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VEER NARMAD SOUTH GUJARAT UNIVERSITY
University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી
યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલ્લા રોડ, સુરત ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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-: પરિપત્ર :-

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન સ્નાતક કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૧૮-૧૯, જૂન-૨૦૧૮ થી અમલમાં આવનાર એસ.વાય.બી.કોમ. નો નવો અભ્યાસક્રમ સેમેસ્ટર ૩ અને ૪ (રેગ્યુલર, એક્ષટર્નલ તેમજ ઓનર્સ) તેમજ એમ.કોમ. પાર્ટ-૨ ના રેગ્યુલર સેમેસ્ટર-૩ અને ૪ તેમજ એક્ષટર્નલ અને ઓનર્સનો અભ્યાસક્રમ તથા ટી.વાય.બી.બી.એ.ના નવા અભ્યાસક્રમ અંગે કોમર્સ ઈન્કલુડીંગ બી.એ.વિષયની અભ્યાસસમિતિએ તેની તા.૧૮/૦૪/૨૦૧૭ ની સભામાં નીમેલ પેટાસમિતિ તેમજ અભ્યાસસમિતિ તા.૧૪/૦૮/૨૦૧૭ ની સભામાં ઠરાવ ક્રમાંક: ૨ અન્વયે કરેલી નીચેની ભલામણ વાણિજ્ય વિદ્યાશાખાએ તેની તા.૦૨/૦૪/૨૦૧૮ ની સભામાં ઠરાવ ક્રમાંક: ૨ અન્વયે સ્વીકારી તે મંજૂર કરવા એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલે તેની તા. ૨૬/૦૪/૨૦૧૮ ની સભાના ઠરાવ ક્રમાંક : ૭ અન્વયે મંજૂર કરેલ છે. તેની જાણ સંબંધકર્તા શિક્ષકો અને વિદ્યાર્થીઓને કરવી, તદ્દુપરાંત તેનો અમલ કરવો.

કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસસમિતિએ તેની તા.૧૮/૦૪/૨૦૧૭ ની સભામાં નીમેલ પેટાસમિતિ તેમજ અભ્યાસસમિતિ તા.૧૪/૦૮/૨૦૧૭ ની સભામાં ઠરાવ ક્રમાંક: ૨

- :: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૧૮-૧૯, જૂન-૨૦૧૮ થી અમલમાં આવનાર નીચે મુજબનો અભ્યાસક્રમ સ્વીકારી મંજૂર કરવા વાણિજ્ય વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.
- (૧) એસ.વાય.બી.કોમ.નો નવો અભ્યાસક્રમ સેમેસ્ટર ૩ અને ૪ (રેગ્યુલર, એક્ષટર્નલ તેમજ ઓનર્સ) અભ્યાસક્રમ.
- (૨) એમ.કોમ. પાર્ટ-૨ ના રેગ્યુલર સેમેસ્ટર-૩ અને ૪ તેમજ એક્ષટર્નલ અને ઓનર્સનો અભ્યાસક્રમ.
- (૩) ટી.વાય.બી.બી.એ.નો નવો અભ્યાસક્રમ.

વાણિજ્ય વિદ્યાશાખાની તા.૦૨/૦૪/૨૦૧૮ ની સભામાં ભલામણ ક્રમાંક: ૨

- :: આથી સર્વાનુમતે ઠરાવવામાં આવે છે કે, કોમર્સ ઈન્કલુડીંગ બી.એ.વિષયની અભ્યાસસમિતિએ તેની તા.૧૮/૦૪/૨૦૧૭ની સભામાં નીમેલ પેટાસમિતિ તેમજ અભ્યાસસમિતિ તા.૧૪/૦૮/૨૦૧૭ ની સભામાં ઠરાવ ક્રમાંક: ૨ અન્વયે કરેલ ભલામણ શૈક્ષણિક વર્ષ ૨૦૧૮-૧૯, જૂન-૨૦૧૮ થી અમલમાં આવનાર નીચે મુજબનો અભ્યાસક્રમ સ્વીકારી તે મંજૂર કરવા એકેડેમિક કાઉન્સિલને ભલામણ કરવામાં આવે છે.
- (૧) એસ.વાય.બી.કોમ.નો નવો અભ્યાસક્રમ સેમેસ્ટર ૩ અને ૪ (રેગ્યુલર, એક્ષટર્નલ તેમજ ઓનર્સ) અભ્યાસક્રમ.
- (૨) એમ.કોમ. પાર્ટ-૨ ના રેગ્યુલર સેમેસ્ટર-૩ અને ૪ તેમજ એક્ષટર્નલ અને ઓનર્સનો અભ્યાસક્રમ.
- (૩) ટી.વાય.બી.બી.એ.નો નવો અભ્યાસક્રમ.

એકેડેમિક કાઉન્સિલની તા. ૨૬/૦૪/૨૦૧૮ ની સભાના ઠરાવ ક્રમાંક : ૭

- :: આથી ઠરાવવામાં આવે છે કે, વાણિજ્ય વિદ્યાશાખાની તા.૦૨/૦૪/૨૦૧૮ ની સભામાં ઠરાવ ક્રમાંક: ૨ અન્વયે કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક : એકે./પરિપત્ર/૮૦૮૭/૧૮
તા.૩૦/૦૫/૨૦૧૮

Polw ml
૩૧/૫/૧૮
ઈ.ચો.કુલસચિવ um

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન સ્નાતક કોલેજોના આચાર્યશ્રીઓ.
૨) ડીનશ્રી, વાણિજ્ય વિદ્યાશાખા
૩) પંરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
૪) એક્ષટર્નલ વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

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VEER NARMAD SOUTH GUJARAT UNIVERSITY.
S. Y. B.COM External Syllabus
BUSINESS ADMINISTRATION
(INFORCE FROM 2018-2019)

OBJECTIVE OF THE COURSE:-

1. To impart to the students the conceptual and procedural knowledge in the functional areas of management like human resources management, labour management.
2. To enable the students to understand concepts, principles and techniques to be applied in the above functional areas of management
3. To impart the knowledge of personality development
4. To develop the analytical and decision making abilities of the students through case studies.

COURSE CONTENTS

Human Resource Management & Labour Relations

1. Human Resource Management: - Meaning of Human resources, Human Resource Management, Human Resource Management and Personnel Management, E-HRM, E-HR Activities-E-Recruitment and guidelines, E-Selection and procedure, E-Training and its advantages and disadvantages. [10%]

2. Human Resource Planning Meaning, Importance, Process, and factors affecting of Human Resources Planning. [5%]

3. Career Planning, Career Development [10%]

- a. Concept of career, career planning and succession planning
- b. Career Stages
- c. Elements of career development programmes
- d. Steps in Career development system
- e. Advantages, limitations of career planning & development
- f. Methods of Executive Development

4. Trade Union: - Definitions, functions, rights and responsibilities of registered trade unions. [5%]

5. Industrial Unrest: - Meaning, different forms of industrial disputes, causes, effects, remedial measures, industrial peace and industrial harmony. [10%]

6. Marketing Management Concepts: - Meaning of Market, Types of Market, Marketing and Marketing Management & scope of marketing management **Concept of Marketing;** - Production concept, Selling Concept, Marketing Concept, and Social marketing concept. Concept of retail marketing .Traditional Retail marketing (Stores and without stores), Online Retail marketing, (meaning, elements, advantages and disadvantages,) [15%]

7. Marketing Mix and marketing Environment [10%]

- Marketing Mix:- Meaning & its elements
- Marketing Environment: - Meaning & factors of micro and macro environment.
- Product:- concept of Product, Product life cycle, Product development, concept of Brand and its need.
- Pricing: - Objectives and methods of pricing, Different pricing policies and factors affecting pricing policies.
- Promotion: - Meaning, importance and elements of promotion mix.

Bhargava
Agarwal

8. Market Segmentation:-

[5%]

- **Market Segmentation:** - Meaning and basis of Market segmentation and its advantages.
-

9. Marketing Research: - Meaning, objectives, importance, scope and process of Marketing Research. Meaning, Importance & Process of marketing control.

[10%]

4. Case Study

[20%]

Note: Paper setter should consider syllabus and not any reference books or text books.

Books of References

1. Human Resource Management and Human Relations - V. P. Michael
2. Human Resource Management - V.V. Khanzode
3. Management of Human Resources - Lallan Prasad, A.M. Bannerjee
4. The Personnel Management Processes - Wendall French
5. Human Resource Management Text and cases -K. A. Aswathapa
6. Principles of Personnel Management - Edwin Flippo
7. Personnel Management and Industrial Relations - Dale Yoder.
8. Industrial Relations and Personnel Management in india - R.S. Dawar.
9. Organizational Behavior - K. Ashwathappa
10. Organizational Behavior - L.M. Prasad.
11. 11. Marketing Management - Philip, Kotler.
12. Modern Marketing Management*- R.S. Dawar.
13. Marketing Management - Sherlekar
14. Marketing Management: Baghvathi Pillai.
15. www.slideshare.net/privankashinde351/online-marketing-ppt
16. www.slideshare.net/Ankitha2404/emarketing-ppt
17. Frontiers of Electronic commerce-Ravi Kalakota, Andrew B. Whinston
a. Published by Pearson Education Pte. Ltd.
18. www.webopedia.com

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y. B.Com.

Semester –III Paper-I

Banking (Law and Practice)

Principal & Subsidiary Paper-I

Syllabus (In Force from June-2018-19)

વિભાગ-૨
પ્રશ્નપત્ર-૧

The objective of the paper is to give a broad idea of law and practice of banking with special reference to India.

Note:

1. The topics are to be studied with special reference to the legal principles and current practice prevailing in the country.
2. Detailed knowledge of various forms are not expected.

Semester-III

1. **Banker and Customer:** Definition of banker-what constitutes a customer general relation – legal relation of banker and customer –Duration aspect- Banker as a borrower-A debt by a banker vs. an ordinary commercial debt- Law of limitation and deposits- cases and position of a banker. Role of the banker as a trustee, an agent and a bailee.

[20%]

2. **Banker – Customer - Special Relationship -** Banker's lien - Appropriation of payment – Banker's right to setoff- Banker's right to charge interest and commission- Banker's obligation to maintain secrecy of the customer's accounts – Garnishee order. Termination of relation between banker and customer.

[15%]

3. **Negotiable Instruments :**

Meaning, Definition and Characteristics of Promissory Note, Bill of Exchange and Cheque.

[20%]

4. **Electronic Banking and IT (Information Technology) In Banks.**

Introduction – Meaning of Electronic fund Transfer (EFT), Electronic clearing System (ECS), Real Time Gross Settlement (RTGS), National Electronic fund Transfer (NEFT), Indian Financial System Code (IFSC), Internet Banking, Core Banking Solution (CBS), Automated clearing House Operations based on MICR Technology, Difference between RTGS and NEFT.

[20%]

5. **Payment Bank** – Meaning and Characteristics - Ethical Practices of Banks, Banking Ombudsman (Lokpal) Appointment and Powers.

[15%]

6. **Practical problems** on any of the above topics

[10%]

Reference books :

1. Banking Law and Practice in India M.L. Tanna (Latest Edition)
2. Law and Practice of Banking S.R. Dave
3. Banking Law and Practice in India V.N. Mugali
4. Practice and Law of Banking H.P. Sheldon
5. Banking Law and Practice P.N. Vesnneya (Latest Edition)
6. બેંકિંગ કાનૂન અને વ્યવહાર ધીરુભાઈ વેલ્લર
7. Link – <https://rbi.org.in>
8. Link – <https://www.indiapost.gov.in/>
9. J.M. Holden – The law & practice of Banking Universal law publishing.

REF
23/12/19

સહકારી
23/12/19
Prof. Mahesh G Patel
MHCC, Valsad.

Bhargava

VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y. B.Com.

Semester -IV

Banking (Law and Practice)

Principal & Subsidiary Paper-III

Syllabus (In Force from June-2018-19)

The objective of the paper is to give a broad idea of law and practice of banking with special reference to India.

Note:

1. The topics are to be studied with special reference to the legal principles and current practice prevailing in the country.
2. Detailed knowledge of various forms are not expected.

Semester-IV

1. **Payments of customers cheques:** Precaution – payments in due course – when a banker is justified in refusing payment, wrongful dishonour of cheque, countermanding payments of cheques and drafts – protection given to a paying banker.

[25%]

2. **Collection of Customer's cheques:** The bankers as a holder for value – collecting banker and his customer – precautions – duties of collecting banker – Recovery of money paid by mistake – protection given to a collecting banker.

[25%]

3. **Loan and advances :-** General principles of sound lending-form of advances.: loan, cash credit and overdraft. Meaning of secured and unsecured loan.

[25%]

4. **Creating charge over securities -**Brief introduction and meaning of different modes of creating charge over securities - Mortgage, hypothecation, pledge, lien.


[15%]

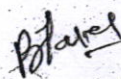
5. **Practical problems** on any of the above topics

[10%]

Reference books :

1. Banking law and Practice. R.K. Gupta, Modern law publication.
2. Seth's banking Law, Law publishers India, Pvt. Ltd. A.B. Srivastava & K.Elumali.
3. Banking Theory, Law and Practice. E. Gorden, K.Natrajan. Himalaya publication.
4. Banking Law and Practice in India M.L. Tannan (Latest Edition)
5. Law and Practice of Banking S.R. Dave.
6. Banking Law and Practice in India V.N. Mugali
7. Practice and Law of Banking H.P. Sheldon
8. Banking Law and Practice P.N. Vesnneya (Latest Edition)
9. બંકિંગ કાયદા અને વ્યવહાર શીરોબાઈ વેલવન
10. Link – <https://rbi.org.in>
11. Link – <https://www.indiapost.gov.in/>
12. J.M. Holden – The law & Practice of Banking Universal law Publishing.


Prof. Mahesh C. Patel,
N.H.C.C., Valsad,



VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y. B.Com.

External Syllabus

Banking (Law and Practice)

Principal & Subsidiary Paper-I

Syllabus (In Force from June-2018-19)

The objective of the paper is to give a broad idea of law and practice of banking with special reference to India.

Note:

1. The topics are to be studied with special reference to the legal principles and current practice prevailing in the country.
2. Detailed knowledge of various forms are not expected.

1. **Banker and customer :** Definition of banker – what constitutes a customer – general relation-legal relation of banker and customer- Duration aspect – Banker as a borrower- A debt by a banker vs. an ordinary commercial debt – Law of limitation and deposits – cases and position of a banker. Role of the banker as a trustee. an agent and a bailee. Banker-Customer Special Relationship Banker's lien –Appropriation of payment – Banker's right to setoff. Banker's right to charge interest and commission. Banker's obligation to maintain secrecy of the customer's accounts – Garnishee order.

Termination of relation between banker and customer [25 %]

2. **Negotiable Instruments :**

Meaning, Definition and Characteristics of Promissory Note – Bill of Exchange and Cheque [10 %]

3. **Electronic Banking and IT (Information Technology) In Banks.**

Introduction – Meaning of Electronic fund Transfer (EFT), Electronic clearing System (ECS), Real Time Gross Settlement (RTGS), National Electronic fund Transfer (NEFT), Indian Financial System Code (IFSC), Internet Banking, Core Banking Solution (CBS), Automated clearing House Operations based on MICR Technology, Difference between RTGS and NEFT. [10%]

4. **Payment Bank –** Meaning and Characteristics - Ethical Practices of Banks, Banking Ombudsman (Lokpal) Appointment and Powers. [15%]

5. **Payments of customers cheques –**precaution – payments in due course when a banker is justified in refusing payment, wrongful dishonour of cheque – countermending payments of cheques and drafts, protection given to a paying banker. [10%]

6. **Collection of customers cheques:** The banker as a holder for value- collecting banker and his customer – precautions – duties of collecting banker – Recovery of money paid by mistake – protection given to a collecting banker. [10%]

7. **Loan and advances :** general principles of sound lending – forms of advances, loan, cash credit and overdraft, meaning of secured and unsecured loan. Creating charge over securities. Brief introduction and meaning of different modes of creating charges over securities. Mortgage, hypothecation, pledge, lien. [10%]

contd.....

Prof. Mahesh C. Patel
NMCC, Valsad. *Patel*

8. Practical problems on any of the above topics.

[10%]

Reference books :

1. Banking law and Practice. R.K. Gupta, Modern law publication.
2. Seth's banking Law, Law publishers India, Pvt. Ltd. A.B. Srivastava & K.Elumali.
3. Banking Theory, Law and Practice. E. Gorden, K.Natrajan. Himalaya publication.
4. Banking Law and Practice in India M.L. Tannan (Latest Edition)
5. Law and Practice of Banking S.R. Dave.
6. Banking Law and Practice in India V.N. Mugali
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8. Banking Law and Practice P.N. Vesnneya (Latest Edition)
9. બેંકિંગ કાયદા અને વ્યવહાર ઈતિહાસ વેલવન
10. Link - <https://rbi.org.in>
11. Link - <https://www.indiapost.gov.in/>
12. J.M. Holden - The law & Practice of Banking Universal law Publishing.

(Signature)

Prof. Mahesh G. Patel.
V.H.C.C. Valsad.

(Signature)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1. Basics of Marketing 20%

- Definition , Scope of marketing.
- Core concept of marketing- Exchange, Transaction & Transfer.
- Importance of marketing as a business function.
- Importance of marketing in economy
- Value satisfaction & expectations.
- Market place, Market space & Meta market.

2. Recent trends and Types of Marketing concepts : 20%

- Customer relationship management concept.
- E-marketing.
- Internet marketing.
- Societal marketing.
- Organisational Marketing.
- Place Marketing.
- Idea Marketing.
- Man Marketing.
- Concept Marketing.
- Service Marketing.
- Internal Marketing.
- External Marketing

3. Product And Product management : 25%

- Concept of product, Product management, product development
- product planning and New Product development process..
- product line
- product mix,
- factors affecting product mix, product life cycle concept.
- product differentiation,
- product diversification,
- product elimination,
- why new product fail

4. Packing – Packaging 25%

- Role of Packing
- Types and functions.
- An ideal packaging,
- Social desirability of packaging,
- Labeling: Functions and Types.
- Assembling, Grading, Standardization,.
- Warranty, guarantee

5. Case Study : 10%

REFERENCE BOOKS:

1. Marketing -N. Rajan Nair
2. Principles marketing management -R.S.Daver
3. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condit
6. Case studies in Marketing Management – Sherlekar and Sherlekar

Blaser

7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc graw Hills)
- 9) Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
- 10) Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Plates

- Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1) PRICING:

20%

- a) Pricing objectives.
- b) Factors influencing, price determination,
- c) Seven key ways to promote business.
- d) Sales v/s Marketing.
- e) Pricing the product & services.

2) Issues and challenges in marketing

(20%)

- High volatility in markets
- Diversity and Convergence
- Catering to the affluent.
- Poor markets also need marketing.
- Engaging customer 24*7
- communities.
- Enhancing access.
- New Icons
- Indian global brands.
- Ecology sensitivity
- Word of mouth a stronger influence in adoption.

Barriers to Entry and Exit in the market:

1. Govt. policy.
2. Costs.
3. Presence of strong brand.
4. Customers
5. Technology.
6. Lack of credible competition.

3) WEB ADVERTISING:

25%

- a) Importance & objectives of online advertising.
- b) Types of online Advertising.
- c) Challenges of online advertising.
- d) New development in online advertising.
- e) Direct marketing.
- f) Factors causing growth of Direct marketing.
- g) Process, advantages & disadvantages of Direct marketing.
- h) Internet advertising.
- i) Advantages of Internet advertising.
- j) Laws relating to e-mail marketing.

4) Brand marketing:

20%

- Defination of Brand.
- Reasons for Branding.
- Types of Brand- National , Private , individual & Blanket Brands.
- Multiple Brands for same product.
- Store label Brand.
- Brand Image.
- Global Brands.
- Local Markets to Global Markets.

5. Case Study : 10%

- REFERENCE BOOKS:
- 1. Marketing -N. Rajan Nair

Blair

- 2. Modern marketing management -R.S.Daver
- 3. Principles and Practice of marketing in India- Dr. C.B. Memoria, R.G. Joshi
- 4. Marketing Management -Philip Kotler
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- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Bk

- Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

A1. MARKET SEGMENTATION: 25%

- Meaning,
- concept and importance.
- Bases of market segmentation.
- Uses of market segmentation.
- Market segmentation procedure,
- Requirements for effective segmentation,
- Target marketing.

2) BUYER BEHAVIOR: 25%

- Classes of buyer,
- Difference between Buyer behaviour and consumer Behaviour
- Buying motives,
- Decision making process in buying.
- Factors governing buyer behaviour,
- customer satisfaction and customer delight

3. RECENT TRENDS IN MARKETING: 20%

- E-business,
- Tele marketing,
- M-business,
- virtual marketing.
- Marketing myopia.
- Mobile marketing,
- Green marketing, Green marketing mix & strategy

4) . Case Study :

REFERENCE BOOKS:

- 1. Marketing -N. Rajan Nair
- 2. Modern marketing management -R.S.Daver
- .Principles and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
- .Marketing Management -Philip Kotler
- .Modern Marketing – Still, Govani, Condit
- .Case studies in Marketing Management – Sherlekar and Sherlekar
- . Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John

8) Marketing management Rajan Saxena (Tata Mc graw Hills)

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12) Marketing quick-win Ann marie Hanlon (PHI Learning)

13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Blatet

(In Force From June 2018-19)

- Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1. New Marketing Concept

Definition Of Competitive advantage.

--Steps taken to improve Competitive advantage by organizations

--Customer Orientations.

--Competitive orientations.

--Ability to respond to Environmental changes

(i.e. Changes in consumer needs ,competition; Govt. Policy. Techonology etc.0Market as a process- The needs,wants and demands of a customer.

Role of marketing in Modren Organizations.

Integrative functions of marketing .

Customer acquisition and retention.

Tracking the Competetion.

---Life Cycle of customers

-Prospects.

-first time Buyers.

--repeat Buyers.

--Defector..

2) Customer acquisition and Retention.

---Concept

--Factors affecting Acquisitions of customers

--Techonological advancement.

--Govt. Policy.

---Life Style changes.

---Purchasing frequency.

--Innovations in Industry.

--Improving Customer retention:

Factors affecting the improvement of retention rate.

---Customer service.

- Continuously enhancing value.

---Keeping abreast of techonological Change.

--Continious Improvement in Customer loyalty programmes.

. PROMOTION: 20%

Meaning and purpose,

Nature and importance of promotion,

Promotion Mix

promotional methods,

Sales promotion: advantages, sales promotion at different levels.

Personal selling:

Features and Functions

4.Advertising

Definition,

Importance

Types

Objectives

Benifits of advertising to customers& society

Digital marketing

5.weight and measures act 1977

(packed commodities rules 1977)

Definition and provisions applicable to packages intended for retail sales.

5. Case Study: 10%

Bhate

- REFERENCE BOOKS:
1. Marketing -N. Rajan Nair
 2. Modern marketing management -R.S.Daver
 3. Principles and Practice of marketing in India- Dr. C.B.Memoria, R.G.Jusli
 4. Marketing-Management -Philip Kotler
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 - 12) Marketing quick win Ann marie Hanlon (PHI Learning)
 - 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Blatel

Veer Narmad South Gujarat University, Surat

S.Y.B.Com.

Marketing Paper-1 (External)

(In Force From June 2018-19)

- Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1. Basics of Marketing 15%
- Definition , Scope of marketing.
 - Core concept of marketing- Exchange, Transaction & Transfer.
 - Importance of marketing as a business function.
 - Importance of marketing in economy
 - Value satisfaction & expectations.
 - Market place, Market space & Meta market.
- 2.Recent trends and Types of Marketing concepts : 10%
- Customer relationship management concept.
- E-marketing.
 - Internet marketing.
 - Societal marketing.
 - . Organisational Marketing.
 - Place Marketing.
 - Idea Marketing.
 - Man Marketing.
 - Concept Marketing.
 - Service Marketing.
 - Internal Marketing.
 - External Marketing
- 3.Product And Product management : 15%
- Concept of product., Product management, product development
 - product planning and New Product development process..
 - product line
 - product mix,
 - factors affecting product mix, product life cycle concept.
 - product differentiation,
 - product diversification,
 - product elimination,
 - why new product fail
4. Packing – Packaging 15%
- Role of Packing
 - Types and functions.
 - An ideal packaging,
 - Social desirability of packaging,
 - Labeling: Functions and Types.
 - Assembling, Grading, Standardization;.
 - Warranty; guarantee
5. MARKET SEGMENTATION: 10%
- Meaning,
 - concept and importance.
 - Bases of market segmentation.
 - Uses of market segmentation.
 - Market segmentation procedure,
 - Requirements for effective segmentation,
 - Target marketing.
 -
6. BUYER BEHAVIOR: 15%
- Classes of buyer,
 - Difference between Buyer behaviour and consumer Behaviour
 - Buying motives,

Prater

- Decision making process in buying.
- Factors governing buyer behaviour,
- customer satisfaction and customer delight

7. RECENT TRENDS IN MARKETING:

10%

- E-business,
- Tele marketing,
- M-business,
- virtual marketing.
- Marketing myopia.
- Mobile marketing,
- Green marketing, Green marketing mix & strategy

8. Case Study :

10%

REFERENCE BOOKS:

1. Marketing -N. Rajan Nair
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3. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
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- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Blaxel

- Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1) PRICING:

10%

- Pricing objectives.
- Factors influencing, price determination,
- Seven key ways to promote business.
- Sales v/s Marketing.
- Pricing the product & services.

2) Issues and challenges in marketing

(10%)

- High volatility in markets
- Diversity and Convergence
- Catering to the affluent.
- Poor markets also need marketing.
- Engaging customer 24*7
- communities.
- Enhancing access.
- New Icons
- Indian global brands.
- Ecology sensitivity
- Word of mouth a stronger influence in adoption.

Barriers to Entry and Exit in the market.

- Govt. policy.
- Costs.
- Presence of strong brand.
- Customers
- Technology.
- Lack of credible competition.

3) WEB ADVERTISING:

10%.

- Importance & objectives of online advertising.
- Types of online Advertising.
- Challenges of online advertising.
- New development in online advertising.
- Direct marketing.
- Factors causing growth of Direct marketing.
- Process, advantages & disadvantages of Direct marketing.
- Internet advertising.
- Advantages of Internet advertising.
- Laws relating to e-mail marketing.

4) Brand marketing:

10%

- Defination of Brand.
- Reasons for Branding.
- Types of Brand- National , Private , individual & Blanket Brands.
- Multiple Brands for same product.
- Store label Brand.
- Brand Image.
- Global Brands.
- Local Markets to Global Markets

Blanes

5. New Marketing Concept

15%

- Definition of Competitive advantage.
- Steps taken to improve Competitive advantage by organizations
- Customer Orientations.
- Competitive orientations.
- Ability to respond to Environmental changes
(i.e. Changes in consumer needs ,competition, Govt. Policy. Techonology etc.0Market as a process- The needs,wants and demands of a customer.
- Role of marketing in Modren Organizations.
- Integrative functions of marketing
- Customer acquisition and retention.
- Tracking the Competetion.
- Life Cycle of customers
- Prospects.
- first time Buyers.
- repeat Buyers.
- Defector..

6. Customer acquisition and Retention.

15%

- Concept
- Factors affecting Acquisitions of customers
- Techonological advancement.
- Govt. Policy.
- Life Style changes.
- Purchasing frequency.
- Innovations in Industry.
- Improving Customer retention:
- Factors affecting the improvement of retention rate.**
- Customer service.
 - Continiously enhancing value.
- Keeping abreast of techonological Change.
- Continious Improvement in Customer loyalty programmes.

7. PROMOTION:

10%

- Meaning and purpose,
- Nature and importance of promotion,
- Promotion Mix
- promotional methods,
- Sales promotion: advantages, sales promotion at different levels.
- Personal selling:
- Features and Functions

8. Advertising

10%

- Definition,
- Importance
- Types
- Objectives
- Benifits of advertising to customers& society
- Digital marketing

9. weight and measures act 1977

5%

(packed commodities rules 1977)

Definition and provisions applicable to packages intended for retail sales

10. Case Study :

5%

- REFERENCE BOOKS:**
1. Marketing -N. Rajan Nair
 2. Modern marketing management -R.S.Daver
 3. Principles and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
 4. Marketing Management -Philip Kotler
 5. Modern Marketing – Still, Govani, Condit

Dr. S. S. D. S.

6. Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc graw Hills)
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- 10) Marketing management (Concepts & cases)
S.A Sherlekar, R. Krishnamoorthy (Himalaya Publication)
- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav
(Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Bhargava

- Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1. CONTEMPORARY ISSUES IN HRM

- Introduction
- Sexual Harassment
- Employee engagement
- Employee as a brand
- Talent management
- Career planning and management
- Work life balance

2. RECENT TECHNIQUES IN HUMAN RESOURCE MANAGEMENT

- Employees for lease –
- Moon Lighting by employees: Blue Moon to Full Moon –
- Dual Career Groups –
- Flexitime and Flexi work
- Quality management concept.
- History of QM
- Principles of quality management.
- Relationship between QM and Functional management.
- QM and continuous Improvement (Concept)
- Objectives and limitations of Continuous process Improvement. (CPI)
- Concept of Lean.
- Lean process and Lean Principles and Lean Benefits.
- Six Sigma (SS) concept, Objectives and Planning Six Sigma process.

3. MULTINATIONALS CORPORATIONS AND INDIAN TRANSNATIONALS

- Introduction
- Reasons for going International.
- Features of Multinational Corporations.
- Benefits of MNCs
- Challenges and problems faced by MNCs
- Transnational Corporations.

BOOKS :-

1. Leadership and management by Dr.A.Chandre Mohan
2. Personal management by C.B Memoria and V.S.P. rao
3. Labour welfare, trade unionism and industrial relations by Punekar, Deodhar, Sankaran. (Himalaya publication)
4. "Managing new business successfully" by ramchandran
5. "managing managers" by c.s. rayudu
6. Management (Multi dimensional approach) By H.R. Appannaiah, G.Dinakar, H.A Bhaskara.

Bktr

Exam - 2
Answer - 2

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SY.B.COM.

MANAGEMENT -PAPER-2 (SEM-3)
TO BE ENFORCED FROM 2018 -2019

1. Work Environment and work Behaviour:

25%

Meaning of work environment, Factors affecting work environment, Noise, Lighting, Ventilation, temperature, Music, Work behaviour meaning, Factors affecting work behaviour, i.e. accidents, Fatigue, absenteeism, Alcoholism, drug abuse Smoking.

2. Employee Relations:

25%

Meaning, Employee relation strategy, Internal and external factors influencing employee relation strategy, Segments of Industrial relations, collective bargaining, Bargaining process, negotiations Guidelines for negotiations, collective agreement, Grievance handling. guidelines for Grievance handling, Discipline, objectives of Discipline.

3. SUPPLY CHAIN MANAGEMENT:

30%

Definition, Problem addressed by supply chain management, Activities/function, (strategies level tactical level, operational level,) Importance of supply chain management, historical development in supply chain management, supply chain business process integration, supply chain sustainability. Concept of green supply chain management, Difference between conventional supply chain and green supply chain advantages and barriers in GSCM Implementation.

4. Inventroy Management

20%

Concept, Objectives of Inventroy handling, Warehouse The concept, Its objectives, Types of warehouses and utility of warehouses.

REFERENCES:

1. Human Resource & Personnel Management by K. Aswathappa, "Tata McGraw-Hill Publishing, 2nd editions.
2. Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas. M. 3rd Edition 2008.
3. legged Race, By Faisal Hoque, V. Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing, Prentice Hall/BTM Institute Dec-2005
4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007.
5. Personnel and human Resource management By A. M. Sharma. Himalaya Publishing-house.
6. Management (Multi dimensional approach) By H.R. Appannaiah, G. Dinakar, H.A Bhaskara.

BK

Veer Narmad South Gujarat University, Surat

S.Y.B.Com.

Management Paper-3

Semester - 4

(In Force From June 2018-19)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing.

2. To acquaint the students with the marketing problems.

Syllabus :

1. WOMEN WORKERS

25%

Introduction

Characteristics of women labour

Classification of women workers –professional, existential, in transition, in duress

Women workers in unorganised sectors

Issues of women workers

Concern of women workers

2. CHILD LABOUR;

25%

Concept

Classification of child Labour

Approaches to child labour

Concern for child labour

Facets of the problems and causes

Factors which reduce incidence of child labour

Factors which increase incidence of child labour

National child labour policy

Role of different agencies in combating child labour

3. TERMS AND TEAM WORK

25%

Importance of teams

Difference between group and teams

Types of teams

Team works

Team building

Role of team members

Team effectiveness

Building trust

Team development

4. TURN-AROUND STRATEGY:

25%

Ø Meaning of industrial sickness

Ø Stages of industrial sickness

Ø Symptoms of sickness

Ø Causes of sickness

o Structural causes

o Non-structural causes

Ø Prevention & cure of industrial sickness

BOOKS :-

1. Leadership and management by Dr.A.Chandre Mohan

2. Personal management by C.B Memoria and V.S.P. rao

3. Labour welfare, trade unionism and industrial relations by Punekar, Deodhar, Sankaran. (Himalaya publication)

4. "Managing new business successfully" by ramchandran

5. "managing managers" by c.s. rayudu

Bhargava

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SY.B.COM.(SEM-4)
MANAGEMENT –PAPER-4
TO BE ENFORCED FROM 2018 -2019

1. PUBLIC RELATION:

20%

Introduction, Origin and growth of Public relation, Recent trends in Public relation, Principle's and ethics of Public relation. Importance of public relations in the field of management..

2. EMPLOYEE WELFARE:

30%

Learning Objectives, Meaning and definition, Merits and demerits of welfare measures, Types of welfare activities, statutory and non-statutory, Approaches to Labour welfare, Administration of welfare facilities, safety of woman employees at work place. Measures taken by the government for women safety. Child care Centres at work place and their usefulness. Grievance redressal cells for employees and their functioning. sexual harassment cells and their functioning.

3.SAFETY AND HEALTH:

30%

Learning Objectives, Safety, Types of Accident, Needs for Safety, Safety Programmes, Health, Physical, Health, Mental Health, Noise Control, Job Stress, Acquired Immune Deficiency Syndrome (AIDS),Alcoholism and Drug Abuse. Effects of Alcoholism on family and nation. Violence in the Work Place. Gender discrimination, Wage discrimination in males and female workers. Grievance redressal, cells for employees and their functioning.

4..BUSINESS PERFORMANCE MANAGEMENT:

20%

History, definitions and scope, methodologies, metrics and key performance indicators, Performance appraisal, Importance of Performance Appraisal. Problems in Performance appraisal. Should increments and promotions be based on Performance appraisal report. Why? Merit Vs experience method of promotion.

REFERENCES:

1. Human Resource & Personnel Management by K.Aswhathappa, " Tata McGraw-Hill Publishing , 2nd editions.
2. Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
3. Iegged Race, By Faisal Hoque, V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007.

Bhargava

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SY.B.COM (External)
MANAGEMENT –PAPER-1
TO BE ENFORCED FROM 2018 -2019

- Objectives:** 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1. CONTEMPORARY ISSUES IN IIRM

10%

- Introduction
- Sexual Harassment
- Employee engagement
- Employee as a brand
- Talent management
- Career planning and management
- Work life balance

2. RECENT TECHNIQUES IN HUMAN RESOURCE MANAGEMENT

15%

- Employees for lease –
- Moon Lighting by employees: Blue Moon to Full Moon –
- Dual Career Groups –
- Flexitime and Flexi work
- Quality management concept.
- History of QM
- Principles of quality management.
- Relationship between QM and Functional management.
- QM and continuous Improvement(Concept)
- Objectives and limitations of Continuous process Improvement.(CPI)
- Concept of Lean.
- Lean process and Lean Principles and Lean Benefits.
- Six Sigma(SS) concept ,Objectives and Planning Six Sigma process.

3. MULTINATIONALS CORPORATIONS AND INDIAN TRANSNATIONALS: 15%

- Introduction
- Reasons for going International.
- Features of Multinational Corporations.
- Benefits of MNCs
- Challenges and problems faced by MNCs
- Transnational Corporations.

4. WOMEN WORKERS

15%

- Introduction
- Characteristics of women labour
- Classification of women workers –professional, existential, in transition, in duress
- Women workers in unorganised sectors
- Issues of women workers
- Concern of women workers

5. CHILD LABOUR;

15%

- Concept
- Classification of child Labour
- Approaches to child labour
- Concern for child labour
- Facets of the problems and causes

B. K. Patel

- Factors which reduce incidence of child labour
- Factors which increase incidence of child labour
- National child labour policy
- Role of different agencies in combating child labour

6. TERMS AND TEAM WORK

15%

- Importance of teams
- Difference between group and teams
- Types of teams
- Team works
- Team building
- Role of team members
- Team effectiveness
- Building trust
- Team development

7. TURN-AROUND STRATEGY:

15%

- Ø Meaning of industrial sickness
- Ø Stages of industrial sickness
- Ø Symptoms of sickness
- Ø Causes of sickness
 - o Structural causes
 - o Non-structural causes
- Ø Prevention & cure of industrial sickness

Reference Books:

1. Leadership and management by Dr.A.Chandre Mohan
2. Personal management by C.B Memoria and V.S.P. rao
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- 8 legged Race, By Faisal Hoque, V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
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B. Patel

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SY.B.COM (External)
MANAGEMENT –PAPER-2
TO BE ENFORCED FROM 2018 -2019

Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus :

1.Work Environment and work Behaviour: 10%

Meaning of work environment, Factors affecting work environment, Noise, Lighting, Ventilation, temperature, Music, Work behaviour meaning, Factors affecting work behaviour, i.e. accidents, Fatigue, absenteeism, Alcoholism, drug abuse Smoking.

2.Employee Relations: 10%

Meaning, Employee relation strategy, Internal and external factors influencing employee relation strategy, Segments of Industrial relations, collective bargaining, Bargaining process, negotiations Guidelines for negotiations, collective agreement, Grievance handling. guidelines for Grievance handling, Discipline, objectives of Discipline.

3. SUPPLY CHAIN MANAGEMENT: 15%

Definition, Problem addressed by supply chain management, Activities/function, (strategies level tactical level, operational level,) Importance of supply chain management, historical development in supply chain management, supply chain business process integration, supply chain sustainability. Concept of green supply chain management, Difference between conventional supply chain and green supply chain advantages and barriers in GSCM Implementation.

4. Inventroy Management 10%

Concept, Objectives of Inventroy handling, Warehouse The concept, Its objectives, Types of warehouses and utility of warehouses.

5. PUBLIC RELATION: 10%

Introduction, Origin and growth of Public relation, Recent trends in Public relation, Principle's and ethics of Public relation. Importance of public relations in the field of management.

6. EMPLOYEE WELFARE: 15%

Learning Objectives, Meaning and definition, Merits and demerits of welfare measures, Types of welfare activities, statutory and non-statutory, Approaches to Labour welfare, Administration of welfare facilities, safety of woman employees at work place. Measures taken by the government for women safety. Child care Centres at work place and their usefulness. Grievance redressal cells for employees and their functioning. sexual harassment cells and their functioning.

7.SAFETY AND HEALTH: 15%

Learning Objectives, Safety, Types of Accident, Needs for Safety, Safety Programmes, Health, Physical, Health, Mental Health, Noise Control, Job Stress; Acquired Immune Deficiency Syndrome (AIDS), Alcoholism and Drug Abuse. Effects of Alcoholism on family and nation. Violence in the Work Place. Gender discrimination, Wage discrimination in males and female workers. Grievance redressal, cells for employees and their functioning.

8.BUSINESS PERFORMANCE MANAGEMENT: 15%

Bhaer

History, definitions and scope, methodologies, metrics and key performance indicators, Performance appraisal, Importance of Performance Appraisal. Problems in Performance appraisal. Should increments and promotions be based on Performance appraisal report. Why? Merit Vs experience method of promotion.

REFERENCES:

1. Human Resource & Personnel Management by K.Aswathappa, "Tata McGraw-Hill Publishing, 2nd editions.
2. Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
3. legged Race, By Faisal Hoque, V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing, Prentice Hall/BTM Institute Dec-2005
4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007).

REFERENCES:

1. Human Resource & Personnel Management by K.Aswathappa, "Tata McGraw-Hill Publishing, 2nd editions.
2. Supply Chain Management, Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
3. legged Race, By Faisal Hoque, V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing, Prentice Hall/BTM Institute Dec-2005
4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque & Tery Kirk Patrick (BTM Press-March-2007).
5. Personnel and human Resource management By A. M.Sharma. Himalaya Publishing house.
6. Management (Multi dimensional approach) By H.R .Appannaiah, G.Dinakar, H.A Bhaskara.

AB Patel

VEER NARMAD SOUTH GUJARAT UNIVERSITY
M. COM INTEGRATED HONORS COURSE
S. Y.B.COM. HONORS

BC 27

SEMESTER - 03

Fundamentals Of Entrepreneurship
PROPOSED SYLLABUS FOR 2018-19

UNIT	COURSE	%
1.	Introduction :- The entrepreneur, Definition, Emergence of entrepreneurial class, Factors into making of an entrepreneur, Characteristics of an entrepreneur in small scale & large scale enterprise, Theories of entrepreneurship, Role of socio- economic environment, Characteristics of entrepreneur, Entrepreneur functions, Stages of entrepreneur Development, Leadership, Risk Taking, Decision – making and Business Planning.	35 %
2.	Promotion of a venture, Opportunity analysis, External environmental analysis- economic, social and technological, competitive factors, legal requirements for establishment of a new unit and raising of funds, venture capital sources and documentation required, venture capital companies in India	30 %
3.	Entrepreneurial Behavior :- Innovation and entrepreneur, Stages in innovation process, elements in invention – Innovation Process, Left v/s Right hemisphere of the brain, People in technological innovation, Windows & Corridors of opportunity, Success mantras for entrepreneur, Mavericks & misfits about entrepreneurship, Entrepreneurial behavior and psycho theories, Social responsibilities.	35 %

Suggested Readings:-

1. Tandon B.C : Environment and Entrepreneur, Chugh Publication, Allahabad.
2. Siner A David : Entrepreneurial Megabucks; Johan Wiley and Sons, New York.
3. Srivastava S.B : A Practical Guide to Industrial Entrepreneurs; Sultan Chand Ar Sons , New Delhi.
4. Prasanna Chandra :- Project Preparation, Appraisal, Implementation; Tata Mcgra Hill, New Delhi.
5. Pandey L.M. Venture Capital- The Indian Experience , Prentice Hall Of India.
6. Holl : Entrepreneurship – New venture creation, Prentice Hall Of India.
7. Sangram Keshari Mohanty : Fundamentals of Entrepreneurship , PMI Learning Pvt Ltd

VEER NARMAD SOUTH GUJARAT UNIVERSITY
M. COM INTEGRATED HONORS COURSE

S. Y.B.COM. HONORS

BC-27

SEMESTER - 04

Fundamental Of Entrepreneurship
PROPOSED SYLLABUS FOR 2018-19

UNIT	COURSE	%
1.	Entrepreneurial Development Programs (EDP) : EDP, Their role, Objectives, Relevance, and achievements, Role of Government in organizing EDPs, Issues and Misconceptions about EDP, Critical evaluation.	30 %
2.	Role Of Entrepreneur :- Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries, Role in export promotion and import substitution, forex earning and augmenting and meeting local demand.	40 %
3.	Women Entrepreneurship :- Introduction, Concept of Women Entrepreneurs, Empowerment of Woman Through Enterprise, Factors Governing Women Entrepreneurship, Scheme for Women Entrepreneurs.	30 %

Suggested Readings:-

1. Tandon B.C : Environment and Entrepreneur, Chugh Publication, Allahabad.
2. Siner A David : Entrepreneurial Megabooks; Johan Wiley and Sons, New York.
3. Srivastava S.B : A Practical Guide to Industrial Entrepreneurs; Sultan Chand An Sons , New Delhi.
4. Prasanna Chandra :- Project Preparation, Appraisal, Implementation; Tata Mcgraw Hill, New Delhi.
5. Pandey L.M. Venture Capital- The Indian Experience , Prentice Hall Of India.
6. Holl : Entrepreneurship - New venture creation, Prentice Hall Of India.
7. Sangram Keshari Mohanty :- Fundamentals of Entrepreneurship, PHI Learning Pvt L.T.A.

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y. B.Com (Hons.)

B.C.2.2.Company Law

Semester-3

Syllabus (In Force from 2018-2019)

Objective : The objective of the course is to impart basic knowledge of the provisions of the companies Act 2013.

Course input;

Unit-1. (25%)

Introduction - Company - characteristics of company, Types of companies including one person company, small company, and producer company, Online registration of a company, dormant company, illegal association

Unit -2. (25%)

Documents (meaning, contents; importance)—Memorandum of association, Articles of Association.

Doctrines: Doctrine of constructive Notice and Indoor Management (meaning)

Unit -3. (25%)

(a) Documents (Meanings, contents, Importance) - Prospectus Formation of a company (stages of Formation)

1) 2015 Amendments to companies act regarding Formation

b) Declaration and Payment of Dividend

Accounts and Audit related provisions

Unit-4 (25%)

(a) Issue, Allotment and Forfeiture of shares—meaning and conditions Transfer and transmission of shares—Provisions and procedure for Transfer

(b) Corporate Social responsibility.

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y. B.Com (Hons.)

B.C.2.2.Company Law

Semester-4

Syllabus (In Force from 2018-2019)

Objective : The objective of the course is to impart basic knowledge of the provisions of the companies Act 2013

Course input;

Unit —5 (25%)

Classification of directors, qualification, legal position, powers and duties, removal of directors, Key managerial personnel, managing director, Manager (meaning, qualification) Appointment of Managing Director Whole time director, Manager. Including SEBI guidelines for disclosure and investor protection.

Unit -6 (25%)

Company meetings, Meetings of shareholders and Board, Types of meeting, Convening and conduct of meeting, validity of votes of directors, Board meetings through electronic Mode Video conferencing, Notice of Board meetings, Audit committee.

Unit-7 (25%)

Proxy, Meaning, Appointment, Rights of Proxy. Voting, Types of voting.

Unit-8 (25%)

Motion: Meaning of motion, Formal Motion, Resolutions: Meaning and Kinds of resolution, Meaning and Importance.

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Bhargava

Suggested Readings

1. Gower L.C.B: Principles of Modern Company Law: Stevens & Sons, London.
2. Ramaiya A; Guide to the companies Act: Wadhwa & Co. Nagpur.
3. Singh Avtar: Company Law: Eastern Book Co. Lucknow.
4. Kuchal M.C: Modern India Company Law: Shri Mahavir Book, Noida.
5. Kapoor N. D: Company Law – Incorporating the Provisions of the Companies Amendment Act, 2000: Sultan Chand & Sons, New Delhi.
6. Bagrial A K ; Company Law: Vikas Publishing House, New Delhi.

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Unit-2
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VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y.B.Com Hons. Semester III

BC 2.5 Principles of Business Management

(Inforce from the Academic Year ~~2018-2019~~

2019-20

Course Inputs.

Unit I. Introduction: Concept , nature , process and significance of management, Four orientations of mgmt. ,effective mgmt. ,Managerial roles (Mintzberg);An overview of functional areas of management; Development of management thought ; Classical and neo-classical systems; Contingency approaches. (20%)

Unit II. Planning: Concept, process and types, Decision making – Concept and process; Bounded rationality; Management by objectives; corporate planning; Environment analysis and diagnosis; Environmental factors; Strategy formulation. (25%)

Unit III. Organizing: Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and decentralization; Departmentation; Organization structure-forms and contingency factors. (20%)

Unit IV. Motivating and Leading People at Work; Motivation-Concept; Theories:

Maslow, Herzberg, McGregor and Ouchi; McClellands need theory, (25%)

Alderfer ERG's Theory, Financial and non-financial incentives. (10%)

Suggested Readings:

Case Studies

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Weihrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.
3. Fred Luthans : Organizational Behavior ; McGraw Hill, New York.
4. Louis A. Allen: Management and Organization; McGraw Hill, Tokyo.
5. Ansoff H I : Corporate Strategy ; McGraw Hill. New York.
6. Hampton, David R: Modern Management; McGraw Hill, New York.
7. Stoner and Freeman: Management; Prentice-Hall, New York.
8. Principles and Practices of Management - L.M.Prasad.

Prasad

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y.B.Com Hons. Semster IV

BC 2.5 Principles of Business Management

(Inforce from the Academic Year – 2012-2013)

Course Inputs.

- Unit I. Leadership – concept and leadership styles; Leadership theories (Tannenbaum and Schmidt.); Charismatic theory , Trait, behavioural, Situational theory, Likert's System Management ; Leadership styles, Leadership as a continuum, Managerial grid, Leadership styles in Indian Organization. ~~(35%)~~ (30%)
- Unit II. Managerial Control: Concept and process; Effective control system; Techniques of control, operational control techniques. (30%)
- Unit III. Management of Change; Concept , nature and process of planned change, Resistance to change; Emerging horizons of management in changing environment, challenges, before Indian managers in the 21st century, Social Responsibility, Ethical issues, corporate governance . ~~(35%)~~ (30%)
- ~~Case study~~ (10%)

Suggested Readings:

1. Drucker Peter F: Management Challenges for the 21st Century: Butterworth Heinemann, Oxford.
2. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.
3. Fred Luthans : Organizational Behavior ; McGraw Hill, New York.
4. Louis A. Allen: Management and Organization; McGraw Hill, Tokyo.
5. Ansoff H I : Corporate Strategy ; McGraw Hill, New York.
6. Hampton, David R: Modern Management; McGraw Hill, New York.
7. Stoner and Freeman: Management; Prentice-Hall, New York.
8. Principles and Practices of Management - L.M.Prasad.

B. Patel