

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com. Semester -II
Course Code CC-210 A
BUSINESS ADMINISTRATION PAPER 2
(Syllabus effective from Academic Year 2020-21 onwards)

Unit	Course Contents	Weightage
1	<u>Motivation</u> <ul style="list-style-type: none">• Meaning and definitions,• Tools of Motivation,• Principles of Maslow and Herzberg.• Theory X,Y and Z.	20%
2	<u>Communication</u> <ul style="list-style-type: none">• Concept and Difference of Reporting and Communication• Network of Communication,• Barriers to Effective Communication.• Types of Communication	20%
3	<u>Theories & Models of Business Communication</u> <ul style="list-style-type: none">• Theories and Models of Business Communication• Barriers to and Improving Business Communication Self• Development and Communication• Development of Positive Personal Attitudes.	20%
4	<u>Control</u> <ul style="list-style-type: none">• Meaning and Importance of Control Methods Break Even Point (Theory Only)• Budgetary Control, Zero Based Budget, PERT, CPM Method	20%
5	<u>Event Management</u> Meaning, Nature, Scope, Significance, Components	10%
6	Case Study	10%

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
F.Y.B.COM. SEM:II

COURSE CODE – CE -225D

ELEMENTS OF BANKING & INSURANCE PAPER:2

(SYLLABUS EFFECTIVE FROM ACADEMIC YEAR 2020-21 AND ONWARDS)

Objectives: To impart to the students the elementary knowledge of terminology, Concept, Definitions, Procedures and Principles in Banking.

ELEMENTS OF BANKING

UNIT :1 BANKING 25%

Definition of Banking, Structure of Indian banking, Introduction of Reserve Bank of India and its Objectives, meaning of Scheduled and Non-Scheduled Banks, Scheduled Banks Duties to and advantages from Reserve Bank of India. Traditional and Non-traditional functions of modern commercial banks.

UNIT :2 CO-OPERATIVE BANKS 25%

Co-Operative Banks- State Co-Operative Banks, District Central Co-Operative Banks, Primary Co-Operative Credit Societies and Peoples Co-Operative Banks – three tire Structure, Functions, Weaknesses, Deference between Commercial and Co-Operative Banks.

UNIT :3 CHEQUE 15%

Cheque -its Meaning, Characteristics, Meaning and types of Crossing and Endorsement of Cheque (As per Banking Rules and Regulations), MICR Cheque.

UNIT :4 REMITTANCES 15%

Different means of Remittances: - Demand Draft, Letter of Credit and its Types. Credit Card. Debit Card, ATM (Automated Teller Machine), Cheque Deposit Machine & Cash Deposit Machine, Online Banking.

UNIT :5 DIFFERENT TYPES OF BANK ACCOUNT 20%

Meaning, Characteristics and Procedure to open the Current, Saving and Time Deposit Accounts, Introduction of Recurring and Non-Resident's Accounts.

NOTE: Practical Assignment based on-

(A) Visit to any Local Banks. (B) Visit to Bank Customers (Questionnaires)

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Veer Narmad South Gujarat University

Syllabus Effective for 2019-20

F.Y.B.Com.

Semester -2

Subject : Business Economics

Unit-1 Market Structure

25%

- 1.1 Perfect Competition – Characteristics – Short run and Long Run Equilibrium of a firm and an industry – Shut down Point of a firm
- 1.2 Monopoly - Characteristics – Short run and Long Run Equilibrium of a firm – Price Discrimination – meaning, Types and Essential Conditions

Unit-2 Pricing and Output Decision under Imperfect Competition

25%

- 2.1 Monopolistic Competition - Characteristics – Short run and Long Run Equilibrium of a firm and group – Selling Cost
- 2.2 Oligopoly – Characteristics - Price leadership Model – Kinked Demand Curve Model

Unit-3 Break-Even Analysis

25%

- 3.1 Break Even Analysis - Meaning, Assumptions, Uses and Limitations
- 3.2 Break Even Point - Meaning, Determination of BEP, Break Even Charts.

Unit-4 Factor Pricing

25%

- 4.1 Wages: Meaning – Nominal and Real Wages – Factors Affecting Real Wages- Wage Differentials in Same Occupation
- 4.2 Profit: Meaning – Difference between Economic Profit and Accounting Profit
Theories of Profit – Prof. Clark's Dynamic Theory, Prof. Schumpeter's Innovation Theory and Prof. Knight's Risk bearing and Uncertainty Theory

સેમિસ્ટર ૨

- એકમ ૧ બજાર માળખું ૨૫%
- ૧.૧ પૂર્ણ હરીફાઈ- અર્થ, લક્ષણો, ટુંકાગાળા અને લાંબાગાળામાં પેઢી અને ઉદ્યોગની સમતુલા, પેઢી બંધ કરવાની સ્થિતિ
- ૧.૨ ઈજારો- લક્ષણો, ટુંકાગાળા અને લાંબાગાળામાં પેઢી સમતુલા, કિંમત ભેદભાવ - અર્થ, પ્રકારો અને આવશ્યક શરતો.
- એકમ ૨ અપૂર્ણ હરીફાઈમાં કિંમત અને ઉત્પાદન નિર્ધારણ ૨૫%
- ૨.૧ ઈજારયુક્ત હરીફાઈ- લક્ષણો, ટુંકાગાળા અને લાંબાગાળામાં પેઢી અને જૂથની સમતુલા, વેચાણ ખર્ચ.
- ૨.૨ અલ્પહસ્તક ઈજારો- લક્ષણો, કિંમત નેતૃત્વ, ખાંચાવાળી માંગ રેખા.
- એકમ ૩ સમતુટ વિશ્લેષણ ૨૫%
- ૩.૧ સમતુટ વિશ્લેષણ- અર્થ, ધારણા, ઉપયોગીતા અને મર્યાદા
- ૩.૨ સમતુટ બિંદુ- અર્થ, સમતુટ બિંદુ નિર્ધારણ, સમતુટ આલેખ.
- એકમ ૪ સાધન કિંમત ૨૫%
- ૪.૧ વેતન- અર્થ, સામાન્ય અને વાસ્તવિક વેતન, વાસ્તવિક વેતનને અસર કરતાં પરિબલો, એક જ વ્યવસાયમાં વેતન તફાવત.
- ૪.૨ નફો- અર્થ, આર્થિક નફો અને એકાઉન્ટિંગ નફા વચ્ચેનો તફાવત, નફાના સીધાંતો (પ્રો. ક્લાર્ક, પ્રો. શુમ્પીટર અને પ્રો. નાઈટનો સિધ્ધાંત)

Selected References:

1. Joel Dean, Managerial Economics, Prentice Hall, Englewood Cliffs, N. J.
2. Spencer M. H. and Siegelman, Managerial Economics, Richard Irwin - 1964
3. Graham P, Managerial Economics, Adission - Wisely Publishing Co. Massachusetts, 1980.
4. G. S. Gupta, Managerial Economics, Tata Mc Graw Hill
5. H. L. Ahuja - Business Economics, S. Chand & Co, New Delhi.
6. Dr. Raj & Prof. Kuldip Gupta, Business Economics, Application and Analysis, UDH Books
7. પ્રો. રીચાર્ડ લિપ્સી, વાસ્તવદર્શી અર્થશાસ્ત્ર (ભાગ -૧ અને ૨), યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ
8. બોમલ, અર્થશાસ્ત્રના સિધ્ધાંતો અને કર્યાત્મક પૃથ્થકરણ, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ
9. પ્રો. એચ. કે. ત્રિવેદી, અર્થશાસ્ત્રના સિધ્ધાંતો - મુલ્ય અને વહેંચણી, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ
10. પ્રો. આર. કે. અમીન, મૂલ્યના સિધ્ધાંતો યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ.

LANGUAGE THROUGH LITERATURE (LTL)

SEMESTER 2

Total credit- 03 : 03 hours per week

TEXT— *Prelude* (ORIENT BLACKSWAN)

Chapters to be studied / referred

*** Prose.**

1. The Three Questions
2. The Chicago Speech
3. Work Brings Solace

*** Poetry:**

1. Where the Mind is Without Fear
2. Money Madness
3. Leisure

***Grammar**

1. Question Tag
2. Voice

***Communication Skills**

1. Dialogue Writing
2. Giving Personal Information

❖ **The teachers and question- setters are instructed to strictly adhere to the paper style and the distribution of marks.**

Distribution of Marks for the University Exams:

- | | |
|--|----------|
| 1. Short answer type questions from poems only
(answer in about 2 to 3 sentences) (5/ 7) | |
| 2. Long answer questions from prose only (1/2) | 12 marks |
| 3. A. Dialogue (formal / informal) | 10 marks |
| B. Giving personal information (formal / informal) | 10marks |
| 4. Grammar: (08/10)
(to be asked from the exercises of the prescribed chapters) | 08marks |

Total 50 marks

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com (Semester-II)
Environmental Studies- II
Course Code-FC 230A
(Syllabus effective from Academic Year 2020-2021)

UNIT	COURSE CONTENTS
1	Pollution
2	Social Issues and the Environment
3	Human Pollution and the Environment
4	Field Work (for Assignments Only)

Text Prescribed:

Textbook of Environment Studies for Undergraduate Courses by Erach Bharucha (University Press)

Distribution of marks

Q.No.	Type of Question		Marks
Q 1	Objectives Type Questions	10 out of 10	10
Q 2	Short Answer Questions	4 out of 6	12
Q 3	Short Notes	2 out of 4	16
Q 4	Essay Type Question	1 out of 2	16
Q 5	Essay Type Question	1 out of 2	16
Total			70

Suggested Readings:

1. Agarwal, K.C.:2001 Environmental Biology. Nidi Publication Ltd., Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad – 380 013. India Email: mapin@icenet.net®
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p.
4. Clark R.S. Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E. & Hepworth, M.T. 2001, Environment Encyclopedia Jaico Pub. Houses, Mumbai, 1196p.
6. de Ak., Environmental Chemistry Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment.
8. Gleick, H.P., 1993 Water in Crisis, Pacific Institute for Studies in Dev.
9. Hawkins, R.E. Encyclopedia of Indian Natural History. Bombay Natural History Society, Bombay®.
10. Heywood, V.H. & Weston R.T. 1995, Global Biodiversity Assessment Cambridge Uni. Press. 114Qp.
11. Jadhav, H & Bhonsale, V.M. 1995, Environmental Protection and Laws. Himalaya Pub. Houses, Delhi 284p.
12. McKinne, M.L. & School R.M. 1996, Environmental Science System & Solutions, Web enhanced edition 639p.
13. Mhaskar A.K. Matter Hazardous, Techno-Science Publication (TB)
14. Miller T.G. Jr. Environmental Science Wordsworth Publishing Co., (TB)
15. Odum, E.P. 1971. Fundamentals of Ecology W.B. Saunders Co. USA 574p.
16. Rao M.N. & Datta A.K. 1987. Waste Water Treatment Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
17. Sharma B.K. 2001 Environmental Chemistry. Goel Publ. House, Meerut.
18. Survey of Environment The Hindu (M)
19. Townsend C., Harper J. and Michael Begon: Essentials of Ecology. Blackwell Science (TB).
20. Trivedi R.K. Handbook of Environmental Laws, Rules Guidelines,
21. Trivedi R.K. and P.K. Goel, Introduction to Air Pollution Techno-Science Publications (TB)
22. Wagner K.D. 1998 Environmental Management W.B. Saunders Co. Philadelphia USA 499p.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
First Year B.Com.
Semester-II
Financial Accounting Paper-II
(Syllabus effective from Academic Year 2020-2021 onwards)

Objectives:

- To impart basic accounting knowledge as applicable to business.
- To impart the further knowledge of concepts, theories and principles and their application in the subject if accounting.

Sr. No.	Course Inputs (As per UGC Model Curriculum)	Weightage
1	Consignment Accounts: <ul style="list-style-type: none"> • Important terms • Accounting records • Valuation of unsold stock 	25%
2	Joint Venture Account: <ul style="list-style-type: none"> • Meaning of Joint venture • Joint venture and partnership • Accounting records 	25%
3	Hire-Purchase System: <ul style="list-style-type: none"> • Meaning of hire-purchase contract • Legal provisions regarding hire purchase contract • Accounting records for goods of substantial sales values. • After sales service. 	25%
4	Accounting Standards: <ol style="list-style-type: none"> 1. Accounting Standard Board (ASB) 2. Procedure for issue of Accounting Standards 3. Important of Accounting standards 4. List of Accounting Standards 5. <ol style="list-style-type: none"> i. AS-1: Disclosure of Accounting Policies ii. AS-2: Valuation of Inventories iii. AS-9: Revenue Recognition iv. AS-10: Fixed Assets 	25%

Notes:

1. For calculating practical accountancy problem, the accounting principles as per Indian Accounting Standards should be explained and considered
2. Practical problems shall not exceed 70% of total weightage.

Suggested Readings:

1. Anthony Robert, Reece J.S.: Accounting Principles; Richard D. Irwin Inc.
2. Gupta. R L. and Radhaswamy M. :Financial Accounting ; Sultan Chand and Sons, NewDelhi.
3. Mongo J.R., Ahuja Girish and Sehgal Ashok : Financial Accounting ; Mayur Paper Back, Noida.
4. Shukla M.C., Grewal T.S. and Gupta S.C.: Advanced Accounts; S.Chand & Co. New Delhi.
5. Compendium of Statement and Standards Accounting: The Institute of Chartered Accountants of India, New Delhi.
6. Agarwala A.N. Agarwala K.N. : Higher Science of Accountancy; KitabMahal, Allahabad

7. Rathnam & Hanumanta: Advanced Accounting; KitabMahal – Agra
8. Harishikesh Chakravorty: Advanced Accounting ; Oxford University Press.
9. B.D.Agrawala, Financial Advanced Accounting Vol.I & II; Premier Pub. Book Co., Delhi.
10. Xavier : Advanced Accountancy ; Tata Megraw Hill.
11. Ashok Sehgal & Deepak Sehgal : Financial Accountancy; Taxman Publications.
12. S.K.Bhattacharya: Accounting for Management ; Vikas Publisher.
13. Accounting Standards: Taxman Publications , New Delhi
14. Das Gupta : Indian and International Accounting Standards, Sultan Chand & Sons, New Delhi.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

Frist Year B.Com. (Semester-II)

Statistics for Business II

Course Code – CE 220 A

(Syllabus effective from Academic Year 2020-2021 onwards)

Unit	Course Contents (As per UGC Model Curriculum)	Weightage
1	INTEGRATION: Concept of definite and indefinite integration of a function and integration of standard form x^n , a^x , e^x , $\log x$.	20%
2	PROBABILITY DISTRIBUTIONS: Concept of discrete probability distribution, Binomial distribution, its properties and uses, Recurrent relation and Application, Poisson Distribution, its properties, uses mean and variance and its application. Hypergeometric distribution with applications.	25%
3	PROBABILITY DISTRIBUTIONS: Concept of continuous probability distribution, Normal distribution, its application.	25%
4	STATISTICAL QUALITY CONTROL:: Control Charts Importance of statistical methods on industrial research and Practice. Concept of Statistical quality control (S.Q.C.) for attributes and advantages. General theory control charts. Specification limits tolerance limits modified control limits and their inter relationship. Control charts for attributes: p,np and c charts.	30%

Suggested Readings:

1. Pavate D.C.Bhagwat : The Elements Calculus : Popular Prakshan, Bombay.
2. Gupta S.P.: Statistical Method. S. Chand & Co., New Delhi.
3. Rohtgi V.K.: An introduction to probability theory and mathematical statistics : Wiley Estem Ltd.
4. Sancheti D.C. Kapoor V.K: Statistics : Sultan Chand & Sons , New Delhi.
5. Grant E.L.: Statistical Quality Control: Mc Graw Hill Books Co.