
III	Principles of Entrepreneurship's Behaviour: Innovation concept, Achievement motivation, Imbalance creating propensity.	14
IV	Entrepreneurship: Meaning & Definition, features, factors, obstacles against progress of entrepreneurship, principles of entrepreneurship (Economics, Sociological, Psychological)	14
V	Social responsibility and Accountability: Towards various group of society.	14
	Total	70

References:

- **Entrepreneurship – Hisrich & Peters**
- **Entrepreneurship megabucks – Siner A. David**
- **Entrepreneurship – new venture creation – Holt**
- **Venture capital – The Indian Experiences – J.M.Pandey**
- **Project preparation, appraisal and implementation – P. Chandra**

Core & Allied - I

Subject – 2 Fundamentals of Marketing – I

Objective – To make students aware about the marketing concepts and practices.

Unit	Content	No. Of lectures
I	Introduction of Marketing: Evolution of market, Marketing, the components of marketing, approaches to the study of marketing, functions of marketing, significance of marketing, relevance of marketing in developing economy.	10
II	Marketing Organization & Environment: Meaning, scope, importance & different forms of organization. Marketing Environment: Meaning, factors, internal & external marketing organization.	10
III	Marketing Mix: Definitions, meaning, elements & importance of marketing mix. Product Mix – Product Planning & Development, Product Testing, Branding & Packaging.	10
IV	Physical Distribution: Definition, Characteristics, Intermediate, Types of Channel, factors considered in channel decisions, Direct selling, shopping malls.	10
V	Price Mix & Promotion Mix: Meaning, need, objectives & factors influencing pricing decisions, Pricing methods.	05
	Total	45

References:

- **Marketing management by Philip Kotler**
- **Marketing management by Arun Kumar & N. Meenakshi**

Core & Allied - I

Subject – 3 Computer Application & IT – I

Objective – To impart information technology related skills to the students

Unit	Content	No. Of lectures
I	<p>Definition of computer, block diagram, characteristics, generations, Analog, Digital (Mini, Micor Mainframe & Super computers), Hybrid computers.</p> <p>Input Devices – key board, mouse, scanner, MICR, micro phone, barcode reader, touch screen.</p> <p>Output Devices – Visual Devices Unit: CRT, LCD, Printers: Impact (daisy wheel, dot matrix) Non-Impact (Drum, ink-jet, Laser), Speaker.</p> <p>Types of Memory: RAM, ROM, PROM, EPROM, EEPROM.</p> <p>Storage Devices: Floppy Disk, Hard Disk, CD, DVD, Pen drive.</p>	10
II	<p>Conversions: Decimals, Binary, Octal, Hexadecimal Number Systems (Inter conversion of only integer numbers between number systems)</p>	05
III	<p>Internet concept, Internet services – email, chatting, conferecing, internet telephony, Internet connection methods – Dial-up connection, Leased line connection, Addressing: IP, DNS, Overview: FTP, Gopher, WWW, Web browser.</p>	10
IV	<p>MS-Word: Editing, Font formatting, paragraph, Page setup and printing document.</p>	10
V	<p>MS-Excel: Preparing worksheet, Formatting Cell, page setup, building formulas, libray functions (sum, average, count, left, right, mid, if, or, and, date, now and time)</p>	10
	Total	45

References:

- **Computer fundamentals and information technology – Bharat & Co.**
- **Computer fundamentals by P.K.Sinha**
- **Fundamentals of IT & BCA by S. Jaiswal**
- **Internet the complete reference – by young**
- **World Wide Web design with HTML by C Xavier**
- **Internet for every one tech world – by leon**

Core & Allied - II

Subject – 1 SSP – I

Objective – To impart basic salesmanship skills

Unit	Content	No. Of lectures
I	Salesmanship Introduction: Evolution of the concept, meaning & definition, features of good salesmanship, scope & utility, Is salesmanship an art or a science or a profession, counter salesmanship & creative salesmanship.	07
II	Personal Selling: Introduction, definitions, role and significance, objectives, functions, theories of selling, advantages and limitations, personal selling and Advertising, types of personal selling.	08
III	Process of selling, psychology of salesmanship, attracting attention, approaching and welcoming prospects, sales talk, awakening interest, creating desire, securing action, prospecting, The approach – overcoming objections closing the sale, services after sales.	10
IV	Sales promotion concepts: Significance, forms, sales promotion programme, setting the objectives, sales promotion targets, implementation, sales promotion, research & evaluation, sales promotion of industrial products, services and mechanisms, promotion in developing countries, sales promotion strategy.	10
V	Sales Organization: Definitions, objects, significance, need, size, types and structure of sales organization, functions of sales organization. Sales manager – importance, qualities, qualification, functions, types, administrative operating, administrative cum operating – duties & responsibility. Sales Routine – meaning, handling incoming, mail, handling customers and traveler's order.	10
	Total	45

References:

- **Salesmanship by Russel**
- **Salesmanship of publicity by R.S.Davar**
- **Successful selling by J.E.S. Dawson**

Core & Allied - II

Subject – 2 Mathematics – I

Objective – To aware the students about various mathematical theories and practicals

Unit	Content	No. Of lectures
I	Concept of a set, method of representing sets, types of sets, some important number sets, Operation of sets – intersection and union. Distribution laws – union over intersaction & intersaction over union. Complimentary of sets, De – morgan’s laws (with proof), differnce of two sets, cartesian product, Examples.	10
II	Premutation (meaning & formula), permutations of different things, permutations of similar things, restricted permutation, combinations (meaning & formula), combinations of things taken some or all at time, some restricted combinations, Examples.	10
III	Introduction to binomial theorem (without proof), position of terms, characteristics of binomial theorem, binomial coefficient.	05
IV	Introduction and uses of Newton’s formward method, backward method, binomial theorem expansion method, lagrange’s method, Examples.	10
V	Introduction to mathematical induction, principles, meaning of sequence and series, sigma notation (with proof), Examples.	10
	Total	45

Core & Allied - II

Subject – 3 BRF – I

Objective – To aware the students with the Business Regulatory Framework

Unit	Content	No. Of lectures
I	Introduction to Business Regulatory Framework – Legal environment of business, sources of business law, various laws applicable to business – commercial laws, labour laws, corporate laws, taxation laws, financial laws.	10
II	Indian Contract Act – 1872: Meaning & nature of contract, elements of valid contract, classification of contract, performance of contract, breach of contract, remedies for breach of contract, law of agency, creation of agency, termination of agency, Powers & Duties of Agent & Principal.	10
III	Sale of goods Act – 1930: Formation of contract of sale, sale & agreement to sell, sale & hire purchase agreement, conditions & warranties, transfer of property in goods, transfer of title of non – owners, performace of contract of sale, unpaid seller and his rights, sale by auction.	10
IV	Consumer Protection Act 1986: Consumer, consumer dispute, complaints, complainants, consumer dispute redressal agencies, consumer protection councils, public interest legislation in India.	10
V	Competition Act – 2002: Need, objective, competition commission of India – its duty, powes & functions	10
	Total	45

References:

- **Indian Contract Act by T.R. Desai**
- **Business Law by M.C. Kuchal**
- **Business Law by N.D. Kapoor**

Elective - I

Subject – 1 Accounting & Finance – I

Objective – To impart basic skills of Accounting and Financial Management

Unit	Content	No. Of lectures
I	Single entry accounting system (only conversions of single entry into double entry) (Practical)	12
II	Royalty Accounts (Practical)	10
III	Voyage Accounts (Practical)	08
IV	Finance: Meaning, nature, scope, importance, objectives and sources of finance, finance functions, financial forecasting.	08
V	Sources of Finance: classification of sources, security finance, internal financing, loan financing, bridge financing, loan syndication, book-building, Promotor's contribution, new financial institutions and instruments.	07
	Total	45

References:

- **Financial management by I.M. Pandey**
- **Financia management by G.C. Maheshwari**
- **Advanced accounting by M.C. Shukla & Grewal**

Elective - I

Subject – 2 Business Management – I (Personnel Management)

Objective – In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization.

Unit	Content	No. Of lectures
I	Concepts & Perspective on HRM, HRM changing environment, corporate objectives, Human Resource Planning – Meaning, need, process, importance and hindrances.	10
II	Career and Succession Planning: Job analysis and job description, methods of manpower search, attracting and selecting human resources.	10
III	Induction & Socialization: Manpower training and development, performance appraisal and potential evaluation.	10
IV	Job evaluation & Wage Determination: Employee welfare, industrial relation & trade union.	10
V	Dispute Resolution & Grievance Management, Employee Empowerment.	05
	Total	45

References:

- Aswathapa. K – Human Resource & Personnel Management
- De Cenzo, D.A. & Robbins S.P. Human Resource Management 5th edition
- Guy.V & Mattock J. – The new international manager, London.
- Holloway J ed. Performance measurement and evaluation. New delhi.

Elective - I

Subject – 3 Banking – I

Objective – To aware the students with the Business Regulatory Framework

Unit	Content	No. Of lectures
I	Evolution of Banking: origin of word bank, meaning & definitions, evolution of banking in the west, evolution of banking in India.	05
II	Functions of Bank: Primary Functions – accepting 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. Secondary Functions – agency functions, payment and collection of cheques, bills & promissory notes, execution of standing instructions, acting as a trustee, executor, general utility functions: safe custody, safe deposit vaults, remittance of funds, pension payments, acting as a dealer in foreign exchange.	10
III	Procedure for opening of deposit account: Know your customer norms, application forms, introduction, proof of residence, specimen signature and nomination: Their importance, no frills account. Procedure for operating deposit account: pay-in-slips, withdrawals slips, issue of cheque book, issue fixed deposit receipt, premature encashment of fixed deposits and loan against fixed deposit. Recurring deposits, premature encashment and loan against recurring deposit.	10
IV	Closure of accounts: Transfer of accounts to other branches, types of account holders, individual account holders - single or joint, illiterate, minor, married woman, pardahnashin woman, non resident accounts, institutional account holders – sole proprietorship, partnership firm, joint stock company, hindu undivided family, clubs, associations and societies and trusts.	10
V	Methods of Remittances: demand drafts, banker's cheque, mail transfer, telegraphic transfer, electronic funds transfer.	10
	Total	45

References:

- **Practices and law of banking – G.S. Gill**
- **Banking: Law and practice – P.N. Pandey**
- **Banking: Theory and practice – E. Gordon, K Talraj**
- **Banking: Law and practice in india – Tannan**
- **Banking: Law and practice in india – maheshwari**
- **Fundamentals of banking – Dr. G.V. Kayandepatil, Prof. B.R. Sangle and Dr. G.T. Sangle**

B.Com – Semester – II (Effective from June 2010)

Subject – 1 Business Economics – I

Objective – To familiar the students with various macro and micro economics concepts and their application in the decision – making.

<u>Unit</u>	<u>Content</u>	<u>No. Of lectures</u>
I	Pricing analysis: I <ul style="list-style-type: none">• Equilibrium and pricing of firm and group of short run and long run under perfect competition.• Monopoly – types, equilibrium and pricing of firm, multiplan monopoly pricing and equilibrium of firm during different time perspective.	10
II	Pricing analysis – II <ul style="list-style-type: none">• Price discrimination, types, conditions/possibility, profitability, evaluation of price discrimination• Monopolistic competition, equilibrium and pricing of firm and group during short and long period under monopolistic competition, excess capacity, evils	05
III	Pricing analysis – III <ul style="list-style-type: none">• Selling costs – nature, inter-relationship of production cost and selling cost, effects of selling cost on demand curve.• Oligopoly – definition, features, kinked demand curve and price rigidity.	10
IV	Distribution of national income – I <ul style="list-style-type: none">• Mariginal productivity theory of national income• Modern theory of rent – quasi rent• Wage – monetary and real wage, factors affecting real wage, wage determination under perfect competition and monopoly	10

V	<p style="text-align: center;">Distribution of national income – II</p> <ul style="list-style-type: none"> • Interest – meaning, definition, gross & net interest, factors affecting interest. • Profit – Nature, principles of profit – risk, uncertainty, dynamic, market imperfection monopoly. 	10
	Total	45

References:

Subject – 2 Financial Accounting – II

Objective – To sharpen the advance accounting knowledge of the students

Unit	Content	No. Of lectures
I	Consignment Accounts	10
II	Joint Venture Accounts	10
III	Accounts of purchase (Acquisition) of busniess	10
IV	Accounts of conversion of partnership firm into company (sale of firm's busniess)	10
V	Preliminary knowledge of Indian Accounting standards – 6 to 10	05
	Total	45

References:

- **Financial Accounting by Narayan swamy**
- **Financial Accounting by Ashish Bhattacharya**
- **Principles & practices of Accounting by Gupta & Gupta**
- **Introdution to Accountancy by S.N. Maheshwari**
- **Financial Accounting by P.C. Tulsian**
- **Principles & Practice of Accountancy by S.P.Shah**

Subject – 3 Company Law - II

Objective – To aware students with company law environment

Unit	Content	No. Of lectures
I	Membership of a Company: Mode of acquiring membership, Minimum and Maximum number of members, Cessation of membership, index of members	05
II	Board of Directors: Organization chart of a company, meaning of word Director – his legal position, types and managing director.	10
III	Dividend, Interest and Bonus shares: Determination of divisible profits and dividends, unpaid dividends, interim dividends out of capital, procedure for issue of bonus shares, SEBI guidelines.	10
IV	Filing and Filing of Forms and Returns: Annual return, balance sheet, event based forms i.e.- Return of allotment, filling of special resolutions, registration and satisfaction of change and change in composition of board of directors, consent to act as Director, payment of filling fee, payment of additional fee, defective forms/documents, condemnation of delay, duties of company secretary in this respect.	10
V	Rules of Corporate Governance: History, concept of corporate governance, cadbury committee report, principles of mrality an business ethics, code of conduct for professional.	10
	Total	45

References:

- **Company Law by N.D.Kapoor**

Subject – 4 Business Administration- II

Objective – To familiar the students with management concepts and their applications.

Unit	Content	No. Of lectures
I	Motivation: Definition, importance, types of motivation and motivational theories	05
II	Communication: Definition, elements, characteristics, importance and types	10
III	Leadership: Meaning, definition, importance and qualities of leader	10
IV	Group Dynamics: Definition, importance, factors influencing group dynamics.	10
V	Decision – Making: Definition, characteristics, elements, steps, principles, types and importance of Decision-Making.	10
	Total	45

References:

- **Essentials of management by Koontz & Weilhrich**
- **Principles of management by L.M.Prasad**
- **Principles of Management by C.B.Gupta**
- **Principles of Management by Sherlekar & Sherlekar**

Core & Allied - I

Subject – 1 Fundamentals of Entrepreneurship – II

Objective: To develop entrepreneurship skills

Unit	Content	No. Of lectures
I	Localization of Industrial Enterprise: Various aspects for localization of industrial unit and responsibility of an entrepreneur, analysis of industrial opportunities, selection and importance of localization, factors of localization	10
II	Environmental aspects regarding business and industry: Economic, social, technological and competitive environment analysis.	05
III	Establishment of new industrial unit: Procedure, importance, necessities, financial arrangement, banks, special financial institutions, ownership and borrowed capital, venture capital, various aspects, progress in india, seed capital, risk capital.	10
IV	Contribution of entrepreneurs: Export promotion and forex earning with reference to Globalization, economic development, employment, regional balance, social stability.	10
V	Entrepreneurship development programme (EDP): Fundamental facts, objectives and need of EDP's, institutional efforts for development of entrepreneurship, entrepreneurship development programme in Gujarat, women entrepreneurship in India – need & progress.	10
	Total	45

References:

- **Environment and entrepreneurs – B.C. Tandor**
- **A practical guide of industrial entrepreneurs**
- **Dynamics of entrepreneurial development – S.B. Srivastava & V. Desai**

Core & Allied - I

Subject – 2 Fundamentals of Marketing – II

Objective – To aware the students for the advanced marketing concepts and applications

Unit	Content	No. Of lectures
I	Promotion mix: elements, sales promotion system, recent trends in promotion strategy, introduction to marketing promotion meaning, marketing communication.	10
II	Salesmanship: Meaning, elements, importance, sales organization, personal selling, process of selling, sales management, new sales policies.	10
III	Advertising: Setting the advertising objectives, role of advertising, media, budget, evaluating advertising effectiveness profile of advertising in India. Recent trends in modern advertising.	10
IV	Market segmentaion: Meaning, definition, different ways to segmentation, essentials of effective segmentation, distinction between differential marketing & concentrated marketing.	10
V	Types of marketing: Tele markets, E-marketing, sensile marketing, rural marketing, features importance, difficulties of rural marketing, marketing information system & marketing research.	05
	Total	45

References:

- **Marketing management by Philip Kotler**
- **Marketing management by Arun Kumar & N. Meenakshi**
- **Marketing – a managerial introduction by Gandhi**
- **Marketing information system by Davis – Olsan**
- **Consumer Behaviour by Schiffman – Kanuk**
- **Principles & Practice of Marketing by John Frain.**

Core & Allied - I

Subject – 3 Computer Application & IT – II

Objective – To impart information technology related skills to the students

Unit	Content	No. Of lectures
I	<p>Definition of computer, block diagram, characteristics, generations, Analog, Digital (Mini, Micor Mainframe & Super computers), Hybrid computers.</p> <p>Input Devices – key board, mouse, scanner, MICR, micro phone, barcode reader, touch screen.</p> <p>Output Devices – Visual Devices Unit: CRT, LCD, Printers: Impact (daisy wheel, dot matrix) Non-Impact (Drum, ink-jet, Laser), Speaker.</p> <p>Types of Memory: RAM, ROM, PROM, EPROM, EEPROM.</p> <p>Storage Devices: Floppy Disk, Hard Disk, CD, DVD, Pen drive.</p>	10
II	<p>Conversions: Decimals, Binary, Octal, Hexadecimal Number Systems (Inter conversion of only integer numbers between number systems)</p>	05
III	<p>Internet concept, Internet services – email, chatting, conferecing, internet telephony, Internet connection methods – Dial-up connection, Leased line connection, Addressing: IP, DNS, Overview: FTP, Gopher, WWW, Web browser.</p>	10
IV	<p>MS-Word: Editing, Font formatting, paragraph, Page setup and printing document.</p>	10
V	<p>MS-Excel: Preparing worksheet, Formatting Cell, page setup, building formulas, libray functions (sum, average, count, left, right, mid, if, or, and, date, now and time)</p>	10
	Total	45

References:

- **Computer fundamentals and information technology – Bharat & Co.**
- **Computer fundamentals by P.K.Sinha**
- **Fundamentals of IT & BCA by S. Jaiswal**
- **Internet the complete reference – by young**
- **World Wide Web design with HTML by C Xavier**
- **Internet for every one tech world – by leon**

Core & Allied - II

Subject – 1 SSP – I

Objective – To impart basic salesmanship skills

Unit	Content	No. Of lectures
I	Sales management: Meeting, objectives, planning, organizing, directing, staffing, co-ordinating, controlling.	05
II	Formulating sales policies: Structuring the sales force, determining the size of sales force, designing sales, territories, fixing sales quotas and targets, creating the sales force, managing the sales force.	08
III	Aspects of sales management: Recruitment and selection of salesman, introduction, necessity and importance of selection and recruitment, methods of selection and recruitment, internal & external, steps in recruitment, sound selection of candidates, appointment order.	10
IV	Training of Salesman: Introduction, objectives, importance, methods. Remuneration of salesman: introduction, good remuneration, methods – straight salary, straight commission, mixed method.	10
V	Sales conferences and sales contests: Motivation of salesman, meaning, necessity, methods – financial & non-financial for stimulating salesman. Control of salesman: introduction, reasons of controlling, methods of controlling salesman.	10
	Total	45

References:

- **Sales management by P.C. Shejwalkar**
- **Sales management by Satyanarayan**
- **Marketing management by Dr. V.O. Varkey**
- **Sales promotion by M.N.Mishra**
- **Effective advertisement and sales management by G.R. Basotiya.**

Core & Allied - II

Subject – 2 Mathematics – II

Objective – To aware the students about various mathematical theories and practicals

Unit	Content	No. Of lectures
I	Concept of a set, method of representing sets, types of sets, some important number sets, Operation of sets – intersection and union. Distribution laws – union over intersaction & intersaction over union. Complimentary of sets, De – morgan’s laws (with proof), differnce of two sets, cartesian product, Examples.	10
II	Premutation (meaning & formula), permutations of different things, permutations of similar things, restricted permutation, combinations (meaning & formula), combinations of things taken some or all at time, some restricted combinations, Examples.	10
III	Introduction to binomial theorem (without proof), position of terms, characteristics of binomial theorem, binomial coefficient.	05
IV	Introduction and uses of Newton’s formward method, backward method, binomial theorem expansion method, lagrange’s method, Examples.	10
V	Introduction to mathematical induction, principles, meaning of sequence and series, sigma notation (with proof), Examples.	10
	Total	45

Core & Allied - II

Subject – 3 BRF – I

Objective – To make the students understood about the Business Regulatory Framework

Unit	Content	No. Of lectures
I	Companies Act 1956: Salient features, types of company, Incorporation of company, provisions regarding share capital	10
II	Company management: Directors, managing Director, auditor, secretary – their appointment, powers, duties, removal, arbitration, compromise, arrangement and reconstructions	10
III	The securities: Contract (Regulation) Act 1956, Recognition of stock exchanges, role of stock exchanges, listing of securities, trading of securities, penalties & procedure.	10
IV	The security and Exchange Board of India Act 1992: Establishment of SEBI – powers & functions, Registration of stock brokers, sub-brokers, share transfer agents.	10
V	Cyber Laws and RTI (Right to information Act 2005) Cyber crimes (outrages) and legal portions relating to cyber crimes, nature & scope of RTI.	05
	Total	45

References:

- **Corporate law – Bharat Law house pvt. Ltd – New Delhi**
- **Desai T.R. Indian Contract Act.**
- **Singh avtar – The principles of mercantile law.**
- **Kuehal M.C. - Business Law**
- **Chandha P.R. – Business Law**
- **Gulshan .S.S – Mercantile Law**
- **Bhulchandani S. – Business Law**

Elective - I

Subject – 1 Accounting & Finance – II(Accounting – 60% & Finance – 40%)

Objective – To develop the accounting and finance knowledge of the students

Unit	Content	No. Of lectures
I	Accounts of professional firms like Doctors, CA, Architects (Practices)	12
II	Branch Accounting (excluding foreign branch) (Practices)	10
III	Replacement account(Practices)	08
IV	Capital structure: (only theory) meaning, types, planning for capital structure, characteristics, alteration of capital structure.	08
V	Cost of capital (Only theory)	07
	Total	45

References:

- **Financial management by I.M. Pandey**
- **Financia management by G.C. Maheshwari**
- **Advanced accounting by M.C. Shukla & Grewal**

Elective - I

Subject – 2 Business Management – I (Personnel Management)

Objective – In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the organization.

Unit	Content	No. Of lectures
I	Concepts & Perspective on HRM, HRM changing environment, corporate objectives, Human Resource Planning – Meaning, need, process, importance and hindrances.	10
II	Career and Succession Planning: Job analysis and job description, methods of manpower search, attracting and selecting human resources.	10
III	Induction & Socialization: Manpower training and development, performance appraisal and potential evaluation.	10
IV	Job evaluation & Wage Determination: Employee welfare, industrial relation & trade union.	10
V	Dispute Resolution & Grievance Management, Employee Empowerment.	05
	Total	45

References:

- Aswathapa. K – Human Resource & Personnel Management
- De Cenzo, D.A. & Robbins S.P. Human Resource Management 5th edition
- Guy.V & Mattock J. – The new international manager, London.
- Holloway J ed. Performance measurement and evaluation. New delhi.

Elective - I

Subject – 3 Banking – I

Objective – To aware the students with the Business Regulatory Framework

Unit	Content	No. Of lectures
I	Evolution of Banking: origin of word bank, meaning & definitions, evolution of banking in the west, evolution of banking in India.	05
II	Functions of Bank: Primary Functions – accepting 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. Secondary Functions – agency functions, payment and collection of cheques, bills & promissory notes, execution of standing instructions, acting as a trustee, executor, general utility functions: safe custody, safe deposit vaults, remittance of funds, pension payments, acting as a dealer in foreign exchange.	10
III	Procedure for opening of deposit account: Know your customer norms, application forms, introduction, proof of residence, specimen signature and nomination: Their importance, no frills account. Procedure for operating deposit account: pay-in-slips, withdrawals slips, issue of cheque book, issue fixed deposit receipt, premature encashment of fixed deposits and loan against fixed deposit. Recurring deposits, premature encashment and loan against recurring deposit.	10
IV	Closure of accounts: Transfer of accounts to other branches, types of account holders, individual account holders - single or joint, illiterate, minor, married woman, pardahnashin woman, non resident accounts, institutional account holders – sole proprietorship, partnership firm, joint stock company, hindu undivided family, clubs, associations and societies and trusts.	10
V	Methods of Remittances: demand drafts, banker's cheque, mail transfer, telegraphic transfer, electronic funds transfer.	10
	Total	45

References:

- **Practices and law of banking – G.S. Gill**
- **Banking: Law and practice – P.N. Pandey**
- **Banking: Theory and practice – E. Gordon, K Talraj**
- **Banking: Law and practice in india – Tannan**
- **Banking: Law and practice in india – maheshwari**
- **Fundamentals of banking – Dr. G.V. Kayandepatil, Prof. B.R. Sangle and Dr. G.T. Sangle**