

**B. Com. Part I**  
**Compulsory Subject**  
**English Medium**  
**Higher Level**  
**Computer Code 1101**  
**Marks 100 (Internals 30 + Final Exam 70)**

Module I

- Objectives: 1. Developing Reading Skills  
2. Creating awareness about social and human values

Unit I : Teaching Hrs. 15

- a) Skimming and scanning
  - b) Distinguishing opinions and facts
  - c) Personal Response
  - d) Vocabulary exercises
- Text-Empowerment English Lessons 1-4

Module II

- Objectives 1. Understanding skills of written communication  
2. Learning basics of Business Communication  
3. Learning to write four basic patterns of Letters

Teaching Hrs 15

Unit I

- a) Making Notes
  - b) Paragraph Writing
  - c) Conveying Information
  - d) Expressing Opinions
- Text-Empowerment English Lessons 5-7

Unit II

Teaching Hrs 15

- a) Business Correspondence
- b) Requisites of Effective Letter Writing
- c) Formats of Letter- Writing
- d) Register of business correspondence

Teaching Hrs 15

Unit III

- a) Writing letters of Inquiry
- b) Answering Inquiries
- c) Placing Orders
- d) Replies to Order letters

Module III

- Objective: Strengthen the theory of Business Communication  
Create awareness about social and human values.

Unit I :

Teaching Hrs 15

- a) Process and methods of communication
- b) Barriers to communication
- c) Channels of Communication : Formal, Informal and Grapevine

Unit II : Teaching Hrs 15  
 a. Text-Empowerment English Lessons 8-11

Module IV

Objectives: 1. Developing skills of oral communication in office environment.  
 2. Learning to carry out routine office correspondence.

Unit I : Situational oral communication Teaching Hrs 15

- a) Giving suggestions
- b) Asking for and giving explanations
- c) Reporting about task completed
- d) Expressing and responding to grievances
- e) Body Language

Unit II : Routine Correspondence Teaching Hrs 15

- a) Complaint letters
- b) Claims and adjustments
- c) Memorandum

**Internal Assessment  
 B.Com I ( Higher Level )**

**Test I :**

a) Note Making based on 'Empowerment English', Marks 7  
 testing – understanding & Response of learner  
 to given issues.

b) Business correspondence Marks 8  
 (Requisite, Format objective testing)

**Test II :**

2 Business letters ( Inquiry & Reply ) Marks 15

**Test III :**

a) Situation oral communication Marks 7

b) Objective testing of B.C. Marks 8  
 (Process, barriers, channels etc.)

**Final Examination  
 B.Com I ( Higher Level )**

a) Empowerment English : Marks 10  
 Comprehension

Vocabulary	Marks 10
b) Improving drafts of Business letters	Marks 10
c) Complaint Letters	Marks 10
d) Letter of claim or adjustment	Marks 10
e) Writing a Memorandum	Marks 10
f) Short note on Business Communication	Marks 10

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Total Marks - 70

*Final Exam Pattern for Repeaters & Distance Educations Students*

**B.Com I ( Higher Level )**

**Code 1101**

1. Letter of Inquiry, Reply or letter of Order, Reply	Marks 10
2. Short Notes (1 out of 2)	Marks 05
Process, methods of communication, Barriers to communication.	
(Option : 2 out of 4)	Marks 10
3. Note making : (unseen) Passage about 200 words	<u>Marks 05</u>

Total Marks : 30

***For B.Com Part-I***

***Suggested reading for students***

1. Communication for Business-Shirley Taylor (Longman Pearson Education)
2. Manual of Office Management and Correspondence-B.N. Tandon (S. Chand &Co.)
3. Strengthening your writing-V.R. Nayaranswami (Orient Longman)
4. Model Business Letters- L Gartside (ELBS)
5. Oxford Handbook of Commercial Correspondence-A. Ashley (also available in ELBS)

For Lower Level, all the above

**B.Com Part I**  
**English Lower Level**  
**Non-English Medium**  
**Computer Code 1401**  
**Marks 100 (Internals 30 + Final Exam 70)**

Module I

Objectives :

Learning basic phonetics and stress patterns in English.

- a) Learning to listen for information and ideas.

Unit I: Basic Phonetic Competence

- a) Identifying vowel sounds
- b) Basic stress patterns, intonations and naturalness.

Basic Course in Spoken English

Unit II :

- a) Listening for information
- b) Listening for gist
- c) Listening for instructions.
- d) Listening for gathering ideas.  
(Material prepared by the Board)

Module II

Objectives :

- a) Learning to use English for day-to-day communication.
- b) Learning organisation of paragraphs.

Unit I : Situational Communication in English.

- a) Greetings
- b) Receiving guests
- c) Telephone conversations
- d) Sharing information
- e) Asking for and giving directions and instructions
- f) Making and responding to inquiries and grievances.

Texts : Basic Course in Spoken English  
English for practical purposes Section 2

Unit II : Organization of Paragraph

- a) Topic sentence
- b) Unity of ideas
- c) Cohesion, coherence,
- d) Grammar appropriate to context
- e) Punctuation and elimination of errors.
- f) Types of Paragraphs

Text : English for practical purposes (Macmillan)  
Writing skill (Baratwala , SNTD University)

### Module III

#### Objectives :

- a) Learning to increase eye span in reading.
- b) Learning to read for information and ideas.
- c) Learning to take and make notes.

#### Unit I :

15hrs

- a) Passages to practice increasing eye span based on the text.
- b) Passages for comprehension from text as well as other reading material of appropriate level.

#### Unit II :

15hrs

- a) Taking notes in classroom
- b) Making notes as a reference skill.

For teachers use: Strengthen your Writing- Narayanswami (Orient Longman)

### Module IV

#### Objectives :

- a) Acquainting learners with basics of business letter writing.
- b) Learning to write for basic patterns of letters.

#### Unit I :

Theory of letter writing

15hrs

- a) Formats
- b) Language
- c) Effectiveness (4 c's etc)

#### Unit II :

15hrs

- a) Writing letters of inquiry.
- b) Answering inquiries.
- c) Placing orders
- d) Replies to orders

### **Internal Assessment B.Com I ( Lower Level )**

#### **Test I :**

- a) Spoken English Marks 8
- b) Listening Comprehension Marks 7

#### **Test II :**

- a) Short paragraph writing Marks 8
- b) Dialogues writing Marks 7

#### **Test III :**

- a) Note Taking Marks 7
- b) Stress & Vowel idem ( verification ) Marks 8

### **Final Examination B.Com I ( Lower Level )**

a) Note Making	Marks 10
b) Understanding theory	Marks 10
c) Writing two letters (Order, Reply, Inquiry, Reply)	Marks 20
d) Jumbled paragraph	Marks 10
e) Paragraph writing	Marks 10
f) Writing Dialogues	Marks 10

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Total Marks - 70

*Final Exam Pattern for Repeaters & Distance Educations Students*

**B.Com I  
( Lower Level )**

**Code1401**

1. Comprehension	Marks 10
(Qs. on unseen passage, Vocabulary / Grammar Exercise)	Marks 05
2. Understanding Theory of letter writing	Marks 10
(2 Short Notes out of 4)	
3. Giving Instructions	Marks 05
For e.g. Directions/recipes / how to operate an appliance / To reach a destination / use a facility / rules of games etc.	

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**30**

**BCom Part I**  
**Compulsory**  
**Business Economics Paper I**  
**Micro Economics**  
**(Computer Code 4105)**  
**Marks 100 (Internal 30, Final Exam 70)**

**Objectives:**

To familiarize the students with concepts and issues related to Micro Economics and Managerial Economics.

**Section I**

**I. Fundamentals of Economics:**

Basic characteristics of Micro and Macro Economics - Managerial Economics and its relationship with Micro and Macro Economics, Statistics, Management theory and Accounting.

**II. Analysis of Consumer Behaviour:**

- a. Law of Equi-Marginal Utility.
- b. Indifference Curve Analysis – Concept – Properties – Consumer's Equilibrium- Price Effect – Income Effect – Substitution Effect – Demand relationships and managerial decisions.
- c. Elasticity of Demand: Concept – Price Elasticity – Income Elasticity – Cross Elasticity – Measurement of Elasticity of Demand – Practical importance of elasticity of demand.
- d. Demand Forecasting: Meaning – Short & Long Run Demand Forecasting – Significance – Methods of demand forecasting.

**III. Production Function:**

Concepts of Production Function – Short and Long Run – Isoquants – Meaning and Characteristics – Producer's Equilibrium.

Returns to Scale in terms of isoquants – Economies of Scale.

**Section II**

**IV. Cost Analysis:**

- a. Concepts- Money - Real – Opportunity – Social.
- b. Business Costs – Fixed – Variable – Total – Average Costs – Behaviour of Short and Long Run Cost Curves.
- c. Concept of Optimum Firm – Economic Cost and Business Accounting.

**V. Market Structure:**

Meaning and features of different market structures (1. Perfect Competition, 2. Monopoly, 3. Monopolistic Competition, and 4. Oligopoly) – Revenue concepts – Break Even Analysis.

Product Pricing under the different market structures (All four markets).

Price Discrimination and Dumping.

Selling Cost Analysis.

Pricing Methods (Marginal, Full cost, Transfer, Multi-product, Export, New Product).

**VI. Project Planning.**

Meaning – Need - Capital Budgeting - Investment Criteria - Investment Appraisal.

**Bibliography**

1. Jhingan, M. L., Micro Economic Theory, Konark Publishers Pvt. Ltd., N.Delhi, 1986.
2. Seth, M. L., Micro Economics, Lakshmi Narain Agarwal, Agra, 1996.
3. Lipsey, R.G., An introduction to Positive Economics, Butler & Tenner Ltd, 1987.
4. Stonier, A. W., A Textbook of Economic Theory, ELBS, 1994.

5. Ahuja, h. L., Advanced Economic Theory : Microeconomic Analysis, S. Chand & Co.Pvt. Ltd., N.Delhi, 1976.
6. Dewett, K. K., MicroEconomics and Price Theory : Value Distribution and Welfare Economics, Shyamlal Charitable Trust, N. Delhi, 1984.
7. Dr. Gupta, G. S., Managerial Economics, Tata McGraw Hill, 1990.
8. Dr. Atmanand, Managerial Economics, Excel Books,1997.

**B.Com Part I  
Commerce I  
Principles of Management  
(Computer Code: 4106)  
Marks 100 (Internal 30, Final Exam 70)**

**Objectives**

The course aims at introducing students to:

1. Nature and significance of management.
2. Concept and process of planning.
3. Concept, process and significance of organization.
4. Concept, of motivation and leadership
5. Nature and process of communication.
6. Effective managerial control system.

**Unit I: Principles of Management**

Introduction: Concept, nature, process and significance of management; Managerial roles (Mintzberg); An overview of functional areas of management; Development of management thought; Classical and neo-classical systems; Contingency approaches.

Unit II: Planning: Concept, process, and types.

Decision-making – concept and process; Bounded rationality; Management by objectives; corporate planning; Environment analysis and diagnosis; Strategy formulation.

**Unit III: Organizing:**

Concept, nature, process and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentation; Organization structure-forms and contingency factors.

**Unit IV Motivation and Communication**

Motivating and Leading People at Work: Motivation –concept; Theories-Maslow, Herzberg, McGregor, and Ouchi; Financial and non-financial incentives. Leadership- concept and leadership styles; Leadership theories (Tannenbaum and Schmidt); Likert's System Management;

**Unit V: Communication –**

nature, process, networks, and barriers; Effective communication.

Managerial Control: Concept and process; Effective control system; Techniques of control-traditional and modern.

**Unit VI Management of Change:**

Concept, nature, and process of planned change; Resistance to change; Emerging horizons of management in a changing environment.

**BOOKS RECOMMENDED**

1. Management Challenges for the 21<sup>st</sup> Century, Butterworth Heinemann, Oxford, Drucker Peter F
2. Essentials of Management; Tata McGraw Hill, New Delhi, Wehrich and Koontz, et al
3. Organizational Behaviour; McGraw Hill, New York. Fred Luthans
4. Management and Organisation; McGraw Hill, Tokyo. Louis A. Allen
5. Corporate Strategy; McGraw Hill, New York. Ansoff H.
6. Modern Management; McGraw Hill, New York. Hampton, David

7. Business Management by J.C. Sinha & V.N. Mugali.
8. Industrial Organisation and Management By N.G. Kale, S.A.Latif & M. Ahmed.
9. Business Planning By Tirodkar & Others.
10. Industrial Organisation and Management By Limaye & Koli.
11. Essentials of Management Harold Koontz & Cyril O'Donnell.
12. Industrial Relations in India and Workers' Involvement Management V.P. Michael.
13. Personnel Management in India – Indian Institute of Personnel Management.
14. The Practice of Management Peter F. Dincker.

**BCom Part I**  
**Compulsory Subject**  
**FINANCIAL ACCOUNTING**  
**Computer Code: 4107**  
**Marks Total 100 (Internals 30 + Final Exam 70)**

**About the Course:**

Course content focus on Conceptual Aspect, Application of Accountancy Principles to Different Commercial Activities.

**Objectives:**

1. Students should be capable of handling primary accounting.
2. Syllabus to cover topics of relevance.
3. Practical/projects to cover basis primary accounting.

Course Inputs

**Unit I** Gradual Realisation and Piecemeal Distribution of partnership Assets.

**Unit II** Meaning, Definition, Scope, Objectives and Needs of Accounting Concepts and Conventions.

**Unit III** Final Accounts - Final Accounts of Non Profit making Organisation and Professionals.

**Unit IV** Concept of Capital and Revenue Items of Receipt & Expenditure.

**Unit V** Praotional Projects with actual/simulated data: preparation of

Primary Books, Reading of Bank Passbook/Statement, Bank

Reconciliation Statement, Location and Rectification of Errors.

**Unit VI** Accounts relating to Amalgamation of Firms.

**Unit VII** Departmental Accounts.

**Unit VIII** Consignment Accounts.

**Unit IX** Brand Accounts : Accounts relating to Branch including Independent Branch but excluding Wholesale Branch and Foreign Branch.

Suggested Reading :

ADVANCED ACCOUNTANCY by Shukla & Grewal

ADVANCED ACCOUNTANCY by R. L. Gupta

FINANCIAL MANAGEMENT by Kishnadwala & Kishnadwala.

**BCom Part I**  
**Business Statistics and Mathematics**  
**(Computer Code- 4108)**  
**Marks 100 (Internal 30, Final Exam 70)**

**Section I**  
**Business Mathematics (Marks 50)**

Unit		Credits	Lectures
1	Analytical Geometry- Linear Equations – Straight line- solving linear programming problems in 2 variables by graphical method.	½	06
2	Permutation and Combination- without the concept of Probability- fundamental principles of counting- meaning of ‘n’ – Permutation and Combination Formulae and problems	½	06
3	Commercial Arithmetics- i. Simple and Compound interest problems ii. Ratio and Percentage. iii. Partnership and proportions- simple practical problems. iv. Commission, brokerage, and discount- simple problems on calculation of commission and brokerage. v. Discount- Concept of Trade Discount and Cash Discount, Cost Price, Selling Price, Profit and loss on Cost Price- problems involving discount or commission and / or mixtures are expected.	2	25
4	Matrices and Determinants- Definition of a matrix, types, Algebra, properties of determinants, calculation of values of determinants up to third order, Adjoin of Matrix, elementary rows and columns operations, solutions of a system of linear equations having unique solution and involving not more than three variables. References: 1. Business Mathematics (Lower Level)- M. L. Vaidya and A. V. Deshpande 2. Business Mathematics- Sancheti and Kapoor	1	13

Unit	Credits	Lectures
1	½	06
2	½	06
3	2	25
4	1	13
Total	04	50

**Section II**  
**Business Statistics (50 Marks)**

Unit		Credits	Lectures
1	1. Diagrams and graphs- Bars, Rectangles, and circular diagrams, Histogram, Frequency Polygon and Ogives. 2. Measures of Central Tendency and Dispersion - Arithmetic Mean, Median, Mode, Quartiles, Range, Mean Deviation,	2	25

	Quartile Deviation, and Standard Deviation, Co-efficient of Variation		
2	Linear Correlation and regression- scattered diagram, Pearson's product-movement correlation co-efficient, Linear regression method of least squares, Spearman's Rank Correlation	1	13
3	Index Numbers- construction of Index numbers, price, quantity and value Index numbers- chain base and fixed base index numbers, Real Income	1/2	06
4	Analysis of Time Series- components of Time-series, additive model, determination of Trend by moving average and least squares method.	1/2	06

References:

1. Methods of Statistics- S. P. Gupta
2. Practical Statistics- C. B. Gupta
3. Business Statistics- Bapat and Rana
4. Business Statistics- Deshpande and Vaidya
5. SaOxaiNak saM#yaaSaas~a ko. ma. BaaMDarkr

Unit	Credits	Lectures
1	02	25
2	01	13
3	½	06
4	½	06
Total	04	50

**BCom Part I**  
**Commercial Geography & Environmental Studies**  
**(Computer Code: 4109)**  
**Marks: 100 (Internal 30, Final Exam 70)**

**Objectives:-**

To provide a general understanding of the various aspects of geographical and business environment.

**Unit 1: Meaning and scope of commercial geography**

Influence of environment-location-size, reverse, mountains, coastline & Climate, political & administrative factors.

**Unit 2: Resources:-**

Human Resources:- Growth Distribution & density of population: problems & policies relating to population in India.

Natural Resources:- Vegetation, soils, water minerals, power, animal life & fisheries & their significance in the process of economic development. Afforestation & maintenance of ecological balance & control of pollution. Ecological Standards, commercialization of ecological standards and product standards.

**Unit 3 : Agriculture:-**

Types of agriculture, problems of agriculture, major crops-Rice, wheat, Millets, Groundnuts, Jute, Cotton, Tea, Coffee, Tobacco & Sugarcane. Place of agriculture in the Indian Economy Green & white revolution, impact of commodity markets on crop selection, organic farming.

**Unit 4 : Industries: -**

Location problems, present position & future prospects of Iron & steel, Cotton textiles, cement, sugar, jute, fertilizer, chemical & automobile industries in India. Out sourcing and location of industry, SEZ and their impacts, petro, pharma and IT (elect) Industries, food processing, Small scale & cottage industries their role, problems & Prospects in India.

**Unit 5 : Tourism:**

Definition, Types, Tourism infrastructure, Tourism problems and prospects in India with reference to natural & cultural environment

-Natural: - Mountain, rivers, deserts, coastal areas, islands, forests.

-Concept of Eco-tourism.

-Cultural:-History, religion, customs, festivals, etc.

-Tourism policy.

**Unit 6 :Foreign Trade:-**

Recent trends, structure & direction of foreign trade of India. Tariff Policy Non resident investment, trade zones eg. SEEPS, SEZ ect, WTO (Role of WTO in commodity trade)

**BOOKS RECOMMENDED**

- 1 Economic and Commercial Geography (Calcutta 1973). Das Gupta A.
2. Economic Geography of India Negi B.A, Dubey R.N. & (Allahabad 1974).
- 3.Economic Geography ( London 1969) Hope R
- 4.Economic Geography for professional Students, John Inch (Pitman, London, 1974).
- 5.Environment of Economic life on Economical & social Geography D.Van Nostrard co, 1963.
6. Economic and Commercial Geography Khanna K.K. & Gupta V.K. (Delhi 1973).
- 7.An intermediate commercial Georaphy-part I, Stamp I.D. Commodities & World trade (Longmans 1973).
8. One World. Moore W.G.

9. Population India – (the land and the people) (NBT) Agarwal S.N.
10. Hand book of Commercial Geography. Chisholm G.G. (London 1966).
11. Industrial Geography of India. ( The world press pvt. Ltd. Calcutta, 1972)  
Sinha B.N.
12. Oxford Economic Atlas of the world. Clarendon Press
13. World resources and industry ( New York 1972) Zimmerman E.W.
14. Indian economy (Delhi , Vilas publishing house) Agarwal A.N.
15. Business Environment (Delhi, Himalaya publishing house) Cherunilam Francis
16. Business and Society (Delhi, S.Chand) Datta & Sundaram
17. Business and Society (Delhi, S.Chand) Khan, Farooq A.
18. Indian economy-(Calcutta, world press) Alak Ghosh
19. Corporate social responsibility Bearley, Michand and Evans, Tom (London, Helin)
20. Bharat ki Arthik Samsayaen (Agra, Sahitya Bhavan) (Hindi) Memoria Avam Jain
21. Vyavasay, Samaj Evam Sanskar (Delhi, National Publishing house) (Hindi)  
Agarwal Evam Kothari
22. Baharatiya Artha Vyavastha (Agra Sahitya Bahawan) (Hindi)  
Kulshreshtha Evam Jain
23. Bharat ki Arrthik Samsyean (Allahabad, Lok Bharati) (Hindi) Sinha V.C.
24. Bharatiya Arthashastra (Allahabad, Kitab Mahal) (Hindi) Mishra J.N.
25. Rajya Evam Sarkar (Allahabad, Prayag Pustak Bhawan) (Hindi) Prakash Shukla  
& Kakkar
26. Tourism Development, Principles And practices: Sterling Publishers (p)  
Ltd. New Delhi. A.K. Bhatia
27. Dynamics of Tourism A terilogy Sterling publishers (P) Ltd., N.Delhi. Kaul R.H.
28. Tourism – Past, Present and Future Burhat and Mandlik Hinemann, London

**BCom Part I/BA Part I  
Vocational Subject (I)  
Computer Applications  
Paper I - Office Automation- I  
(Computer Code 0118)  
Marks 100 (Internals 30 + Final Exam 70)**

**1) FUNDAMENTALS OF COMPUTERS**

- The Definition and Characteristics of Computer
- History and Generation of Computers
- Classifications of Computers
- Number System ( Decimal, Binary, Octal, Heza)
- Bit, Byte & Word
- Block Diagram of Computer System
- Memory Organization ( Primary and Secondary )
- Hardware and Software Concepts
- Operating System
- System Software and Application Software
- Computer Languages
- Computer Virus & Precautions against Virus attack.
- Input, Output & Storage Devices
- Impact of Computers ( Economic and Social )

**2) Disk Operating System (DOS)**

- What does an Operating System do ?
- Different Versions of MS – DOS
- Starting the System
- Internal Commands ( Copy Con, Type Date, Time, Ver, Copy, Ren, Del, MD, RD, CD, Edit)
- External Commands ( Format, Chkdsk, Discopy, Deltree, Diskcomp)
- Batch Files

**3) FoxPro**

- Introduction to DBMS
- About FoxPro
- Data Types used in FoxPro
- Creating Modifying and Displaying Structure
- List with Scope
- Adding and Editing Records
- Operators ( Arithmetic, Relational, Logical & String )
- Specifying Date Format
- Delete, Pack, Zap, Recall, Goto & Skip, Replace Commands
- Difference Between Sorting & Indexing
- Memory Variable
- Functions ( Numerical, Statistical, Character & Date )
- Set Commands
- Report Generation
- Program to create Simple Reports
- Program to Add, Modify & Delete Records

**BCom Part I/BA Part I**  
**Vocational Subject (I)**  
**Paper II Office Automation- II**  
**(Computer Code 0218)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**1) WINDOWS**

- Functions of Mouse
- Choosing a Desktop Theme
- Selecting Wallpaper
- Choosing Screen Saver
- Adding Password to the Screen Saver
- Setting Windows Colors and Fonts
- Managing Icons (Changing Size, Spacing, Adjusting Arrangement)
- Using Window Explorer
- Managing Files and Folders
- Using Calculators
- Painting Pictures
- Using Wordpad

**2) MS - WORD**

- Introduction to Word Processor
- Uses of Word
- Document Concept (Creating, Saving, Opening , Closing Document )
- Formatting Document ( Bold, Italic, Underline, Justification, fonts, Colors of Fonts, Format Painter )
- Three Methods of Copy, Cut & Paste
- Working with Margins and Page Setup
- Inserting and Formatting Clipart and WordArt
- Tables
- Uses of Drawing Toolbar
- Columns
- Goto, Find & Replace
- Borders and Shading
- Header & Footers
- Printing Procedure
- AutoCorrect and AutoText
- Book mark
- Spell Check & Thesaurus
- Adding a Chart to the Report
- Footnotes, Endnotes and Comments
- Mail Merging
- Using Help Menu

**3) MS - EXCEL**

- Introduction to Spreadsheet
- Role of Excel in Day to Day Life
- Understanding Excel Sheet
- Inserting, Deleting and Hiding Columns / Rows
- Manipulating Formulas and Functions
- Working with Charts
- Printing a Sheet
- Goal Seek, Scenario and Solver
- Sort & Filter
- Linking Sheets

#### **4) MS - PowerPoint**

- What is Presentation ? Explain its Need.
- Uses of PowerPoint
- Making Presentation
- Different Types of Slide layouts
- Slide View, Slide Sorter View & Slide Show Buttons
- Setup Show
- Applying Design Templates and Backgrounds
- Transition & Custom Animation Effects
- Recording Voice in Presentation
- Electronic Presentations

#### **5) Entrepreneurship Development**

**Syllabus given after the syllabus of vocational Paper II Communicative English**

**BCom Part I/BA Part I**  
**Vocational Subject (II)**  
**Paper I - Tourism Business and Entrepreneurship**  
**(Computer Code : 0124)**  
**Marks (Internals 30 + Final Exam 70)**

**INTRODUCTION :-**

This paper covers the history of Tourism, both International & Domestic, its development with organisational & regularity methodology. The concept dimensions, trends, world over and its futuristic study.

Definition, nature, importance and components of Tourism are also included in the study. This paper is designed to cover the prospects of Tourism.

1. Definition, nature, importance, components and typology of tourism.
2. Tourism as an industry, visitors, tourist, excursionist.
3. Impacts tourism-Economics, Social, Physical and Environmental
4. International Organisation – WTO, IATA, UFTA, etc.
5. Subject overview

**Entrepreneurship Development**

**Syllabus given after the syllabus of vocational Paper II Communicative English**

**BCom Part I /BA Part I**  
**Vocational Subject (II)**  
**Paper II - Tourism Product**  
**(Computer Code 0224)**  
**Marks 100 (Internal 30 + Final Exam 70)**

This is for the study of the products – India covering the resources both natural and man-made. Historical and Geographical Background. The people the heritage, ancillary activities like art, Craft, flora, fauna, environmental ecology and a study of the Suitable development of tourism connected with planning and Area development.

Tourism Resources: Definition and differentiation. Tourism Resources of India, types and typologies, cultural resources, art And architecture, historical monuments, religious and spiritual Centers, fairs and festivals. Craftsmanship, folk customs, Costumes and dresses, museums, monuments and art galleries etc. Natural tourism Resources – Rich diversity in land form and Landscape. Outstanding geographic features, climate, water bodies & flora and fauna.

**SOCIO – CULTURAL RESOURCES : 1**

Architectural Heritage of India : Glimpses of India's Architectural styles adopted over the ages. Historical Monuments of tourist significance-ancient, medieval and Modern – their spatial & regional dimensions. Important Historical / arch biological sites. Museum, art galleries and Libraries – their locations, assets and characteristics. Popular Religious shrines/centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga, meditation And other centers.

**SOCIO – CULTURAL RESOURCES: 2**

Performing arts of India, Classical Dances and Dance Style Centre of learning and performance. Indian folk dances. Music and musical instruments : different schools of Indian Music : status of vocal and instrumental music:New experiments. Handicrafts of India as potential tourist Resources.

Fairs and Festivals – Social, religious and cultural Settlement patterns, religious observations, folk-lore & legends. Created tourist destinations ; Academic, Scientific and industrial institutions.

**NATURAL TOURISM RESOURCES:**

Tourist resources potential in mountains with special reference to Himalayas, Resources and resource use-patterns in the past; Present and future perceptible.

India's main desert areas, their geological structure; development as desert tourism-existing trends and facilities available; desert safaris and desert festival. Coastal areas, beaches and islands resources and use pattern.

Resources in Islands with special reference to Andaman and Nikobar Islands. Overview on tourism development strategies.

**Tourism Business**

**Suggested Headlines :**

1. Christopher J. : The Business of Tourism :  
Hollyway Macconald and Evans, 1983
2. A.K.Bhatia : Tourism Development, Principles and

practices :Sterling Publishers (p)Ltd.  
New Delhi

3. Anand, M.K. : Tourism and Hotel Industry in India :  
Sterling Publishers (p) Ltd, N.Delhi.
4. Kaul, R.H. : Dynamics of Tourism : A trilogy  
sterling publishers (p) Ltd., N.Delhi
5. IITTM Indian Institute of Tourism  
And Travel Mgt. 33/150/Jhansi Rd.,  
Gwalior – 474002 : Growth of Modern Tourism  
Monograph, IITTM, New Delhi,  
1989.
6. Burhat and Mandlik : Tourism – Past, Present and Future  
Hinemann, London.
7. Waheb, S.E. : Tourism management : Tourism  
International, London,1986
8. Brymer, S.E. : Introduction of Hotel and Restaurant  
Management : Hub Publication Co., Iowa, 1984.
9. Riccline J.R.Brent : Travel and Tourism Hospitality  
Research, London, 1982.
10. Surinder Aggarwal : Travel agency management  
Enginnering Concept For Effective Tourism  
Development.

### **Suggested Headlines :**

1. National Development Council Report
2. National Action Plan, 1992
3. Report of world tourism organization,
4. Report – workshop on Tourism Legislation-August 10-11  
1987.IITTM, New Delhi.
5. Report – Workshop on Tourism Legislation-February, 23-28,  
1988.IITTM, New Delhi.

### **SUGGESTED READINGS**

1. Percy Brawn : Indian Architecture-Hindu and  
Buddhist period
2. Harle J.C. : The Act and Architecture of Indian  
Sub continent
3. Bhartiya Vidya Bhavan : Imperial Unity
4. Bhartiya Vidya Bhavan : Classical age.

5. Acharya Ram : Tourism and Cultural Heritage  
India : ROS Publication : (Jaipur,1986)
6. Basham A.L. : The wonder that was India : Rupa  
and Co., Delhi – 1988
7. Basham A.L. : The Gazettee of India : History and  
Culture. Vol. 2. Publication Division,  
Ministry of Information and  
Broadcasting Government of India, 1988
8. Hussain, A.A. : The national culture of India, National  
Book Trust, New Delhi - 1987
9. Mukerjee, R. K. : The culture and Art of India : Georg  
Allen Unwin Ltd., London
10. The Treasure of Indian Museums : Marg Publications, Mumbai.

**BCom Part I/BA Part I  
Vocational Subject (III)  
Principle and Practice of Insurance  
Paper I– Life Insurance  
(Computer Code: 0151)  
Marks 100 (Internals 30 + Final Exam 70)**

**Unit I INTRODUCTION**

Need for security against economic difficulties; Risk and uncertainty; Individual Value system; Individual Life Insurance as a collateral, as a measure of financing business continuation, as a protection to property, as measure of investment.

**Unit II LIFE INSURANCE CONTRACT-**

Distinguishing characteristics, Utmost Good Faith, Insurable Interest, Caveat Emptor, unilateral and aleatory nature of contract. Proposal and application form, warranties, medical examination, policy construction and delivery, policy provision, lapse revival, surrender value, paid-up policies, maturity, nomination and assignment. Suicide and payment of insured amount; Loan to policy holders.

**Unit III LIFE INSURANCE RISK-**

Factors governing sum assured; Methods of calculating economic risk in the life insurance proposal. Measurement of risk and mortality table, Calculation of premium; Treatment of sub-standard risks. Life Insurance Fund; Valuation and investment of surplus; payment of bonus.

**Unit IV LIFE INSURANCE POLICIES-**

Types and their applicability to different situations. Important Life Insurance Policies issued by the Life Insurance Corporation of India. Life Insurance annuities. Important legal provisions and judicial pronouncements in India.

**Unit V LIFE INSURANCE SALESMANSHIP-**

Rules of Agency; Essential qualities of an ideal insurance salesman; Rules to canvase business from prospective customers. After sale service to policy holders.

**Unit VI Entrepreneurship Development**

**Syllabus given after the syllabus of vocational Paper II Communicative English**

**SUGGESTED BOOKS**

1. Huebner S.S. and Kenneth Black Jr. Life Insurance- ( Prentice Hall Inc. Engle Wood cliffs, New Jersey )

2. Meher Robert L. Life Insurance : Theory and Practice - ( Business publication, Texas )
3. Gupta O.S. : Life Insurance – ( Frank Brothers, New Delhi )
4. Mishra M.N. : Insurance Principles and Practice – (Delhi, Vikas Publishing House)

**BCom Part I /BA Part I**  
**Vocational Subject (III)**  
**Paper II - General Insurance**  
**(Computer Code 0251)**  
**Marks 100 (Internals 30 + Final Exam 70)**

1. Introduction to risk and insurance
  - a. Risk (b) The treatment of risk.
2. The Structure and operation of the insurance business
  - a. Insurance contract fundamentals
  - b. Insurance marketing
  - c. Insurance loss payment
  - d. Underwriting, rating reinsurance and other functions
3. General Insurance Corporation and other Insurance Institutions – Working of GIC in India : Types of risks assumes and specific, policies issued by ECGC.
4. Health Insurance:
  - a. Individual health insurance
  - b. Group health insurance
5. Motor Insurance.
6. Multiple line and All – Lines Insurance – such as Rural Insurance – Hull Insurance – etc.

**RECOMMENDED COURSE OF READING:**

1. General Insurance by Bickelhaupt and Magee, Eighth Edition published by Richard D. Irwin, Inc; Homewood, Illinois, Irwin-Dorsey Limited, Georgetown, Ontario.

Chapters: 1 to 7,13,21,27,7&28

**BCom Part I/BA Part I**  
**Vocational Subject (IV)**  
**Advertising, Sales Promotion and Sales Management**  
**Paper I - Marketing Communication I & II**  
**Computer Code 0144**  
**Marks 100 (Internals 30 + Final Exam 70)**

- Nature and Importance of Communication
- Communication process, Elements of the communication process. Application process in marketing.
- Steps in developing effective marketing communication
- Methods of Marketing Communication
- Advertising, personal selling, public relations, sales promotion.
- Their meaning and distinctive characteristics.
- Setting up of Targets – Policies, Strategies and methods of achievements.
- Integrated Communication in Marketing.

**Suggested Readings :**

1. Philip Kotler : Marketing Management 7<sup>th</sup> Edition (Prentice of India, New Delhi 1991)
2. William J. Staton & : Fundamentals of marketing 8<sup>th</sup> Edition Charles Futrell (MC Grew Hill Chap. 18 )
3. Subroto Sen Gupta : Case in Advertising and Communication Management in India ( I I M , Ahmedabad)

**BCom Part I /BA Part I**  
**Vocational Subject IV**  
**Paper II – Advertising and Entrepreneurship Development**  
**(Computer Code 0244)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**A - Advertising**

- Importance of Advertisement in modern marketing. Role of Advertising in the national economy.
- 
- Types of Advertising : Commercial and non- commercial advertising, primary demand and selective demand. advertising; classified and display advertising; comparative advertising; co-operative advertising.
- 
- Setting of advertising objectives.
- 
- Setting of advertising budget. Factors affecting the advertising expenditure in a company.
- 
- Advertising message. Preparing and effective advertising copy; Elements of a point copy; Headlines ,illustration; bodycopy, slogan loge, seal of approval Role of Colon, Elements of a broadcast copy. Copy for direct mail.

**Entrepreneurship Development**

**Syllabus given after the syllabus of vocational Paper II Communicative English**

**Suggested Readings :**

- |                                  |   |
|----------------------------------|---|
| 1. Wright Winters and<br>Zeiglas | : Advertising Management<br>(McGraw Hill (Relevant Chapters)                              |
| 2. Duna and Darban               | : Advertising : Its role in modern<br>marketing (the Drydon press)<br>(relevant chapters) |
| 3. Mahendra Mohan                | : Advertising (Tata McGraw Hill)<br>(relevant chapters)                                   |
| 4. Philip Kotler                 | : Marketing Management 8 <sup>th</sup> ed.<br>(Prentice Hall of India ) Chap-22           |
| 5. Subroto Sengupta              | : Cases in Advertising and<br><br>Communication Management in<br>India (IIM Ahmedabad)    |

**BCom Part I /BA Part I**  
**Vocational Subject (V)**  
**Office Management & Secretarial Practices**  
**Paper I -Typewriting I & II and Entrepreneurship Development**  
**(Computer Code – 0152)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**Typing of I & II**

**(B) Unit I Typewriting and It's Maintenance.**

- Typewriter it's use and importance a standard typewriter.
- Makes and categories of typewriters.
- Essential parts of a typewriter and their use
- Care and upkeep of a typewrite
- Ribbon changing and ribbon economy.

**Unit 2 Methods of Typewriting**

- Touch
- Sight
- Approach of typing
- Horizontal
- Vertical

**Unit 3 Key Board Operation**

- Need for proper type and size of tables and chair for use by typist.
- Sitting postures
- Material required
- Inspection and removal of paper
- Learning the second row (Home row) guide keys and home keys.
- Learning the third row (upper row)

**(C) Unit I Key Board Operation**

- Learning the first row (bottom row)
- Learning the fourth row (number row)
- Special signs and symbols in the keyboard and their uses.

**Unit 2 Display in Typewriting:**

- Centering – horizontal, vertical
- Types of headings
- Margins and line spacing
- Use of punctuation marks
- Figures – Arabit and Roman
- Paragraphs – type and styles, numbering, pagination
- Styles of typing different kinds of letters
- Arrangements of tabular statements
- Syllabification
- Foot - notes



## **Practicals**

### **Keyboard Operations**

1. Practicing second row, third row, first row & fourth row
2. Practicing words, sentences, paragraphs & passages.
3. Use of shift keys and other non-character keys.
4. Typewriting of special symbols of the keyboard and punctuation marks.

### **Speed Building**

1. Different kinds of drills for typing.
2. Graded speed test leading to accurate speed of about 30 w.p.m.
3. Typing of passages each containing 300 words in 10 minutes.

### **Teaching Guideline**

Alternative hands words, balance handword, same letters in different words ,drills of common words, drills of alphabetical sentences and words division drills.

#### **Display Techniques**

1. Centering-Horizontal &Vertical
2. Insuring proper margins, line spacing
3. Typing different types of headings including space heading

#### **Letter Typing**

1. Typing exercises of personal, official & business letters in different styles with proper display
2. Typing of application for jobs.
3. Addressing the envelopes
4. Using Carbon papers for taking out multiple copies.

### **Entrepreneurship Development**

**Syllabus given after the syllabus of vocational Paper II Communicative English**

**BCom Part I /BA Part I**  
**Vocational Subject (V)**  
**Paper II: Shorthand I&II**  
**(Computer Code :0252)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**(A) Unit I Introduction**

Origin of Shorthand with particular emphasis on Pitman shorthand, definition and importance of stenography, qualities of a successful stenography, writing techniques and material.

**Unit II Consonants**

Definition, number, form classes, size, thinness, thickness, direction and joining strokes.

**Unit III Vowels. Diphthongs and diphones.**

Vowels- Definition, number sounds, signs, places position of outlines, intervening vowels.  
Introduction of upwards/downwards strokes in Stenography

Diphthongs - definition, names, sign, placed, joined  
diphthongs and triphones.

Diphones - definition, size, and application.

Use of Vowels- Diphthongs and Diphones in plural in  
stenography

**(B) Unit I Grammalogues and Phaseography:**

Grammalogues- definition of grammalogues and logogram, list of grammalogues, punctuation signs,  
Pharaseography- definition of phrase is writing, qualities of good paraseogram, list of simple phrases

**Unit II Circle, loops & hooks:**

Circle – Size and direction, application in paraseography, attachment with straight & curved strokes, exception to the use of circle.

Loops : size & directions

**Shorthand Practicals. :**

1. Repeated practice of consonants, writing each consonant from the text-material with particular attention to their formation, length, angle, size and direction
2. Repeated practice of vowels, diphthongs, diphones and triphones by copying the text-material and other printed shorthand book & reading book the same
3. Repeated practice of grammalogues and phrases
4. Repeated practice on the use of circles, loops &hook
5. Transportation from shorthand into longhand
6. Dictation from unseen passage
7. Variety of drills : reading shorthand from black-board, copying shorthand from black-board, cold note reading delayed writing, students dictate to the class from shorthand book, 2minutes speeches by students, reading printed shorthand matter.

**SUGGESTED READING MATERIALS**

**A ) SHORTHAND**

<b>Title</b>	<b>Publisher</b>
1. Pitman shorthand Instructor	: A. H. Wheeler & Co.
2. New course in Pitman Shorthand	: A. H. Wheeler & Co.
3. Pitman	: A. H. Wheeler & Co.
4. Pitman shorthand dictionary	: A. H. Wheeler & Co.
5. Pitman shorthand reading & dictation exercise	: Pitman Shorthand school New Delhi
6. A Commentary on pitman shorthand by James W.M.Lylor	

**Note:** Detailed catalogues of books on the subject can be ordered from:

- A. H. Wheeler & Co.  
Dr. D.B Road, Fort, Mumbai
- B. Pitman Shorthand school  
Darya Gunj, Delhi
- C. Sir Issac Pitman & Sons  
Parker Street, London

## **B) TYPEWRITING**

<b>Title</b>	<b>Publisher</b>
1. Manual of Typist and Stenographer by Dr. Prabhakar Razada	: Sterling Publishers, Delhi
2. Method and Techniques of typewriting instructions by Dr. Prabhakar Razada	: Sterling Publishers, Delhi
3. Teacher's Guide in typewriting	: NCERT Publication.
4. Typewriting complete course by H. A. Mehta	: Mehta Publishing Corp., Basant Mahal, Wadala (E) Mumbai – 400 037
5. Typewriting Office practice set by H. A. Mehta	: Mehta Publishing Corp., Basant Mahal, Wadala (E) Mumbai – 400 037
6. Business letter typing set by H. A. Mehta	: Mehta Publishing Corp., Basant Mahal, Wadala (E) Mumbai – 400 037
7. Typing by Md. Khan dictation exercise	: Chitoor Publishing House, Chitoor, A. P.
8. Lay outs & for in Typewriting	: State board of Technical Education Hyderabad – 500 022
9. 20 <sup>th</sup> Century typewriting	: South- western publishing Co., Cincinnati, Ohio, U.S.A.
10. Typewriting Drills for speed and accuracy	: Gregg. Publishing Corporation, U.S.A.
11. Graded lessons in Typewriting theory	: Sir Issac Pitman and Sons

12. Practical course in Typewriting : Sir Issac Pitman and Sons,  
London
13. High powered typewriting : Sir Issac Pitman and Sons,  
Drills London
14. Handbook of typewriting : Govt of India publication.

### **C) OFFICE PRACTICE**

- 1) Office practice made simple by G. Whitehead
- 2) Office practice by Mirza & Saidan : Megraw Hill Publication
- 3) Office Management and : Kitab Mahal Publication  
Commercial Correspondence by  
Balraj Duggal
- 4) Office Management and Secretrial : Gyan Publishing House Delhi  
Practice by Y.P.Singh
- 5) Business correspondence and : Thakkar publication Mumbai  
Office practice by Nagmia and Bhal
- 6) Business Communication by Doctor : Seth Publications Mumbai  
and Doctor
- 7) Commercial Correspondence by  
Mujumdar
- 8) Modern Commercial  
Correspondence by Chandgadhar  
and Tele
- 9) Secretrial Practice by H. A. Mehta : Vikas Publication  
and others

**BCom Part I /BA Part I**  
**Vocational Subject (VI)**  
**Communicative English**  
**Paper I - Phonetics and Entrepreneurship Development**  
**(Computer Code 0153)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**Theory:**

- a. Linguistics & phonetics. Language as basically speech. Process of learning a language – listening, speaking, reading, writing. Importance of listening. Selecting a model. Speaking with correct pronunciation.

The organs of speech. Speech sounds. How the sounds are produced.

Phoneme. Classification of phonemes into two broad groups – vowels & consonants. Basis of classification. Sub – classes. The English phonemes and their three term description.

Phonetic symbols. How they are useful in pronunciation. The English phonetic system. Restrictions on the use of some phonemes. Relationship between the phoneme and traditional spelling.

Consonant clusters. Initial clusters of two or three consonants. Final clusters of two, three or four consonants.

- b. The Syllable. Types of Syllables.

Words : Words of a single syllable. Words of two or more syllables. How to count the syllables in a word. Prefixes and suffixes.

Accent : What we mean by this. Word accent, its importance in pronunciation. Constant and shifting stress – double or even stress.

Accent in connected speech. What type of words are stressed when monosyllabic words are stressed. Unstressed monosyllabic words. Weak form.

Accent & Rhythm : Rhythm unit. How the unstressed syllables are treated in a rhythm unit. Relationship between a rhythm unit and grammatical connections.

Intonation : Tone group or sense group. The relationship between intonation & stress. Types of Intonation. How these different types of intonation are used. Emotional and attitudinal implications are intonation.

Assimilation and elision. Historical & naturalized assimilation and elision within the word. Assimilation & elision in quick speech / colloquial English.

Phonetic transcription of words and utterance with accent marks. Care to be taken while doing so.

Reading of paragraph in phonetic script and writing of short utterances, sentences and paragraphs into phonetic script.

**Practicals :**

- a) Intensive drilling in phonetic skills Production of isolated phonemes, phoneme occurring in initial medial & final position, alternative phrases, phrases with assonance, rhyme-words, minimal pairs, homophones.  
Writing of monosyllabic words into phonetic script. Identifying the phonemes, reading monosyllabic words written in phonetic script  
Identification of phonemes in spoken words. Reading aloud written in traditional and phonetic script.
- b) Intensive drilling in accent. Words of two or more syllables. Identifying the stressed syllables in words spoken. Writing the words in phonetic script with stressed mark. Reading aloud words written in ordinary script with proper accent, making stress.

Intensive practice in intonation and rhythm. Identifying the stressed syllables in connected speech. Identifying the weak forms in connected speech. Reading aloud short utterances with appropriate stress. Identifying intonation type. Reproducing the same type through imitation. Reading aloud with proper intonation.

Intensive drilling in phonetic transcription. Reading aloud passage in phonetic script. Writing in phonetic script the dictated sentences utterances and small speeches. Writing in phonetic script the passage given in traditional script.

**c. Entrepreneurship Development.**

**Syllabus given after the syllabus of vocational Paper II Communicative English**

**Books Recommended:**

1. A. C. Gimson : The Pronunciation of English Pub. Heinemann Edu.
2. T. Balasubramaniam : An Introduction to Phonetics for Indian University Pub. Macmillan
3. W. S. Allen : Living English Speech pub. Orient Longman
4. T. Balasubramaniam : Workbook Pub. Macmillan

**BCom Part I**  
**Vocational Subject (VI)**  
**Communicative English**  
**Paper II – Remedial Grammar**  
**(Computer Code 0253)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**A. Parts of Speech. Word Classes – Open & Close**

Types of Verbs : auxiliary / main, linking / extensive, intransitive / transitive, mono / di / complex, transitive. Regular and irregular verbs formation and uses of tenses, active & passive verb forms.

Types of Nouns : Proper / common, countable / uncountable, collective, singular / plural.

Agreement of the verb and the subject.

Adjectives : gradable, non – gradable.

Adverbs : Types of adverbs.

Pronouns, determiners, prepositions, conjunctions.

Form & Functions

Word Formation

Basic Sentence Patterns. Types of sentences – assertive, interrogative, imperative, exclamatory.

Formation of negative & questions. Question tags. Short answers, agreement / disagreement addition to remarks.

**B. Transformation of sentences.**

C. The possessive adjectives of the definite article with nouns denoting parts of the body.

Confusion of adjectives and adverbs.

Adverbial use of ‘no’, ‘not’ and ‘none’.

Difficulties with comparative & superlative.

Confusion of particles : Active & Passive voice.

The prop word one.

Prepositions, negative verbs.

Redundant pronouns and prepositions.

The use of correlative

Use of Who & Whom; much & many, still & yet; so that, so as, make and do.

Error in the use of individual words. Courtesy words please and Thank you.

Dates and Time.

Greetings and Salutations.

Types of Phrases:Forms and functions.

Types of classes:forms and functions.

Synthesis.

## Extension of basic patterns

Practical work in both (a) and (b). The practice should be both oral and written. The practice should reveal the greater importance of functions to form in words, phrases and clauses.

### Recommended Books:

- 1) F.T.Wood : Remedial Grammar  
Pub. Macmillan.
- 2) W.S.Allen : Living English Structure  
Pub. Orient Longman
- 3) Jupp and Milne: English sentence structure  
Pub. Heinemann

**ENTREPRENEURSHIP DEVELOPMENT**

Marks: 30

10 marks for internal

20 marks for external

Unit I: Introduction to Entrepreneurship

- Entrepreneur - Definition, Meaning, Importance, Qualities, Role in development of an economy.

Unit II: Entrepreneurial Development Training

- Importance of Training / Objectives/ Methods / Institutions supporting EDP

Unit III: Creativity & Innovation

- Importance / Why Innovate?

Unit IV: Accounting for Small Enterprises

- Need, Meaning, Objectives of Accounting.
- Accounting Process
- Classification of Accounts

Practical: - Collecting case studies related to their vocational subject.  
- Presenting the case studies.

**REFERENCES \_-**

1. Entrepreneurial Development , C.B.Gupta , N.P.Srinivasan , Sultan Chand & Sons , Sixth Edition.
2. Corporate Entrepreneurship , Michael H.Morris , Donald F.Kuratko , Harcourt college publishers.
3. Entrepreneurial Development , S.S.Khanka , S.Chand & Co. Ltd.
4. Effective Entrepreneurship , Alan H.Anderson and Peter woodcock , Blackwell Business.
5. Dynamics of Entrepreneurial Development & Management , Vasant Desai , Himalaya Publishing House ; Fourth Revised Millenium Edition.
6. Entrepreneurship & Small Scale Industries , G.S.Batra , R.C.Dangwal , Deep & Deep Publications Pvt. Ltd.
7. Entrepreneurship & Small Business Management, B.S.Bhatia , G.S.Batra , Deep & Deep Publications Pvt. Ltd.
8. Entrepreneurship – a handbook for beginners , Dr.S.K.G.Sundaram , Dr.Leena

**B.Com Part II**  
**Compulsory Subject**  
**English Higher Level**  
**Computer Code 1201**  
**Marks 100 (Internals 30 + Final Exam 70)**

Module I

- Objectives: 1. Learning verbal to visual and visual to verbal communication.  
2. Learning to use means of telecommunication

Unit I :	Visual Presentation	Teaching Hrs 10
	a) Tabulated data	
	b) Line graphs	
	c) Bar charts	
	d) Gantt charts	
	e) Pie charts	
	f) Maps and Diagrams	
	g) Flowcharts	

Unit II :	Tele Communication	Teaching Hrs 05
	a) Electronic Mail	
	b) The Internet	
	c) Fax messages	
	d) Video Conferencing	

Module II

- Objectives:  
1 : Creating awareness about socio-cultural values.  
2 : Strengthening use of language

Unit 1 :		Teaching Hrs 30
	a) Vocabulary exercises	
	b) Reading for ideas and responding	
	c) Argumentative Writing	
	d) Letter to editor	
	e) Changing simple narration to dialogues	

(Based on Empowerment English Lessons 12-18)

Module III

- Objectives:  
a) Learning to correspond for credit related matters.  
b) Learning to carry out duties of a secretary.

Unit I		Teaching Hrs 15
	a) Writing letters of credit	

- b) Letters of Collection series
- c) Minute writing

Module IV

Objectives :

- a) To familiarise learners with recruitment.
- b) To prepare learners for real life business situations.

Unit I :

Teaching Hrs 30

- a) Application letter
- b) Curriculum Vitae
- c) Group Discussions
- d) Interview
- e) Offer of employment
- f) Leave notes
- g) Letter of resignation

Unit II :

Teaching Hrs30

- a) Speech making on formal occasions
- b) Summary of correspondence
- c) Summary of unseen passage

**Internal Assessment  
B.Com II ( Higher Level )**

<b>Test I :</b>	Speech Making	Marks 15
<b>Test II :</b>	Interview (includes Applications & Group discussion. )	Marks 15
<b>Test III :</b>	Summary of correspondence ( 4 letters )	
	<b>OR</b>	
	Letters of offer , Leave / Notes , Resignations. ( Any 2 out of 3 )	Marks 15

**Final Examination  
B.Com II ( Higher Level )**

a)	Question on Text Voc Exercises ( lesson 12-18 )	Marks 20
b)	Credit letter. Collection letter. Minute Writing.	10 Marks each Marks 30
c)	Summary of unseen passage	Marks 10
d)	Visual to Verbal &	Marks 05

e) Verbal to Visual

Marks 05

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Total Marks - 70

*Final Examination for Repeaters & Distance Educations Students*

**B.Com II ( Higher Level )  
Code 1201**

- |   |                 |
|---|-----------------|
| 1. Letter of Application with C.V.  | Marks 12        |
| 2. Writing a speech for formal occasion<br>For e.g. welcome /introduction/inauguration /condolence/<br>Farewell/felicitation/introduction of chief guest etc. | Marks 10        |
| 3. Leave notes or Resignation letters   | <u>Marks 08</u> |
| Total Marks : 30  |                 |

**B.Com Part II**  
**Compulsory Subject**  
**English Lower Level**  
**Computer Code 1501**  
**Marks 100 (Internals 30 + Final Exam 70)**

Module I

Objectives :

- a) To familiarize learners with the theory of effective business communication
- b) To develop competence for situational oral communication in office environment

Unit I :

Teaching Hrs 15

- a) Process and Methods of communication
- b) Barriers to communication
- c) Channels of Communication: Formal, Informal and Grapevine  
Text- Business Communication- Rai & Rai (Himalaya Publishing House)

Unit II :

Situational oral communication

Teaching Hrs 15

- a) Giving suggestions
- b) Asking for and giving explanations
- c) Reporting about task completed
- d) Expressing and responding to grievances
- e) Body Language  
Text- English for Practical Purposes Section 2

Module II

Objectives :

- a) Learning routine written communication
- b) Improving Writing skills
- c) Learning to respond to Literature

Unit I :

Hrs 15

- a) Complaint letters
- b) Claims and adjustments
- c) Memorandums

Unit II :

Hrs 15

- a) Literary Texts –Wise and Otherwise-Sudha Murthy  
(East West Books –Madras Pvt. Ltd) Stories 1 to 10

***Internal Assessment***

**B.Com II ( Lower Level )**

**Test I :**

- a) Testing theory of business communication (Objective questions)      Marks 7
- b) Dialogues ( Spoken )      Marks 8

**Test II :**

- Interviews ( including Application,  
C.V. & Group Discussion )      Marks 15

**Test III :**

- 2 Letters on Leave Notes & Resignation.      Marks 15



**Final Examination**  
**B.Com II ( Lower Level )**

a) Q. on Text wise & otherwise ( 1 Broad , 2 short notes) }	( 10 + 15)	Marks 25
b) Theory of business Communication		Marks 10
c) Letters of Complaint		Marks 10
Adjustment		Marks 10
Memorandum		Marks 10
Notices		Marks 05
		Total Marks - 70

**Final Exam Pattern for Repeaters and Distance Education Students**

**B.Com. II ( Lower Level )**

**Code 1501**

1. Letter of Application with C.V.	Marks 12
2. Leave note or resignation ( option 1 out of 2)	Marks 08
3. Short notes on Process / Methods / barriers / channels of Communication (option 2 out of 4)	Marks 10
Total Marks - 30	

***Addition for Part II & II B.Com***

1. Writing report- John Seely
2. Publicity, Newsletters, Press Releases- Alison Baverstopch
3. Writing for Internet- Jane Dorner
4. Essays and Dissertations – Chris Mounsey (Oxford)
5. Writing a C V that Works –Paul McGee (Indus Publishing Co., New Delhi)
6. Secret of Face to Face Communication- Peter Urs Bender/ Dr. Robert Tracz (MacMillan)

**BCom Part II**  
**Compulsory**  
**Economics Paper II**  
**Money, Finance and International Trade**  
**(Computer Code 4205)**

**Marks: 100 (Internal 30 + Final Exam 70)**

**Objectives**

1. To familiarize the students with the various issues in monetary economics and explain how these issues are all inter-related.
2. To enable students to understand the issues related to international trade and their significance to the development of an economy.

**Unit 1: Theory of Money**

- a. **Supply of money** - constituents of money, determinants of money supply, velocity of circulation of money, concept of money supply in India –M1, M2, M3 & M4.
- b. **Demand for money**- Cash transactions approach, Cash balance approach, Keynesian approach and Friedman's approach to demand for money.
- c. **Value of money** – Fisher's Cash transactions theory, Cash balance theory, Keynes' Saving-Investment theory and Friedman's Modern theory of money and prices.
- d. **IS and LM model** – The goods market and the money market – the link between them, derivation of IS curve and LM curve, equilibrium in goods and money markets.

**Unit 2: Financial System & Resource Mobilization.**

- a. **Financial structure** (financial institutions – Regulatory, banking and non-banking), Financial markets (organized & unorganized markets, money & capital markets, primary & secondary markets), Financial instruments (debt instruments like bank deposits, bonds, debentures etc, assets like shares, units, insurance etc) and financial services. (Structure, markets and instruments to be explained in brief). Financial system & economic development.
- b. **Commercial banks** –functions, credit creation & its limitations, principles of sound banking - liquidity & profitability, concept of Statutory Liquidity Ratio, non-performing assets, capital adequacy ratio & recapitalization/capital reconstruction, trends in Indian banking towards greater privatization.
- c. **Central bank** – functions, objectives of monetary policy (in brief), credit control – quantitative & qualitative methods and their limitations, emerging regulatory role of the central bank in India.

**Unit 3: National Income & its Determinants.**

- a. Circular flow of national Income in a closed & open economy

- b. Concept of Effective Demand – Components of Aggregate demand - consumption behaviour – Concept of Current Income hypothesis, Relative Income Hypothesis, Permanent Income Hypothesis, and Life Cycle theory.
- a. Investment - Marginal efficiency of capital and rate of interest.
- b. Principle of Multiplier & Accelerator, interaction between Multiplier & Accelerator

#### **Unit 4: Trade Cycles**

- a. Meaning and phases. Theories of business cycles –monetary theory, under consumption theory, over-investment theory, Keynes’ theory and Hick’s theory (short explanation of all the theories).
- b. Meaning of inflation, deflation, disinflation, reflation, inflationary gap, causes, effects & control of inflation & deflation.

#### **Unit V- Trade Theory**

- a. Internal & International trade (mention the proportion of both to GDP in India).
- b. Theories of international trade - Comparative Cost Difference Theory, Factor Endowment Theory, Factor Price Equalization, Economies of scale and international trade, growing significance of intra-industry trade.
- c. Gains from trade- Benefits from trade, Terms of trade, Measurement of gain, concepts of Net barter, Gross barter & Income Terms of trade, factors affecting terms of trade.

#### **Unit VI - Commercial Policy**

- a. Free trade Vs Protection – meaning - arguments for & against free trade & protection, need for protection in developing countries as an engine of growth.
- b. Protective devices – tariffs, quotas, anti-dumping duties, countervailing duties, voluntary export restraint (protective devices concept has to be explained in short. The detailed explanation of their effects with figures not necessary).
- c. Role of World Trade Organisation in increasing world trade (short explanation on Agreements on agriculture, Multi-fibre agreement, Agreements on manufactured goods, TRIMS, TRIPS, GATS, Dispute Settlement Body).
- d. WTO – Environmental and Labour standards.

#### **Unit VII - Balance of Payments**

- a. Structure of BOP- Concepts of current & capital account, BOT & BOP.
- b. Disequilibrium in the BOP, autonomous & accommodating movements, types of disequilibrium, causes & methods of correcting disequilibrium in the BOP (monetary & non-monetary).

#### **Unit VIII - Foreign Exchange Market**

- a. Functions of foreign exchange market, equilibrium rate of exchange, Demand & Supply theory (in detail), Purchasing Power Parity (explain in short).

- b. Fixed & floating exchange rates (meaning, merits & demerits), spot rate, forward rates, intervention strategies like Pegging, Hedging, Arbitrage, futures & options (concept only), meaning of currency convertibility on current & capital account.

**Suggested Readings**

1. Ahuja, H.L., Macroeconomics, Theory & Policy, S. Chand & Co. Ltd., 2003.
2. Sheth, M.L., Monetary Economics, Lakshmi Narain Agarwal,
3. Mithani, D.M., Money Banking & Public Finance, Himalaya Publishing House, 2004.
4. Desai, Vasant, The Indian Financial System, Himalaya Publishing House, 2004.
5. Salvatore, Dominick, International Economics, Macmillan Publishing Co., Newyork.
6. Sodestern, Bo & Reed, Geoffrey, International Economics, Macmillan Press Ltd, 2003.
7. Mannur, H.G. International Economics – Theory & Policy Issues, Vikas Publishing House Pvt. Ltd.
8. Mathur, Reeta, International Economics, Sublime Publications, Jaipur, 2002.
9. Cherunillum, Francis, International Business Environment, Himalaya Publishing House, 2003.
10. Cherunillum, Francis, Global Economy & Business Environment, Himalaya Publishing House, 2001.

**B.Com. Part II**  
**Compulsory Subject**  
**Commerce P. II**  
**Marketing**  
**(Computer Code 4206)**  
**MARKS: 100 (Internals 30, Final Exam 70)**

**OBJECTIVES**

The course aims at introducing students to:

1. Concept of marketing and its applications
2. Concept of consumer behavior and market segmentation.
3. Importance of pricing in marketing.
4. Concept of market research and promotion.
5. Strategies of marketing.
6. Consumer guidance and Protection.

**Unit I: Nature and scope of marketing**

Importance of marketing as a business function and in the economy, Marketing concept-traditional and modern; selling Vs. Marketing mix; Marketing environment, Organized Market – Commodity exchange – Types of Transaction – Functions of Stock Exchange.

**Unit II: Market Segmentation**

Consumer Behavior and Market Segmentation: Nature, scope, and significance of consumer behavior; Market segmentation-concept and importance Bases for market segmentation.

**Unit III: Product**

Concept of product, consumer, and industrial goods; Product planning and development; Packaging-role and functions; Brand name and trademark; After-Sales service; Product life cycle concept.

**Unit IV: Price**

Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates. Distribution Channels and Physical Distribution: Distribution Channels – concept, role and Types Factors affecting choice of a distribution channel; Retailer and wholesaler; physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.

**Unit V: Marketing research –**

Importance, Process, Techniques. Marketing Strategies. MIS.

**Unit VI: Methods of promotion**

Optimum Promotions Mix. Advertising media-their relative Merits and limitation; Characteristics of an effective advertisement. Personal selling, Selling as a Career, Classification of successful Salesperson, functions of salesman.

**Unit VII: Customer relationship**

Building lasting customer relationship – Value customer, customer satisfaction, Retraining customers, customers guidance & Protection.

**BOOKS RECOMMENDED**

1. Principals of Marketing by Philip Kotler
2. Marketing an Introduction by Michael & Baker (Macmillan)

3. Marketing by Raus and B. Berman (Macmillan)
4. Modern Marketing by Harry Hepner
5. International Marketing by R.L. Kramner.
6. Consumer Behaviour by Dorothy Cohen (Ramdhan House)
7. Marketing by Rajan Nayar
8. Marketing by Amarchand & Varadrajani
9. Marketing by Joshi & Mamoria
10. Marketing by J.C. Sinha
11. Reading in Marketing Bellur & Berkman (Himalaya)
12. Modern Marketing Management R.S. Davar
13. Marketing Research Bellur (Himalaya)
14. Modern Marketing Strategy Burok and Chapman
15. Advertising Procedure O. Klappner
16. Regulation of Forward Marketing in India W.R. Natu (Asia)
17. Organized Markets Bier and Saxon
18. Regulation of Markets in India L.P. Singh
19. Contemporary Marketing Gardon Milla (Pitman)
20. Principles of Marketing John Grain

**B.Com. Part II**  
**Compulsory Subject**  
**Accountancy Paper II**  
**Computer Code: 4207**  
**Marks 100 (Internals 30 + Final Exam 70)**

**About the Course:**

Course content focus on Conceptual Aspect, Application of Accountancy for Different Commercial Organizations.

**Objectives:**

To impart knowledge of Accounting and cover the practical knowledge of the subject.

**Unit 1 Analysis of Financial Statement**

**Theory:** Analysis of financial statement with respect to schedule VI

*Of the Companies Act, 1956.*

**Unit 2 Vertical, Comparative and Common Size Statements**

**Theory:** Importance, Usefulness, Classification of items of Trading Profit & Loss A/C and Balance sheet.

**Problems On:** Conversion from “T” Form i.e. Horizontal Form to Vertical Form of Trading, Profit & Loss A/C and Balance sheet.  
Identification of various groups of items in financial statements

*Preparation of Comparative Statement (Absolute and Real Value)*  
and Common Size Statements.

**Unit 3 Single Entry**

**Theory:** Nature & Defect of Single Entry System.

**Problems On:** Ascertainment of Profit, Conversion of Single Entry records into Double Entry, Preparation of Statement of Affairs, & Balance Sheet.

**Unit 4 Reading of Ledger Accounts**

**Theory:** Importance, Broad Principles of Reading of Ledger Accounts.

**Problems On:** Reading of Ledger Accounts.

**Unit 5 Practical Project with Actual / Simulated Data**

*Preparation of Trial Balance, Profit & Loss A/C, Balance Sheet of*  
Joint Stock Companies.

**Unit 6 Issue of Shares**

**Theory:** Basic of Company Accounts, Different classes of Shares, Right Issue, Bonus Issue.

**Problems On:** Issue of Shares at Par, Premium, Discount including Application, Allotment, Calls, Forfeitures, Reissue of Forfeited Shares, Right Issue, Issue of share for consideration other than cash, Bonus Shares.

**Unit 7 Redemption of Preference Shares**

**Theory:** Legal Restriction of Redemption of shares.

**Problems On:** Redemption of Redeemable Preference Shares.

*Unit 8 Profit Prior to Incorporation*

**Problems On:** Profit prior to Incorporation including passing of Journal Entries.

*Unit 9 Company Final Accounts*

**Theory:** Schedule VI of the Companies Act, 1956.

**Problems On:** Company Final Accounts (Excluding Managerial Remuneration).

ANNEXURE – SUGGESTED TEXT BOOK:

ADVANCED ACCOUNTANCY by Shukla & Grewal

ADVANCED ACCOUNTING by Kishnadwala

FINANCIAL ACCOUNTING by L.N.Chopde, D.N.Choudhari

ADVANCED ACCOUNTANCY by R.L.Gupta

**B.Com. Part II**  
**Specialization (I)**  
**Company Law & Secretarial Practice & Office Administration**  
**(Computer Code 5111)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**Unit I**

Law provisions relating to – definition of a company – Kinds of companies – Public, Private, government etc. – Restriction and privileges – promotion – memorandum of association – articles of association – prospectus – incorporation of a company.

**Unit II**

A) Joint Stock Companies – Meaning & Characteristics – Kinds – chartered companies – statutory companies- registered companies – private companies – public companies – Government companies – limited, Unlimited and guaranteed Companies- Foreign Companies

B) FORMATION OF JOINT STOCK COMPANIES

- 1) Private and Public – promotion, position and function of a promoter – His duties, liabilities and remuneration – preliminary Contracts – incorporation – Capital subscription – business commencement
- 2) Memorandum of Association – meaning and importance – purpose – contents – clauses – alteration of clauses.
- 3) Articles of Association – meaning and importance – purpose – contents – alteration of articles – effects of association – provision Table A.
- 4) Public Issue of Capital -capital issue control prospectus – meaning and importance – need – contents civil and criminal liabilities for misstatements – statement in lieu of prospectus – under writing – listing of shares on stock exchange.
- 5) Application & Allotment – procedure for application – condition for allotment – minimum subscription – essential of valid and regular allotment – allotment procedure – remuneration – splitting of allotment – return as to allotment.

**Unit III**

Return as to allotment  
Minimum subscription clause  
Certificate of commencement  
Membership of a company  
Voting Rights  
Definition and Classes of Shares  
Issue of shares at discount – premium

## Unit IV

### C) MEMBERSHIP OF A COMPANY

Definition – who can become a member? – Types – methods – rights and Liabilities of members – termination – register of members – contents – Form – index of members – maintenance and purpose closures and Inspection – changes and rectification – foreign register

## Unit V

### D) BORROWING POWERS

When to borrow? – Restriction – modes giving security – methods of Borrowing – debentures – meaning & kinds – contents – period – Issue procedure – power to re- issue redeemed debentures security Of debentures – rights of debenture holders – transfer & transmission Of debentures – redemption – registration

## Unit VI

### E) CAPITAL

Authorised – issue – subscribed – called up – paid up – fixed – reserve working – circulating shares – meaning and kinds of shares – issue of shares at par, premium and discount.

- 1) Shares Certificates – Preparation – provision and rules regarding the Issue- advantages – procedures and effects of issue of original and duplicate share warrants – conversion in to shares.
- 2) Shares Warrants – Definition – provision and rules regarding the Issue – advantages – procedure and effect of issue of original and Duplicate share warrants – conversion in to shares
- 3) Stock Definition – Condition of the issue – procedure of converting shares Into stock into shares – effects of conversion

## BOOKS RECOMMENDED

Section - I – Company Law

1. Indian Companies Act, 1956 Text
2. Indian Companies Act, U.V. Desai
3. Simplified Company Law. Khurshad Madan
4. The Companies Act, 1956. Act No. 28,735 A. N. Iyer & T.A. Ramachandran
5. Problems on CompanyLaw, Calcutta Study Circle Part I 1956 Acc. No. 30,311
6. Lectures on company Law, India Chartered Institute of Secretaries Association Acc. No. 27,176
5. Company Law Act Acc. No. N.C. Chatterjee and N. Krishnamurti 21,274
6. Companies Act, 1956 Act No. Eastern Book Company 38, 971

- |  |   |
|--|---|
| 7. View on Company Bill 1953<br>Acc. No. 18,806  | Federation of Indian Chambers of<br>Commerce and Industry |
| 8. Company Law in India Acc. No.<br>18,806   | S.S. Garfa and N. Sain                                    |
| 9. Indian Company Law ( Question<br>And Answers) Acc. No. 22,001                               | R.R.Gupta   |
| 10. Guides to Company Law Acc. No.<br>16,185   | R.W.Holland   |
| 13. Principle of Company Law   | Shukla M.G . and N. Sain                                  |
| 14. Lectures on Company Law  | Shah S. M   |
| 15. Indian company Law   | Sethna M. J.  |
| 16. Company law – for Intermediate<br>Examination of Institute Company<br>Secretaries of India | S. Lal  |
| 17. Elements of Company law  | Desai.V   |

### Section II Secretarial Practice

- |   |   |
|---|---|
| 1. Company Secretarial Practice                       | Limaye, Koli and Desai                    |
| 2. Secretarial Practice                               | S.A. Sherlear                             |
| 3. Secretarial Practice                               | Acharya and Govekar                       |
| 4. Company Secretarial Practice                       | B.K.Gosh                                  |
| 5. Handbook of Secretarial<br>Practice                | Ghosh and Ghosh                           |
| 6. Secretarial Practice                               | Shukla and Gulshan                        |
| 7. A Textbook of Secretarial Practice<br>For Std. XII | Dani L.M. Tripathi R.N.<br>Shrihatt M. G. |
| 8. Secretarial Practice for Std. XII                  | Ghonosgi B.D. Borkar<br>D.V.Kulkarni P.V. |
| 9. Secretarial Practice Std. XII                      | Karnavat S.C.Kale N.G.                    |
| 10. Secretarial Practice                              | Bahi J.C.                                 |

### BOOKS RECOMMENDED – Gujarati

- |   |                                     |
|---|-------------------------------------|
| 1. Secretarial Practice                         | Trivedi Mehta, Vora and Patel       |
| 2. Secretarial Practice and<br>Sanchalan        | P.B. Desai and etc.                 |
| 3. Secretarial Practice and<br>Office sanchalan | Rana.and Rana                       |
| 4. Secretarial Practice and<br>Office Sanchalan | Pathak, Desai, Joshi, Shah and Dave |

### BOOKS RECOMMENDED – Marathi

- |                          |   |
|--------------------------|---|
| 1. Chitnisachya vyavasay | Kopardekar PA. D. and linekar             |
| 2. Chinisachya vyavasay  | Kulkarni Pra. V.Cete di. Ba . and Matokar |
- Bansude.

**BCom Part II**  
**Specialisation (II)**  
**Banking & Finance Paper I**  
**(Computer Code 5113)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**Objective:**

1. To enable students to understand the role of banks and their significance to economic development, with special reference to India.
2. To enable students to understand the working of the banking system in India.

**Unit 1- Banking**

Definition of Commercial Banks - Functions of Commercial Banks – Commercial Banks & Financial services to customers.

**Unit II – Banking Operations**

Different types of banking accounts – Savings - Current – Fixed – Recurrent accounts – NRE & NRO accounts – Procedures for opening the various types of bank accounts.

**Unit III – Banking System in India**

Scheduled & Non-Scheduled Banks - Role of Public & Private Banks – Foreign Banks – Co-operative Banks – Regional Rural Banks - Development Banking, Merchant Banking, Investment Banking, Other Financial Intermediaries (Non-Banking Finance Companies) - Relationship between Reserve Bank of India & Commercial Banks.

**Unit IV – Banking Policy of Reserve Bank of India**

Role & Functions of RBI, Objectives of Monetary Policy, Credit Regulation, Priority Sector Lending, SLR, CRR, Treasury Bills, REPOs & Reverse REPOs.

**Unit VI – Payments & Collection of Cheques.**

Bills Negotiations of Bank Instruments – Mechanism of Clearing House – Automatic Teller Machines - Internet Banking.

**Unit VI – Bank Lending Operations**

Pledges, Mortgages & Hypothecation, Different types of securities - Personal guarantee fees - Fungible securities – Shares, Stocks, Bonds, & Debentures.

**UnitVII – General Principles of Credit Assessment.**

Credit Assessment & Risk Analysis.

**Unit VII – Recent Changes in Banking Operations since 1991.**

Financial sector reforms since 1991 onwards related to banking operations.

**Suggested Readings**

1. Practical banking (Advances) by H.L. Bedi & V.K. Hardikar, Institute of Banking Studies, New Delhi.
2. Banking Theory: Law & Practice by E. Gordon & Natarajan, Himalaya Publishing House.
3. Indian Book of Banking Information by N.S. Toon, Skylark Publications New Delhi.
4. Evenmore Banking by Hasija & Sood. Sachin Publications Indore.
5. Special & Preferred Sector & Finance, Indian Institute of Bankers by Dr. A Balasubramaniam & Dr. J.B. Mishra.
6. Indian Financial System & Commercial Banking, Indian Institute of Bankers, by D. Raviramachandran.

**BCom Part II**  
**Specialisation (III)**  
**FINANCIAL ACCOUNTING**  
**COMPUTER CODE: 5115**  
**Marks 100 (Internals 30 + Final Exam 70)**

**About the course:**

Course content focuses on conceptual Aspect, Application of Accountancy for Different Commercial Organisations.

**OBJECTIVES:**

To impart knowledge of Accounting and cover the knowledge of the subject.

**Course Inputs:**

**Unit-1: Accounting Ratio-**

- (A) Theory: Expression of Ratio as Pure, Rates & percentages, Broad Principles of interpretation of ratio, Classification of Ratios.
- (B) Elementary Problems on- Computation of following ratios from direct information supplied:  
Current Ratio, Quick Ratio, Capital Gearing Ratio, Stock Turnover Ratio, Gross Profit Ratio, Net Profit Ratio, Operating Ratio, Debtors Turnover Ratio and Return on Shareholders Investment Ratio. (Excluding Analysis and Interpretation of ratios)

**Unit-2: Debentures-**

- (A) Theory: As finance instrument, Debenture issued at Par, at Premium and at Discount, Debenture Methods of Redemption of Debentures.
- (B) Problems only on: Issue of Debenture at Par, premium and Discount, Redemption of debenture by various methods including purchase of own debenture in the market for immediate or future cancellation, excluding Sinking Fund Method, Redemption Fund Policy Method and Trustee Account.

**Unit-3:** Basic Principles of Auditing, Types of Audit Objectives, Advantages, Internal Audit, Internal Check, Internal Control.

**Unit-4:** Audit Program, Internal Check, Audit Control Types of Audit Audit Programmes.

**Unit-5:** Project: Preparation of Ratios from published Annual Report.

**Unit-6: Amalgamation & Absorption of Company-**

- (A) Theory: Distinction between Amalgamation and absorption of Companies.
- (B) Problems on: Amalgamation and absorption of Companies.

**Unit-7:** Reconstruction of Companies-

(A) Theory: Legal Restrictions on Reduction of Capital.

**(B) Problem on: Reconstruction of Companies by Reduction of Capital Method.**

**Unit-8:** Vouching, Verification & Valuation Vouching of Purchase, Purchase Returns, Creditors Ledger, Sales, Sales Return, Debtor's Ledger, Cash & Bank Receipts & Payments, Debit-Credit Notes, Journal, General Ledger, Stock in trade and Work in progress, Verification and valuation of Balance Sheet items, Stock in Trade and Work in Progress, Contingencies, Post Balance Sheet Events.

**Unit-9:** Special Points-  
In Audit of Educational Institutions, Hotels, Clubs, Hospitals and Cinema Theatres.

#### Suggested Readings

Advance Accountancy by Shukla & Grewal.  
Advance Accountancy by R.L.Gupta.  
Financial Accountancy & Management by Kishnadwala.  
Corporate Accounting by S.N.Maheshwari.  
Advance Accountancy by Mukul Shah and N.R.Dalal.  
Auditing by Kishnadwala.  
Auditing by Tandon.  
Auditing by Mukul Shah & Jayant Mehta.  
Contemporary Auditing by Kamal Gupta.

**BCom II**  
**Specialisation (IV)**  
**COST ACCOUNTING PAPER I**  
**COMPUTER CODE: 5116**  
**Marks 100 (Internals 30 + Final Exam 70)**

**About the Course:**

Course Content Focus on Conceptual aspect, Application of Cost Accountancy Principles to Different Commercial Activities.

**Objectives:**

To impart knowledge of Cost Accounting and cover the practical Knowledge of the Subject.

**Course Units:**

**Unit - 1: INTRODUCTION TO COSTING**

THEORY ONLY; Definition of “Costing” and “Costing Accounting”: Need for Costing: Distinction between Cost Accounting, Financial Accounting and Management Accounting: Basic Concept and Conventions of Financial Accounting.

**Unit - 2: ELEMENTS OF COST AND COSTING METHODS THEORY ONLY**

Analysis and classification of various components of total cost; cursory familiarity with the following methods of Cost Accounting- Unit Costing, Process Costing, Operation Costing, Budgeting, Marginal Costing; Absorption Costing, Standard Costing.

**Unit – 3: MATERIALS**

THEORY: Factory organization from the viewpoint of a Costing System; The Costing Department; Purchasing Procedure- Bill of Material, Purchase Requisition, Quotation, Order, Quantity, Discount, Trade Discount, Cash Discount, Containers, Carriage Costs, Goods received Note; Organization of Stores – Types of Stores, Centralized Buying, Centralized Stores, Imprest Stores, Location and Layout of Store, Duties of Storekeeper, Bin Card, Stores Ledger, Perpetual Inventory System, ABC Method of store Control ; Wastage, Scrap, Spoilage, Defective; Valuation of Material issues by the following methods, their merits and demerits – FIFO, LIFO, Base Stock Simple Average, Weighted Average, Standard Price, Normal and Abnormal Loss in Stores.

**Unit – 4 MATERIALS**

PROBLEMS ON: Maximum level; Minimum level; Average level; Re-order level; Economic Order Quantity; Pricing of Issues under the following methods – FIFO, LIFO, Weighted Average, Standard Price.

**Unit – 5 PROJECTS**

Preparation of Bin Card, Stores Ledger, Material Requisition, Goods Received Note and Inspection Report.

**Suggested Reading:**

“Cost Accounting - Methods and Problems” By B.K. Bhar

“Cost Accounting” by Nigam and Sharma

“A textbook of Cost Accounting ” by S.P.Arora.

“Wheldon’s Cost Accounting and Costing Methods” by Owler and Brown.

“Practical Costing” By Khanna, Pandey, Ahuja and Arora.

**B.Com Part II  
Specialisation (V)  
Computer Studies  
(Computer Code No: 5118)  
Marks: 100 (Internal 30, Final Exam 70)**

**Objective:** To make the students aware about practical application of computer software.

**Unit : I PC FUNDAMENTALS :**

- Definition of a Computer, Features, Applications, Advantages & Disadvantages
- Computer Architecture – Block Diagram
- Input / Output Devices, CPU, Storage Devices.
- Familiarity with KEY BOARD. Use of Function Keys in various software's.
- Use of Function Keys alone, with ALT Key, with SHIFT Key and with CTL Key.
- Various Abbreviations.

**Unit : II OPERATING SYSTEMS: (MS DOS & MS WINDOWS)**

MS-DOS.

- Internal Commands: CLS, DATE, TIME, MD, CD, RD, DIR, COPY, DEL, REN.
- External Commands: FORMAT, DISKCOPY, XCOPY

WINDOWS

- Desktop, Icons, Files, Folders, Shortcuts, Windows Explorer
- Recycle Bin, Windows Characteristics, Maximize/Restore,
- Creating folder and sub folder for each student.
- Minimize, Close Window, Copying, Renaming & Deleting Folders & Files.

**Unit : III WINDOWS ACCESSORIES**

PAINT, NOTEPAD & CALCULATOR

**Unit : IV WORD PROCESSING (INTRODUCTION TO MS WORD)**

- Definition of Word Processing, its Advantages and various word processing packages.
- Character - Word – Sentence – Paragraph – Page & Document.
- Entering and Editing Text.
- File – Open, Save, Save As, Close, Page Setup,
- Selecting Text – Cut Copy Paste
- Special Effects - Italics, Underline, Bold, Subscript, Superscript, Font & Font Size.
- Function Keys & Shortcut Key Combinations

**Unit : V SPREADSHEET (INTRODUCTION TO MS EXCEL)**

- Definition of Spreadsheet and its Applications, various Spreadsheet packages.
- Basic Concepts : Row – Column, Cells
- Inserting Deleting and Sizing of Rows & Columns

- Value Cells & Label Cells and Absolute Cells.
- Functions : SUM, COUNT, AVERAGE, FV, PV, PMT. MAX, MIN, UPPER, LOWER
- Number Formatting
- Function Keys F1...F12, Shortcut Key Combinations
- Elementary Idea about Page Setup and Printing.

### **Unit : VI INTRODUCTION TO INTERNET & EMAIL**

- Definition of Internet & its Applications, Abbreviations (eg WWW, HTTP, URL....)
- Connection – User name & Password
- ISP, Search Engine, Browsing, Web Site
- Various Browser Software and Email Client Software.
- Creating a mail id with free email service providers.
- E – mail : Composing, Sending & Receiving
- Chatting

### **Unit : VII COMPUTERISED ACCOUNTING ACCOUNTING SOFTWARE (TALLY)**

- Fundamental Rules of Credit & Debit
- Account – Meaning. Types of Accounts, Five Examples of Each Types of Accounts.
- Accounting Groups of Assets, Liabilities, Income & Expenses.
- Elementary Idea about Accounting Software and various examples of ready made
- And tailor made software.
- Creating & Altering Company Information
- Gateway of Tally
- Accounting Groups, Inventory Groups and Units of Measurement.
- Elementary Items under Accounting & Inventory Items.
- Accounts & Inventory Information
- Data Entry of Purchase, Sales, Journal, Cash, Bank & Petty Cash Voucher with test data.
- Understanding various account books including accounting ledger and stock ledger.
- Understanding of Trading, Profit & Loss Account and Balance Sheet along with Stock Summary.
- Function Keys & Shortcut Keys

### **Books Recommended**

- |   |                    |
|---|--------------------|
| 1) Rapidex Computer Course – Vikas Gupta      | - Pustak Mahal     |
| 2) PC Software Bible                          |                    |
| 3) DOS for Dummies                            |                    |
| 4) Comdex Computer Course Kit – Vikas Gupta   | - BPB Publications |
| 5) MS Office                                  | -Prentice Hall     |
| 6) Training Guide MS Word 2003                | -BPB Publications  |
| 7) Training Guide MS Excel 2003               | -BPB Publications  |
| 8) Internet 6 in 1                            | -Prentice Hall     |
| 9) Tally 5.4 – / Tally Tutorial A. K. Nadhani | -BPB Publications  |

**B.COM. II**  
**Elective Component**  
**Literature English**  
**(Computer Code: 7101)**

Marks: Total: 100 (Internal 30, Final Exam 70)

**A. Course units and text books** **(one period per week)**

- a. Press release
- b. Telegram writing
- c. Speech drafting
- d. Sales talks
- e. Summarising
- i) Speech ii) Interview iii) Letters.

**2. Writing Skills** **(one period per week)**

Essay writing related to commercial subjects like marketing, advertising, population, price rise, X plan, News budget etc. (More weightage is given to the organization and language of the essay).

**3. Literature** **(two periods per week)**

A literary text “Animal farm” by George Orwell (Penguin)  
(Note- Students should buy the complete book and not the abridged edition).

**B. Scheme of Internal Assessment. (30 marks)**

(For regular students only)

Three tests are to be given out of which the marks for the best two are to be counted. 15 marks for each test.

- 1 test - Sales Talk (Oral)
- Test.
- 1 Test - Drafting & Telegram
- Drafting Speech
- 1 Test - Summarising & Press Release
- Essay Writing

**Final Examination**

**Section I- 70 Marks**

(For Regular & Distance Education Students)

- 1. 2 Questions on Animal Farm. 20 Marks
- 2. 1 Essay out of 5 or 4. 15 Marks
- 3. 1 out of 2 telegraph drafting 05 Marks
- 4. 1 summary of letters or interview. 10 Marks
- 5. 1 Speech drafting 10 Marks
- 6. 1 Press release 10 Marks.

**Section II -30 Marks**

- 1 Summary (Different from Question in Section I) 15 Marks
- 2 1 long question from Animal Farm. 15 Marks

**B.Com Part II**  
**Elective Component**  
**Industrial Psychology**  
**Computer Code 7121**  
**Marks: 100 (Internal 30, Final Exam 70)**

**Objectives:-**

The course aims at introducing students to:

1. Personnel selection.
2. Training and development.
3. Performance appraised & Feedback
4. Organizational attitudes & behavior.
5. Stress & mental health.
6. Leadership & work motivation.

**Unit I Introduction**

- Fields of Industrial / Organisational Psychology
- Research Methods in Industrial / Organisational Psychology

**Unit II Personal Selection**

Criteria: Standards for Decision making in

- Job Analysis
- Job Evaluation
- Job Performance Criteria

Predictors: Psychological Assessment in Personnel Selection

- Assessing the quality of Predictors
- Psychological tests & Inventories
- Ethical Standards in Testing
- Test Content
- Interviews
- Biographical Information
- New & Controversial methods of Assessment.

**Unit III Training & Development**

- Learning & Task Performance
- Methods & Techniques of Training
- Management Development Issues
- The Post Training Environment.

**Unit IV Performance Appraisal**

- Performance appraisal & the law
  - Sources of Performance Appraisal information
  - Rater Training
  - Rater Motivation
  - Self & Peer Appraisal
- Feedback of appraisal information to employees

**Unit V Organizational attitudes & Behaviour.**

- Employee attitudes
- Organisational justice
- The psychological Contract

**Unit VI Stress & Well Being at work**

- Environmental influences on mental health
- Work stress
- Work / family conflict
- The psychological effects of unemployment.

#### **Unit VII Work Motivation**

- Fire critical concepts in motivation
- Work Motivation Theories
- The application of Motivational Strategies

#### **Unit VIII Leadership**

- Major Topics in Leadership Research
- Theoretical approaches to Leadership
- Transformational & Charismatic Leadership
- The Implicit Leadership theory

#### **Books Recommended**

1. Psychology Applied to Work, 6<sup>th</sup> Edition, Wadsworth-Thompson Leaving first Reprint 2000. Muchinsky Paul M
2. “ Industrial Psychology”, 4<sup>th</sup> edition, Reprint 2002, Himalaya Publishing Home Ghosh Dr. P.K. & Ghorpade M. B.,
3. “Fields of Applied Psychology” 2<sup>nd</sup> edition, Mc Graw Hill. Anastasi Anne,
4. Industrial & Organisational Psychology Mc graw Hill International edition, 1992. Miner John B.
5. Organisational Behavior. By Luthans, Fred. (Mcgrowhill Higher Education. Bostan)
6. Industrial & Organisational Psychology. By Anita Kumar, Suhail & Pathare. (Himalaya Publishing House)
7. Manashsahstra: Udyogik & Vyavashayik Upayojan. By Pandit, Dr. Kulkarni, Dr. Gore. (Pimpalpure Publishing House)
8. Manavi sansthanache Vyavashthapan. Dr. Deshmukh. (Pimpalpure Publishing House)

**B.Com Part II**  
**Elective Component**  
**Sociology**  
**Environment, Ecology & Society**  
**Computer Code 7122**  
**Marks: 100 (Internal 30, Final Exam 70)**

**Objectives:**

1. To make the student aware of the sociological & environmental conditions in which they live.
2. To make the students understand that they are a part of the environmental degradation.
3. To make the students aware of the ecological and environmental dimensions of contemporary social problems.

**Course units:**

1. Man, Nature & Society.  
Relationship of mutual dependence & changing patterns.
2. History of man- Environment relation in India since ancient times, Biosphere reserves in ancient Indian religious viewpoint – Sacred Groves Devran, Nagvan, Kevadavan, Kabirvad, Scriptural edicts on environment, Grow more jungles and let the rivers flow.
3. Environment, Ecology & Development – the problem, Nature of environmental disturbances and their consequences.
  - I Processes
    - a. Industrialisation & Tecnology.
    - b. Urbanisation
    - c. Developmental Models & Programme.
  - II Consequences
    - a. Deforestation – soil erosion & floods - Western Ghat & The Himalayas.
    - b. Mineral & seabed extraction – trawling, displacement (Narmada).
    - c. Pollution, Air, water, noise, Nuclear Zone, Depletion, green house effect, & global warming.
    - d. Green revolution & its impact: Increasing salinity, ground water level depletion, use of pesticides & synthetic fertilizers.
    - e. Pollution
    - f. Industrial disasters (Bhopal gas tragedy, Rasayani tragedy)
  - III Rural Industrialisation & Environmental impact, Cases of sugar mills, plantations, tanner factory.
  - IV Alternatives towards sustainable development
    1. Appropriate technology – biogas.
    2. Indigenous technology & organic fertilizers, Finishing techniques used in Kerala.
    3. Recycling waste – garbage industry.
    4. Social forestry & its critique – the case of eucalyptus & subabul.
    5. Watershed management – the case Vijay Hazare’s experiment and Pani Panchayat Samiti in Pune.

**Recommended Books**

1. The work book encyclopedia, Topic on environment & Nuclear waste.
2. Citizens Reports of Status of Environment in India – Anil Agawal.
3. Social Ecology - Alihon
4. Social Ecology - Radhkomal Mukerji.
5. Human Ecology - A Theory of Community Srtucture- Hpwloy A.B.
6. Man & Earth - Holt E.S.

7. Man's role in changing the face of the earth – Thomas W. L (Editor)
8. Millen TylorG – Replenish the earth, A Premier in Human Ecology, California, Wordsworth Publications Co. 1972.
9. Anderson W. (Ed) Politics & Environment, Pacific Good Year Publishing Co. 1970.
10. Ecology Anthropoloy, New York, John & Sons, 1977.
11. R. Guhat M Gadgil – The Fissered Land, Oxford 1993.

**BCom Part II**  
**The Elective Component**  
**Elements of Government**  
**(Computer Code: 7123)**  
**Marks 100 (Internals 30 + Final 70)**

**Objectives:-**

The course aims at introducing students to:

1. Different forms of government.
2. Theory of separation of powers.
3. Organs of government.
4. Role of political parties, pressure group and public opinion.
5. Role of electorate and representation.
6. Importance of local self-government

**Unit I: Forms of Government** Fundamental Concepts State, Government, Nation, Right and Duties (State Versus Individual) constitution.

Kautilya's ideas on Government Aristotle's Classification modern Classification, Monarchy, Aristocracy, Oligarchy, Cabinet Governments, Presidential government, Unitary. Government, Federal Government, Democracy, Dictatorship, nature and Kinds, Of constitutions, Requisites of a good constitution. Amendment of constitution.

**Unit II: Organs of Government** Theory of Separation of Powers-Doctrine and its comparative study in U.S.A., England, and India. Organs of Government

Legislature: Structure, Composition & Functions.

Executive: Nature, functions, & types

Relation between Executive & Legislature in Modern times.

Judiciary: Role and Functions, Independence of judiciary (with special reference to India

**Unit III: Party System**

1. Role of Political Parties in Democracy
2. Role of opposition, Pressure Grope, Public opinion.
3. Two Party System & Multi-Party System.
4. Party System in a Dictatorship.

**Unit IV: Electorate & Representation**

Adult Franchise (with special reference to woman)

The role of Electorate.

Representation Proportional, Vocational, Referendum and call.

**Unit V: Local Self Government :**

Necessity & Importance, Local Bodies, Municipalities, Panchayati Raj, Zilla Parishad, Block, Gram Panchayat.

**Module IV International organizations :**

Evolution and Functions of U. N. O. – Its relevance in modern times.

**Books Recommended:**

1. Political Science: Theory & Governmental Machinery,  
Himalaya Publishing House, Mumbai B.K. Gokhale  
Grammer of Politics A. C. Kapoor, Harold Laski  
Political Science James Garner - Political science &  
Government American Book Company New York.
2. Appadorai - Political Thought. Oxford University  
Press, New Delhi.

1. Bhartiya Rajyavyavashtha. By Dr. Bhole.  
(Pimpalpure Publication)
2. Rajkiya Sidhant. By Dr. Bhole.  
(Pimpalpure Publication)
3. Bhartiya Rajkiya Vichar. By R.D. Sawde.  
(Himalay publication House.)
4. Aadhunik Rashtravad & Loksahi Bhavnano Vikas. By]  
S.B. Jani. (University Granth Nirman Board)
8. Samyavad & Samyavadio. By Gandhiji.  
(Navjeevan Prakashan Mandir)
9. Vishvarajkaran. by Hashmukh Pandya.  
(University Granthnirman Board)

**BCom Part II**  
**Elective Component**  
**Comparative Economic Systems**  
**(Computer Code 7124)**

**Marks 100 (Internals 30 + Final Exam 70)**

**Objective:** To enable the students to understand the working of various economic systems & their impact on the economy.

**Unit 1 – Introduction**

Evolution of economic systems – meaning & definitions of economic systems, classification, features, functions and importance of various economic systems, economic systems & social justice.

**Unit2- Incentives**

Meaning, types, role & importance, incentives under different economic systems.

**Unit 3 – Efficiency**

Meaning, importance, criteria for efficient economic systems.

**Unit 4 – Economic Freedoms**

Meaning, types of economic freedoms under different economic systems, role & importance of economic freedoms in the smooth running of the economic systems.

**Unit 5 – Capitalism**

Evolution, meaning & definition, major features, institutional framework of capitalism – specially role of government, role of competition and market mechanism, role of profit motive, role of consumer's sovereignty, merits & demerits of capitalism.

**Unit 6 – New capitalism**

Recent changes in capitalism (brief critical evaluation of capitalism in USA, Japan, and Sweden.

**Unit 7 – Socialism**

Evolution of socialism, meaning & definition, characteristics of socialism, merits & demerits, major causes for downfall of socialism.

Central Planning – Definition, rationale for central planning, criticism of central planning with reference to socialist countries like USSR & China.

**Unit 8 – Mixed Economy**

Evolution, meaning & definition, features, merits & demerits, critical evaluation of working of mixed economy in India.

Role of public sector & private sectors with special reference to India.

Globalisation, Liberalisation & Privatisation with special reference to India.

**Unit 9 – Indian Economic Planning**

Indian socialism & its features, Gandhian economic thought with reference to containment of want, decentralization of economic power, Gramodaya, Self-sufficiency, Truthfulness, Simplicity, Sarvodaya, Non-violence, Dignity of labour, Minimum government interference, Trusteeship etc.

Relevance of Gandhian economic philosophy.

**10 – Convergence** Convergence of various economic systems and recent changes all over the world (an overall view)

### **Suggested Readings**

1. Grossman Gregory – Economic Systems.
2. Israni, S.M., Comparative Economic Systems.
3. Mankar, V.G., Fundamentals of Economic Systems.
4. Mithani, D.M., Economic Systems.
5. Loucks W.J., Comparative Economic Systems

**B.COM. II**  
**Elective Component**  
**Psychology**  
**(Computer Code: 7126)**  
Marks: Total: 100 (Internal 30, Final Exam 70)

**Course Units:**

**A. Human Behaviour**

Psychology as a science. History & systems of psychology, Organisation of behaviour – Nature of frustration – sources of frustration- Frustration Reactions – How frustration reorganizes behaviour – control of behaviour.

**B. Man is a behaving organism**

How the organism adjusts its activity? How the behaving system organizes its environment? Mechanisms of specific response.

**C. Development of Behaviour**

Course of development –factors of heredity-determinants of development-specific motives-general motives-learning & motivation.

**D. Emotion**

Activation Pattern- Emotional after effects – emotional habit patterns – determinants of emotional response – emotional regulations.

**E. Perception**

Receptors –Measurement perception, perception in the total response, perceptual illusions attention. World of form & space, perceptual constancy.

**F. Learning**

States in learning, efficiency in learning, dynamics of learning, theories of learning, transfer effects in learning & memory. Nature of memory. Conditions of remembering & forgetting. Organisation of memory.

**G. Thinking**

Origins of thinking – Nature of thinking process-motivation in thinking – Attitudes.

**H. Verbal Behaviour**

Nature of communication. Speech production. Speech perception. Writing & reading, Language & meaning.

**I. Social Behaviour**

Structure of the social environment. Personality & the social environment. Social motivation, Group dynamics.

**J. Personality Measurement.**

Personology – self, inventories, Projective tests, Interview assessment, evaluating personality assessment. Organisation of personality.

**Books recommended**

1. Behaviour of Man: An Introduction to Psychology by Smith & Smith, Henry Holt & Co. New York.
2. Living Psychology by Heershey & Luco, Macmilan, London.
3. Samanya Manovigyan (In Gujarati) by Pandit, Kale Kasbvala, J. Bharat & Co. Mumbai
4. Manas Shastra Parichay (in Marathi) by Nanda & Pande, Kitab Mahal, Mumbai

**B.COM. II**  
**Elective Component**  
**Trade**  
**(Computer Code: 7130)**

Marks: Total: 100 (Internal 30, Final Exam 70)

Unit I

Internal Trade of India – Its nature and significance – Value & volume- composition & direction –local, regional & national trade- centres of trade- trading mechanism-private & public trading-regulation of trade.

Unit II

Trade in urban & rural areas-trading in agricultural produce, manufactures & services-local market-fairs & festivals-public distribution system-procurement policy-channels of distribution-financing of trade.

Unit III

Regulation of trade-restrictions on trading time, manner & place-weights & measures-quality & price regulations-procedure-settlement of disputes-trading in Indian context.

Unit IV

International trade- pattern of growth-changing structure- value & volume-direction & composition-trading pattern-trading blocks-state trading.

Unit V

International trade organization-GATT-UNCTAD-World Commodity agreements-payment agreements-Indian participation-need for innovative changes.

Unit VI

India & international trading system.

**BCom Part II**  
**Elective Component**  
**Transport & Communications**  
**(Computer Code: 7131)**  
**Marks: Total: 100 (Internal 30, Final Exam 70)**

**Objectives**

The course aims at introducing students to:

1. Transportation in India.
2. Efficiency & Problems of transportation.
3. Government policy for transportation.
4. Communication in India.
5. India and International Communication system.
6. Government policy for communication.

**Unit 1: Transport in India**

Road Transport- classes of roads – maintenance of roads – Financial problem – Public works department – regulation of Roads.

Railway transport- growth of railways – role of railways in India – State enterprise in railways – organization of Department structure finances – need for competition – Operational efficiency.

Surface transport – urban and rural transport – local transport – Cities transport – metropolitan cities and their problems – pricing Of Services – need for coordination – Government policy.

**Unit II: Water transport**

Internal & International – canals and river transport coastal shipping – international shipping – containerization and refrigeration – freight structure finances.

**Unit III Air transport –**

Growth of civil aviation in India – Performance of air lines – their organization structure – pricing of air Services – problems of air transport.

**Unit IV: Modern transport and Communications –**

Transport and Communications of public utilities - role of transport and Communication in development pricing of public utilities – need for Coordination – national transport & communication policy.

**Unit V: Internal communications** –press – radio – T. V. Post and Telegraph value added services – Telephones – Fax – Voice mail – Telex – ISD STD– Cellular radios – courier Services.

**Unit VI: International communications** – overseas network Satellites need for modernization and computerization. India and International communication system.

**BOOKS RECOMANDED**

1. Management of Modern city Transportation System. By K.K. Dewan, M. Mustafa. (Deep & Deep Publication Pvt. Ltd.)
2. Transport in modern India. By Bhadnagar. (K.P. Kishor Publishing house.)
3. Communication media and Information Technology. By S.K. Goel. (Commonwealth Publication)
4. Communication Planning & Policy issues. By Naval Prabhakar. (Commonwealth Publication)
5. Development Dynamics of Media & Communication. By Naval Prabhakar. (Commonwealth Publication)
6. Sanchar Madhyami. Sampadak Dr. Nagin Modi. (R.R. Sheth)

**B.Com Part II**  
**The Elective Component**  
**RURAL INDUSTRIALIZATION**  
**(Computer Code: 7141)**  
**Marks: Total: 100 (Internal 30, Final Exam 70)**

**Objectives**

The course aims at introducing students to:

1. Nature and importance of rural industries.
2. Importance of self – reliance at village level.
3. State participation in rural industrialization.
4. Problems of rural industries.
5. Government measures for promotion of rural industries.

**Unit I: Rural Industries**

Meaning of rural industrialization – Comparison of rural and Urban Industry in point of scale, technique, financial investment and Marketing, Meaning and role of rural industries in the Indian Situation.

**Unit II: Need of rural industrialization –**

The nature & causes of poverty, Underemployment and unemployment in rural areas rural exodus rural urban imbalance The question of local initiative and self – reliance at village level the case for and against decentralization.

**Unit III Industrial Organization**

The organization set-up, proprietorship, partnership, Industrial Co-operative. Types of rural industries and their importance – cottage Industries Small industries, agro-industries, agro-based industries. Nature and extent of state participation.

**Unit IV: Problems of rural industries**

Location – skilled labour – Capital Entrepreneurship technology – marketing – protection, Raw Material Supply – social costs and benefits.

**Unit V: Government Policy**

Industrial policy of Government of India with special reference To Rural industries – measures and plan proposals for promotion of Rural industries at the national and state level, administrative setup. Prospective role of rural industrialization in the context of recent Economic policy.

**BOOKS RECOMMENDED**

1. Decentralized economic development, Khadi & village commission. Mumbai V. L. Mehta
2. Small scale and cottage industries in a developing economy. M. S. Shetty
3. Rural Development (5 Volumes) Himalaya Publishing house, Mumbai. Vasant desai
4. Cottage industries & planned R. V. Rao (economy)
5. Organisation and structure of khadi & Village Industries. J. N. Verma
6. Planning Commission Five Year Plans, Government of India – Planing commission, Govt. of India
7. Gramin Vikas. By Chandrakant Pathak. (Navbharat Sahitya Mandir)
8. Bharat ma Gramin Vikas na Samajik Pasa. By A.G. Shah & Jagdish Dave. (Rachana Prakashan)
9. Oochi mudina Udayog. By Chandrakant Pathak. (Navbharat Sahitya Mandir)

**BCom Part II**  
**Economics Elective Component**  
**Co-operative Management**  
**(Computer Code 7142)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**Objectives**

1. To enable the students to understand the concept of co-operation in its various ramifications.
2. To enable the students to understand the institutional framework of co-operatives.

**Unit 1 – Co-operation**

Co-operation – Meaning and significance of co-operation, basic principles of co-operation, co-operation and other economic systems.

**Unit 2 – Types of co-operative institutions**

Co-operative credit societies, Co-operative marketing societies, Co-operative farming societies, housing co-operatives, labour co-operatives, industrial co-operatives, consumer's co-operatives, brief resume of functions, progress, problems and measures to solve them in respect of each.

**Unit3 – Structure of co-operatives**

Structural organization of co-operative societies (Internal), procedure, formation, office bearers, secretary, directors, supervision, audit, liquidation, functions of the registrar of co-operative societies. Co-operatives Vs joint stock companies, partnership and trade unions.

**Unit 4 - Nature of co-operatives**

Single purpose Vs multi purpose co-operatives, consumers' Vs producers' co-operatives, state trading Vs co-operative trading, unlimited Vs limited liability.

Co-operative Law –a brief resume of important co-operative Acts in India .

**Unit5 – Management of Co-operatives**

- a. Personnel management – manpower planning and selection of personnel.
- b. Co-operative training and education in India – its need, objectives, existing facilities, problems, measures for improvement.
- c. Leadership under co-operatives – need for devoted and enterprising leadership, qualities required of a leader, role of a leader, co-operative leadership in India.

**Unit 6 –Institutions & co-operation**

- a. State & co-operation - Attitude of state & co-operatives towards each other, state patronage in India, benefit and drawbacks of state patronage.
- b. RBI & NABARD – Role of both in the field of finance.

c. SBI and co-operation

**Unit7- Banks & co-operation**

Land Development Banks, Co-operative banks, State co-operative banks, Central co-operative banks – a brief review of their objectives, operations, benefits, weaknesses and measures for improvement.

**Unit 8- Progress of co-operatives**

Progress of co-operative movement in India after independence, achievement, weaknesses, causes of slow progress and measures for improvement.

**Suggested Readings**

1. Madan, G.R., Co-operative movement in India
2. Mathur, B.S., Co-operatives in India.
3. Kulkarni, K.R., Theory & Practice of Co-operation in India, Vol I & II.
4. Hajela, T.N., Principles & Problems of Co-operation
5. Sharda,V., The Theory of Co-operation.

**BCom Part II**  
**Elective Component**  
**Rural Banking**  
**(Computer Code 7143)**

**Marks 100 (Internals 30 + Final Exam70)**

**Objectives**

1. To enable students to understand the various issues related to financing of the rural economy.
2. To familiarize the students with new developments in the institutionalization of rural finance and the need for further improvements in these institutions for greater effectiveness of the system.

**Unit 1 – Rural environment**

Rural resources – physical, human & financial, rural development in the pre & post independence period, indigenous agencies of rural finance, their role & importance, their methods of financing, limitations of indigenous agencies, need for change.

**Unit 2 – Structure & working of rural banking**

Financing of rural activities, evaluation of development of rural savings & credits, rural credit surveys.

**Unit 3. Rural indebtedness & rural credit**

Magnitude of rural credit, Institutional credit gap, causes of rural indebtedness, consequences of rural indebtedness, Ideal credit system, debt – relief & regulation of money lending activities, Multi-agency approach to rural credit.

**Unit 4 – Co-operatives**

Structure of Co-operatives, progress of co-operatives, advantages of co-operative institutions, critical evaluation of co-operatives, strengthening of co-operative structure, Land Development Banks – progress & problems of LDBs, measures to strengthen LDBs, Farmer's Service Societies.

**Unit 5 – Commercial Banks**

Role & progress of commercial banks as a source of rural credit, Nationalisation of commercial banks & priority sector lending, co-operatives Vs commercial banks, co-ordination between co-operatives & commercial banks, Lead Bank Scheme –scope, objectives, implementation and problems, Service Area Approach –role, problems & need to strengthen the Service Area Approach

**Unit 6 - Regional Rural Banks**

Advent of Regional Rural Banks, special position of RRBs, their functions, responsibility of Sponsor Bank, Progress of RRBs, problems of RRBs, measures to improve the performance of RRBs.

**Unit7 - National Bank for Agriculture and Rural Development**

Functions of NABARD, various financing schemes of NABARD, Progress and problems of NABARD, new measures of NABARD in rural finance, Role of RBI, SBI and SFC in rural finance, importance of integrated rural finance.

**Unit 8 - Techniques of lending for Agriculture**

Crop Loan Scheme, essential features of Crop Loan Scheme, problems of Crop Loan Scheme, Group Loaning – its merits and problems, Project Approach, Consortium Approach, Agriculture Credit Pass Book, Kisan Credit Cards. Micro Finance

### **Suggested Readings**

1. Sundaram Satya, Rural Development, Himalaya Publishing House.
2. Arumugam, P., Lead Bank Scheme & Service Area Approach, UDH Publishing Houde N. Delhi.
3. Jain Pramad Lata, Co-operative Credit in Rural India, Mittal Publications, New Delhi.
4. Naidu L.K., Bank Finance for Rural Artisans, Ashish Publishing House, N.Delhi.
5. Rayudu, C.S., Rural Credit in India, Mittal Publications.
6. RBI, Multi-Agency Approach in Agricultural finance (Report of the working Group.

**B. Com Part II**  
**The Elective Component**  
**ADVERTISING**  
**(Computer Code : 7144)**  
**Marks : 100 (Internal 30, Final Exam 70)**

**OBJECTIVES**

The course aims at introducing students to:

1. Principles of Advertising.
2. Importance of advertising in the field of distribution.
3. Market Research and its techniques.
4. Effectiveness of different media.
5. Techniques of Advertising.
6. Appeals in Advertising.

**Unit 1: INTRODUCTION OF ADVERTISING :**

Origin & growth of advertising. The role of advertising in modern business world. Advertising Publicity and propaganda. The active participants i.e. advertiser, Agencies and media-Advertising coverage Local, Regional and National Product, Services and institutions advertising Importance of advertising planning, the benefits of advertising – Criticism.

**Unit 2: ECONOMIC & SOCIAL ASPECTS OF ADVERTISING:**

Advertising in a competitive society- Effect of advertising on (i) Production Costs (ii) Distribution Costs (iii) Consumer Prices, limiting competitive advertising expenditures – Advertising and creation of monopolies – Expansion of Consumer markets – waste in advertising.

Advertising and utility – Advertising and prices-Advertising and consumer choice-Economic controls-Advertising and cultural values-Advertising and standard of living-Advertising and perception. Advertising and Consumer's welfare and protection- Ethics in advertising.

**Unit 3: ESSENTIAL OF AN EFFECTIVE ADVERTISING PROGRAMME :**

**Market Research:** What is market research? Market research and the scientific method-Research techniques-Steps in the market research process-External research sources and services- Limitations of Market research.

**Consumer Research :** Need for consumer research-function of consumer research-Human behavior-Psychological methods.

**Product Research :** The object of product analysis-Analysing the new product-Analysing the competitive products-Testing the product- packing considerations- Trade Marks and Brands.

**Media Research :** Audit Bureau of Circulation- Expert agencies.

**Unit 4: MEDIA FOR ADVERTISING:** The choice of media for advertising considerations, Advertising expenses, language, Circulation, Effectiveness different media available-indoor and Outdoor Advertising Newspapers- magazines- Direct Mail (Handbills, folders, ect- Radio- Television, murals-Transport, Advertising- Trade shows and Fairs-window. Displays skywriting, Balloons, Sandwich Boards, ECT. Point of purchase advertising screen Publicity-Samples And Premiums- Miscellaneous Media including packaging.

**Unit 5: Construction of an Advertisement**

Visualisation: Definition-creative visualizations and techniques of visualization using them in advertisements.

Construction of Press advertisement – copywriting - Characteristic of a good copy (headline, slogan ect.) Forms of copy – keying an advertisement.

Designing a poster

Techniques of Radio advertisements.

Layout-Definition-Requisites of an effective layout.

Illustrations-Artwork-Photography typography-Printing Use colours.

Film and T.V. Advertising, structuring, Buying Time and Space.

### **Unit 6: Appeals in Advertising :**

Factors affecting or arousing response – A.I.D.A. Formula

Attention getting methods-Conviction and belief-Satisfaction and Action-Creative and Competitive advertising. Psychology of consumers- Types of customers and buying motives- Selling Point Different appeals, their significance, classification and relationship with the other elements of advertisement-Appeal consisting of selling points such as (i) Features, Colors, Shapes, Size Weight, Spare parts ect. (ii) Merits durability, style, comforts, Appeal to buying motives through senses of perception like sight, Smell, Hearing, Touch and Taste Positive and Negative appeals.

### **Unit 7: EFFECTIVE ADVERTISING:**

Importance of testing-Basic Principles of copy testing-Pre-testing & post-testing Methods. Advertising Agency: Definition utility- Organization- Functions-Factors for the choice of Client relationship-client Turnover.

Advertising Department: organization-Coordination with Sales Advertising Budget-Public Relations-Advertising Agency v/s Advertising Department.

### **BOOKS RECOMMENDED**

1. Aaker, David, et.al: advertising Management, prentice Hall, New Delhi.
2. Anderson, hair, Bush: professional sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, John G. Myers and David A. Aaker: Advertising Management, Prentice Hall, New Delhi.
4. Ford, Churchill, Walker: Management of sales force, McGraw Hill, Singapore.
5. Gupta, Vaswar Das: Sales Management, In the Indian perspective, prentice Hall, Delhi.
6. Johnson, Kurtz, Schewing: sales Management, McGraw Hill, Singapore.
7. Krik C.A.: Salesmanship, Tarapore wala, Bombay.
8. Norris, James S.: Advertising, Prentice Hall, New Delhi.
9. Patrick, Forsyth: sales Management Handbook, Jaico Publications, Bombay.
10. Sandage C.H. and Fry Burger: Advertising-Theory and practice, Richard D Irwin, Illinois.
11. Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co., New Delhi.
12. Stanton, W.J and Spiro, R: management of sales Force, McGraw Hill, Singapore.
13. Still, Richard R. Edward W. Cundiff, and Norman A.P. Govani: Sales Management, Prentice hall of India, Delhi.
14. jansampark & Jaherkhabar. By Dalal & Yasin. (University Granth Nirman Board, Ahmedabad.)
15. Vechankala & Vigyan. By T.J. Rana. (B.A. Shah Prakashan.)

**B. COM. II**  
**The Elective Component**  
**EXPORT MANAGEMENT**  
**(Computer Code : 7145)**  
**MARKS: 100 (Internal 30, Final Exam 70)**

**Objectives**

**The course aims at introducing students to:**

1. Export policy of the government.
2. Trade agreements between India & other Countries.
3. Working of export development authority.
4. Export procedure.
5. On completion of this course, a student is expected to be equipped to participate meaningfully in the work of any export organization or export-oriented industry.

**Unit I: Export Management**-definition, nature and scope of the subject

Export management as a profession – export organization – staff coordination with other departments of the company/establishment.

Need for Exports-interdependence of countries-industrial growth, need for higher imports and therefore for increasing exports to keep up the economic development- Export or perish as a slogan for many industrial countries-export obligation for home industries- international competition for export marketing.

**Unit II: International marketing**

Scope-need-practice-problems-regulation of international trade- tariffs quotas-non-tariff barriers-GATT-UNCTAD –trade agreements- Joint commission trading blocs-EEC-COMCON- LAFTA-AEAN- growth in the world trade flows.

Exploring world markets for exports sources of information-

Collection of data- Government agencies- Directorate of Commerce Intelligence and Statics-India Trade Journal-Export Bulletin. Trade Commissioners and Embassies-Private sources-foreign offices- agents- personal visits for export promotion-Government visits to India of foreign buyers- hospitality-entertainment-arranging hotel accommodation, internal tours ect.

**Export Pricing**

Construction of export prices and connected problems – if quotations based on ex-works price plus transport and other charges from factory or godown to the port plus Port Commissioner' charges plus shipping freight plus insurance less such deductions the exporter is able to make by way of satisfy to compete in the export market. Details of incentives under export promotion schemes-cash assistance –draw-back of excise and customs duties- registration with export promotions councils – classification of goods.

**Unit III: Export Finance**

Packaging credit and its formalities – Bill discounting facilities for buying raw materials ect. For the manufacture of products for export pre-shipment and post-shipment advances from commercial banks at concessional rates-E.C.G.C. Case studies on export finance.

**Unit IV: Export Policy**

Export Policy-Resolution of 1970 – Industrial licensing policy And provision for industrial output for export-department of Export production-Special incentives and procedure for speedy allocation of foreign exchange for import of capital goods by export oriented its and for assisting units with attractive export programmes. Public sector trading agencies- channalising import and export Trade assurance of imported raw materials – pushing export of new difficult items – import policy as an instrument of export promotion and of developing foreign trade on a rational basis. Import entitlement of exporters.

**Unit V: Export Promotion**

Export promoting measures – diversification of exports- Finance for export assistance and incentives- transport facilities – training in market research, rationalization of institutional arrangements and technical services, including with the help of U.N. agencies and friendly countries – release of foreign exchange for specified purposes, import replenishment, priority in allotment of scarce raw materials, drawback of duties, their duties, other general and specific Reliefs. Reserve Bank of India and I.D.B.I. schemes. Cash compensatory support for developing marketing competence and to neutralize disadvantages inherent in foreign trade.

Trade agreements and protocols between India and other Countries Rupees trade and its significances – export to socialist countries. Trade delegations, organizations for export, promotion – the Board of Trade – Advisory Council on Trade – Regional Advisory Committee on import and export. Chambers of Commerce – Associations of trade and industry – the Trade Development Authority – The federation of India Export Organizations. Export Houses – The Indian Institute of Foreign Trade – The Export Inspection Council The India Council of Arbitration – The Marine Products. Export Development Authority Export

Processing Zone. The Handicrafts and Handlooms Export Corporation. The Directorate to Exhibition and Commercial Publicity.

State Trading Corporation of India Ltd., and its subsidiaries like The Projects and Equipment Corporation of India Ltd., Cashew Corporation of India, the handicrafts and Handlooms Export Corporation of India Ltd. The Mineral sand, Metals Trading Corporation. The Mica Trading Corporation of India Ltd.

### **Unit VI: Export Procedure**

Export Procedure & Regulation Procedure for claiming incentives, cash assistance, import entitlements – certificate of origin – detailed shipping, forwarding, insurance customs inspections, banking procedures – Reserve Bank of India requirements relating to foreign exchange remittance foreign exchange for business travel, opening and running, offices, payment of agency commissions ect., documentation.

Rationalization and simplification of export procedures and Export control regulations by the Government. Commodities, products, services, traditional and non – Traditional items and markets. Value volume Direction. A brief background of import trade.

### **BOOKS RECOMANDED**

1. Export management. By Balagopal, T.A.S. (Himalaya publishing House)
2. Export Import Procedure & Documentation. By N.G. Kale. (Vipul Prakashan)
3. Export Marketing. By Vaz, Michael. (Madan Prakashan)
4. International Trade Policy. By Robertson, David. (McMilan Publication)
5. International Trade theory & Practice. By P.N. Roy. (Wiley Eastern Ltd.)
6. International Trade & Export Management. By Cherunilam Frances. (Himalaya Publishing House)
7. Export Marketing. By Rathar. (Himalaya Publishing House)
8. Vishva vyapar Sangathan & Bhartiya Aarthvyavashtha. By Ramnaresh Pandey. (Atlantic Publisher & Distributores)

**B. COM. II**  
**The Elective Component**  
**MARKETING MANAGEMENT**  
**Computer Code: 7146**

**MARKS: Total: 100 (Internal 30, Final Exam 70)**

**Objectives: -**

The course aims at introducing students to:

1. Significance of Marketing.
2. Concept of Marketing System.
3. Consumer's guidance & Protection.
4. Concept of market research & promotion.
5. Marketing Organization & Commodity Exchanges.

**Unit I: Marketing concept**, significance and Strategies of Marketing Marketing - Mix-Marketing Functions- and its Tasks

**Unit II: Marketing System and Environment**

Segmentations, planning Channels of Distribution Sales forecasting – pricing Policy Consumers' Guidance & Protection.

**Unit III : International Marketing**

Significance – The position of India – Methods of exporting, Marketing Services and Government Support – Export Promotion, Import substitution.

**Unit IV: Market research & Promotion –**

Importance – Techniques. Methods of promotion – Optimum promotion mix.

**Unit V: Advertising media –**

Their relative merits and limitations. Personal selling, functions of salesman.

**Unit VI: Corporate Organizations –**

Stali Organizations – Stali Trading Public Enterprises Co-operative Marketing & Industrial Co-operatives

**Unit VII: Organized Markets**

Commodity Exchanges – Regulated Markets – Speculation – Hedging

**BOOKS RECOMMENDED**

1. Marketing Management, Philip Kotler, Prentice Hall, N. Delhi.
2. Marketing, G. B. Giles Financial Times Prentice Hall, N. Delhi.
3. Marketing, J. C. Sinha, V. N. Mugali,
4. Business Management, S. A. Sherkar.
  
5. International Marketing, Czinkota, M.R. Dryden Press, Boston.
6. International Marketing, Fayerweather, John Prentice Hall, New Delhi.
7. International Marketing, Jain, S.C CBS Publications, New Delhi.
8. Global Marketing Management, Keegan, Warren J. Prentice Hall, New Delhi.
9. International Marketing: Analysing and strategy, Onkvisit, Sak and John J. Shaw: Prentice Hall, New Delhi.
10. International Marketing Reader, Palliwoda, S.J (ED), Routledge, London.
11. The Essence of international Marketing, Palliwoda, Stanley J.: Prentice Hall, New Delhi.
12. International Marketing, Sarathy, R and V Terpstra: Dryden Press, Boston.

**B. Com. II**  
**Elective Component**  
**Industrial Statistics**  
**(Computer Code- 7147)**  
**Marks 100 (Internals 30 + Final Exam 70)**

**Section I**

**Industrial Statistics (50 Marks)**

Unit	Credits	Lectures
1	02	25
Statistical Quality Control: <ul style="list-style-type: none"> <li>• Control Charts: <math>\bar{x}</math>, <math>R</math>, <math>p</math>, <math>np</math>, and <math>c</math> control charts</li> <li>• Acceptance Sampling Plans: Single and double sampling plans O. C. Curve, Producers' and Consumers' Risks, LTPD</li> <li>• ISO 9000-2000 Certification and Total Quality Management</li> </ul>		
2	01	10
Elementary Decision Theory: EMV Criterion and Decision Tree Approach		
3	01	15
Probability: Definition, Addition and Multiplication Theory (Knowledge of Permutation and Combination is essential)		
References:		
1. Statistical Methods: S. P. Gupta		
2. Practical Statistics- C. B. Gupta		

**Section II**

**Industrial Statistics (50 Marks)**

Unit	Credits	Lectures
1	02	25
Testing of Hypothesis: Type I and Type II errors, Critical Region <ul style="list-style-type: none"> <li>• Large Sample Tests: Sample mean and Proportion (Single and two samples)</li> <li>• Small Sample Tests: t Test for Sample mean and significance of correlation co-efficient, f Test and ANOVA</li> <li>• <math>\chi^2</math> Test</li> </ul>		
2	02	25
Theoretical Distributions: Binomial, Poisson, and Normal Distribution		
References:		
1. Methods of Statistics- S. P. Gupta		
2. Practical Statistics- C. B. Gupta		
Note:	The problems and projects should be on applied fields of industry and management	

**B.COM. Part II**  
**Elective Component**  
**ADDITIONAL ACCOUNTANCY**  
**COMUTER CODE: 7149**  
**Marks 100 (Internal 30 + Final Exam 70))**

**About the Course:**

Course content focus on Conceptual Aspect, Application of Accountancy for Different Commercial Organisations.

**Objective:**

To impart knowledge of Accounting and cover the practical knowledge of the subject.

**Unit-1** Account Current: Problems only

**Unit-2** Average Due Date: Problems only

**Unit-3** Receipt & Payment Accounts- Problems only on:  
Preparation of Receipts and Payment Account and Income  
Expenditure Account and Balance Sheet Excluding Receipt Payment  
A/c of professionals.

**Unit-4** Joint Venture – Problems only

**Unit-5** Partnership Accounts: Problems on admission of a partner.

**Unit-6** Partnership Accounts: Problems on retirement and death, admission  
of a Partner.

**Unit-7** Partnership Accounts: Problems on dissolution of a firm

**Unit-8** Partnership Accounts: Problems on amalgamation of firms and sale  
to a company.

**Unit-9** Problems on proprietor's final accounts including manufacturing  
account.

Suggested text books:

Advanced Accountancy by R.L.Gupta  
Financial Accounting by Kishnadwala

**B.Com /BA Part II**  
**Vocational Subject (I)**  
**Computer Applications**  
**Paper III Graphic Designing**  
**Code 0318**  
**Marks 100 (30+70)**

**1) Fundamentals of Computer Graphics**

- Uses of Graphic in Computer
- Formatting Text
- Scaling Graph and Text
- Color CRGB and CMYK

**2) Pagemaker**

About PageMaker  
Creating New Document  
Rulers  
Entering and Formating Text  
Adding Colors  
Creating Graphics in PageMaker  
Changing Character Specifications  
Developing and Formatting paragraphs  
Editing Pictures  
Using Find and Change Feature  
Page Setup  
Using Story Editor  
Designing the Master Page  
Inserting and Removing Pages  
Creating Bills, Pamphlets, Visiting Cards & Advertisements etc.

**3) CorelDraw**

- About CorelDraw
- Using the Menus, Standard Toolbar, Property bar and Dialog Boxes
- Drawing Rectangle, Ellipses, Polygons, Stars, Spirals and Graph paper.
- Drawing Lines of All Shapes and Sizes
- Creating and Manipulating Text
- Selecting and Transforming Objects
- Shaping Objects
- Filling and Outlining Objects
- Viewing, Zooming and Ordering
- Combining, Breaking Apart, Grouping, Ungrouping, Separating and Converting to Curves
- Scanning
- Weld, Intersection and Trim
- Aligining, Copying, Pasting and Cloning
- Blending and Contouring
- Lens, Perspective and Powerclip
- Fitting Text to a Path
- Color Adjustment and Bitmap Effects
- Page Setup and Printing
- Uses of CorelDraw in Textile and Fashion Designing

**4) PhotoShop**

- About PhotoShop
- Using Toolbox, Palettes and Context Menus
- Creating, Operating and Closing Files

- Changing Canvas Size, Color Modes and Resolution
- Understanding and Working with Layers
- Printing Your Result
- Selecting Areas
- Picking and Selecting Colors
- Painting and Drawing
- Creating Text
- Resizing and Reshaping Images
- Manipulating Focus with Blur, Sharpen and Smudge
- Adjusting tone with Dodge, Burn and Sponge
- Cloning and Pattern Creation with the Rubber Stamp
- Creating Special image effect
- Using Lights and Shadows

**B.Com /BA Part II**  
**Vocational Subject (I)**  
**Computer Applications**  
**Paper IV Structure Programming& Programming in “C”**  
**Code 0418**  
**Marks 100 (30+70)**

**1) STRUCTURE PROGRAMMING**

- About Structure Programming
- Modular Programming
- Principles of Flow charting
- Developing to Flow Charts
- Data Flow Diagrams (DFD's)
- Entity Relation Diagrams (ERD's)

**2) “C”**

- What is “C”
- History and Features of C
- Character Set & Identifiers
- Data Types
- Variables (Declaration, Rules, Classification)
- Key or Reserve Words
- Structure of C Program
- Header Files
- Operators ( Arithmetic, Relational, Logical, Assignment, Increment/Decrement, Conditional/Ternary, Unary)
- Library Functions
- Transfer Control Statement
- Loops ( While, Do – While, For )
- Array
- Pointers
- Functions

**3) ENTREPRENEURSHIP DEVELOPMENT**

**Syllabus given after the syllabus of Vocational paper IV Communicative English**

**B.Com Part II /BA Part II**  
**Vocational Subject (II)**  
**Tourism & Travel Management**  
**Paper: III Travel Agencies and Tour Operators Business and Accommodation**  
**Computer Code: 0324**  
**Marks 100 (Internals 30 + Final Exam 70)**

**Objectives**

The Study includes the functions, differentiations, regulations, organization, recognition of Travel Agents, Tour Operators and Excursion Agents.

The role in details of sectors like airlines – International, domestic, Air Taxies, Ticketing, cargo, Railway – Transport operations, the allied business of Travel agencies has been included in the course. A study of types of accommodations, their organizations and management.

**Unit I** Definition, Main functions, organizational structure of a Travel Agency and Tour Operator. Different types of travel agents and their responsibilities, procedures for becoming a travel agent and tour operator In India.

**Unit II** Role of Indian Airlines, Indian Railways, Air India and Vayudoot in the growth of travel agency and tour operator's business.

**Unit III** Accommodation – Types, Organization and Management.

**Unit IV** Reservation Procedures, Ticketing and Fare Construction International and domestic Air Travel, Rail, Coach and tourist taxi vouchers, AIR, IMP Codes, Study of IATA and other Manuals, Preparation of tickets, Study of ABC, International/Domestic Airlines Timetables.

**Unit V** Fare Construction: International and Domestic travel, Fare types – excursion, student air/sea, group tours (FITS).

**Unit VI** Costing of itineraries

**Practical training in travel agency during this year.**

**B.Com Part II/BA Part II**  
**Vocational Subject (II)**  
**Paper IV World Travel Geography**  
**Computer Code 0424**  
**Marks: Total: 100 (Internal 30 + Final Exam 70)**

A Study of world to be done with special emphasis on tourism.  
Geographical factors and time. Importance of time factor in tourism.  
Important attractions in world Tourism Markets.  
Important rail and coach tours.

***Unit I Travel formalities and Air Transport***

Passport, Visa, Health Regulations, Currency regulations, Income Tax clearance, Credit cards, Special assistance services, Airport Handling, Customs clearance formalities, Duty free shopping, Layovers, excess baggage, unaccompanied baggage, lost baggage, refunds.

***Unit II Air Transport***

Five freedoms of air/travel rights- International organizations – IATA, UFTA, UPU, ICAO etc. Airlines organizational set up. Airlines Marketing, Air Transport Scene after deregulations. Open sky policy, Indian Airlines, Vayudoot, Private airlines and Air Taxi Operators – Domestic fares incentives fares.

**Entrepreneurship Development**

**Syllabus given after the syllabus of Vocational paper IV Communicative English**

Travel Agency and tour Operators Business

SUGGESTED READINGS:

1.	Travel Agencies & Tourism	Merissen Jone. W
2.	Principles and Methods of scheduling reservations (National Publisher) 1987	David H.Howel
3.	Travel Agency Management (Communication India 1983)	Agarwal, Surinder
4.	Professional Travel Agency Management. Prentice Hall London, 1990.	Geo, Chack
5.	Tourism Development- Principles and Policies.(Sterling Publisher, New Delhi, 1991).	Bhatia A.M.
6.	Travel in India.	William Cordve
7.	The World of Travel,(National Publishers, Delhi, 1979).	National Publishers

**BCom Part II /BA part II**  
**Vocational Subject (III)**  
**Principles & Practice of Insurance**  
**Paper III Fire & Marine Insurance**  
**Computer Code 0351**

**Marks: Total: 100 (Internal 30,Final Exam 70)**

Objective:

On completion of this course a student will be equipped to participate meaningfully in the work of any fire/marine insurance organization or department.

**Unit I Fire Insurance Contract**

Origin of the fire insurance; its nature, risks, hazards and indemnity; Legal basis; Stipulation and conditions; Contracts; Full disclosure of material facts; inspection and termination of coverage.

**Unit II Fire Insurance Policies**

Issue and renewal of policies. Different kinds; risk covered; recovery of claims insurer's option; Hazards not covered; Contributions and average; Reinsurance, double insurance and excess insurance; Types of fire protection policies issued by the General Insurance Corporation of India.

**Unit III Marine Insurance Contract**

Origin and growth; History of Lloyds; Evaluation of Marine Insurance business in India. Basic elements – Insurable interest, Utmost Good Faith implied warranties; Policy document. Types of marine insurance contract-freight, Cargo and vessel. Procedure for obtaining marine protection policy; Marine policies and conditions. Nature of coastal marine insurance; Perils covered, protection available; Procedure for preparation and presentation of claim; Payment of compensation by insurer.

**Unit IV Marine Losses:**

Total loss, partial loss, particular average loss and general average loss; Preparation of loss statement, Payment of Marine Losses – requirement of the insured; documents needed, procedure for presentation of claim; Valuation of lost salvage; Limits of liability; Attachment and termination of risk.

**Unit V Entrepreneurship Development**

**Syllabus given after the syllabus of Vocational paper IV communicative English**

Suggested Books

Marine Insurance (Prentice Hall, New Jersey).	RODDER
2. Marine Insurance	WINTER W. D
3. Fire Insurance	GODWEN
4. The Fire Insurance Contract Indian Policy (The Rough Notes Co.)	CABELL H.

**BCom Part II /BA Part II**  
**Vocational Subject (III)**  
**Principles and Practice of Insurance**

**Paper IV - Insurance Finance & Legislation**

**(Computer Code 0451)**

**Marks: Total:100 (Internals 30 + Final Exam 70)**

Objective:

On completion of this course a student will be equipped to participate meaningfully in the work of any insurance organization or department.

**Unit I INTRODUCTION**

Laws of probability; Forecast of future events; construction of mortality tables; Mortality tables for annuities.

**Unit II PREMIUM DETERMINATION**

Basic factors; Use of mortality tables in premium determination; interest, compound interest functions. Net and gross premium; Mode and periodicity of premium payment; Mode of claim payment; benefits to be provided; Mode of loading for expenses; Gross premium – general considerations, insurer's expenses; Margin adjusting; premium for term insurance, temporary insurance; Endowment insurance; Level and natural premium plan; premium calculation for study of actuarial valuation.

**Unit III RESERVES AND SURPLUS**

Nature, origin and importance of Reserves and funds in life and property insurance. Retrospective and prospective reserve computation. Statutory regulation of reserves. Nature of surrender value; Concept and calculation of surrender value: Standard non-for feature law; non - for feature value, reduced paid up values; Settlement options; Automatic premium loan. Nature and sources of insurance surplus; Special form of surplus; Distribution of surpluses-extra dividend, residuary dividend, Investment of surplus and reserves – basic principles. Investment policy of LIC and GIC in India.

**Unit IV LEGISLATION**

A Brief study of Indian Insurance Act,1938. Detailed study of Life Insurance Corporation of India Act, 1956. General Insurance Corporation of India Act, 1986 Export Credit and Guarantee Corporation Act.

**Suggested Books**

1.	Insurance Administration and Legislation in India (Allahabad, Asia Book Depot)	SRIVASTAV S.S.:
2.	Life Insurance Corporation of India Act, 1956.	GOVT. OF INDIA
3.	General Insurance Corporation of India Act, 1956	GOVT. OF INDIA:

**B. Com. P II /BA Part II**  
**Vocational Subject (IV)**  
**Paper III Advertising, Sales Promotion and Sales Management**  
**Computer code 0344**  
**MARKS: Total: 100(Internal 30,Final Exam 70)**

Objective:

On completion of this course a student will be equipped to participate meaningfully in the work of any advertising agency or department.

**Unit I**

Advertising Media Types of Media: Print Media, (News Paper and Magazines, Pamphlets, posters and brochures.), Electronic Media (Radio, Television, Audio Visuals, Cassettes). Other Media (Direct mail, outdoor media), Their characteristics, merits and limitations. Media scene in India. Problems of reaching rural audience and markets. Exhibitions and Mela. Press Conference.

**Unit II**

Media Planning Selection of Media category. Their reach, frequency & impact. Cost & other factors influencing the choice of media. Media Scheduling.

Unit III

Evaluation of advertising effectiveness, importance & difficulties. Methods of measuring advertising effectiveness. Pretesting & post testing. Communication effect. Sales effects.

**Unit IV**

Regulation of advertising in India Misleading & deceptive advertising & false claims. -Advertising agencies. Their role & importance in advertising & false claims. Advertising agencies. Their role & importance in advertising and basic claims. Advertising agencies. Their role and importance in advertising. Their organization patterns, Functions, Selection of advertising agency. Agency commission and fee. Advertising Department. Its function and organization.

Suggested Readings.

Same as for paper-2(relevant chapters)

**B Com. Part II/BA Part II**  
**Vocational Subject (IV)**  
**Paper-IV Personal selling & Salesmanship**  
**Computer Code 0444**  
**MARKS: Total: 100 (Internal 30,Final Exam 70)**

**OBJECTIVES**

The course aims at introducing students to:

1. Concept of personal selling.
2. Concept of buying motives.
3. Careers in selling.

**Unit I Nature & importance of personal selling**

Situation where personal selling is more effective than advertising. Cost of advertising Vs. Cost of personal selling. AIDA model of selling. Types of sales persons.

**Unit II Buying motives**

Types of markets Consumer and industrial markets, their characteristics and implications for the selling function. Process of effective selling: Prospecting, Pre-approach, approach, presentation and demonstration, handling and objections. Closing and sale post sale activities. Qualities of the successful sales person with particular reference to consumer services.

**Unit III Selling as a career**

Advantages and difficulties Measure for making an attractive career. Distribution network relationship.

**Unit IV Reports and documents**

Sale Manual, Order Desk/ Cash Memo tour dairy, daily and periodical reports. Others problems in selling.

**Entrepreneurship Development**

**Syllabus given after the syllabus of Vocational paper IV communicative English**

**BOOKS RECOMANDED**

1.selling (McGraw-Hill)	Russel, Beach and Brskirk
2.Sales Management (Practice Hall of India).	Still, Cundiff and Goveni
3.Salesmanship and publicity (Sultan Chand & Sons, New Delhi.)	J.S.K. Patel
4.Salesmanship (south Western publishing: Indian Reprint by J. Taraporewal, Mumbai).	CA. Kirkpatrik
5.Management (McGraw Hill)	Johnson, Kirtz, and Schueing Sales

**B.Com Part.II /BA Part II**  
**Vocational Subject (V)**  
**Computer Code 0352**  
**Paper III -Office Management & Secretarial Practice**  
**MARKS: Total: 100(Internal 30, Final Exam 70)**

## **OBJECTIVES**

**The course aims at introducing student's to:**

1. Office Management & Departments of office.
2. Filing & Mailing Services.
3. Office Correspondence.
4. Salary Management.
5. Visitor's Management.

### **Unit I: Office Organization**

Commercial Office – meaning, importance & Function. Organization meaning, characteristics of organization, Importance, Principles of organization, Types of organizations Line, Functional, Line & Staff and Committee.

### **Unit II: Departmentation**

Principal departments of modern office. Advantages of departmentation, Basis of departmentation, departments of a modern office and their function, schematic diagram of modern office. Office Services – meaning, Activities, Centralization V/S Decentralization, Advantages and Disadvantages of Centralization & Decentralization.

### **Unit III Filing & Mailing Services**

Meaning, Objects of filing, Importance of filing, Essentials of a good filing system, Advantages & disadvantages of centralized and decentralized filing system. Modern methods i.e. Horizontal and Vertical filing system, Index of file. Mailing Service – definition, types of mail, procedure of handling inward and outward mail, Mode of despatch – Airmail service, rail parcel service and courier services. Internal mail, Email, Postal services and Hand delivery.

### **Unit IV: Office correspondence & Office practices**

Correspondence – meaning, need of correspondence, objects of correspondence, physical appearance of a business letter, parts of a business letter, Essentials of a good business letter, Lay-out of a business letter – indented, Full block, Semi block, Modified block, hanging indention. Official letters draft and advantages of draft, characteristics of official letters. Demi official letter its layout & its salient features. Types of letter – Inquiry, Quotation, Order, Complaint, Quotation, Follow-up, Advice, making payments, Circular, Drafting job application, Call letter for interview, Appointment letter, Official notes, Office order.

### **Unit V Salary Management**

Meaning, objectives, component of salary, salary scale, gross salary, authorized deductions, pay sheet, calculation of salary, salary disbursement.

### **Unit VI: Interaction with Visitors**

Office Etiquette, effective use of language, preparation of appointment schedule and maintaining visitor's diary, visitors diary and maintaining the same, columns of visitor's diary, advantages of maintaining the diary, schedule of appointment and its advantages.

## **Entrepreneurship Development**

**Syllabus given after the syllabus of Vocational paper IV communicative English**

### ***BOOKS RECOMANDED***

1. Office Organization and Management. By R.K. Chopra & Ankita Chopra. (14<sup>th</sup> Revised Edition 2005)
2. Office Management & Commercial Correspondence. By Doctor and Doctor.
3. Commercial Correspondence and office management. By Pillai & Bagavathi. (S. Chad & Co.)
4. Office Management & Communication. By Reddy & Appanniah. (Himalaya Publishing House)

**BCom II**  
**Vocational Subject**  
**Paper IV Typing & Shorthand**  
**Computer Code 0452**  
**Marks: Total: 100(Internal 30,Final Exam 70)**

**Objective:**

On completion of this course a student will be equipped to participate meaningfully in the work of any commercial/general office.

**Unit I Carbon Manifold**

Carbon papers and their kinds carrying Our corrections on carbon copies – use of Eraser, erasing shield, white correcting fluid etc. squeezing and spreading carbon economy.

**Unit II Stencil cutting and Duplicating**

Techniques of stencil cutting, correction of errors on stencil papers - use of correcting fluid, graft methods and use of gum coated paper method, signature and lining on stencil paper with the help of stylus pen and backing sheet. Duplicator kind of duplicators taking out copies on duplicators. Duplicating ink.

**Unit III Electric and Electronic Typewriters**

Importance and use of Electric typewriters. Advantages of Electric typewriters. Salient features of Electronic typewriters.

**Unit Iv Correspondence**

Business  
Official

**Practicals**

**Unit V Carbon Manifold**

Taking out copies with the help of carbon papers carrying out corrections on carbon copies, carrying out correction with squeezing and spreading methods, correction of drafts.

**Unit VI Stencil Cutting and Duplicating**

Stencil cutting carrying out corrections on stencil papers with different methods, Cyclostyling.

**Unit VII Electric and Electronic typewriters**

Practice on above typewriters.

**Unit VIII Correspondence**

Typewriting of Business Letters  
Typewriting of official Letters

**SHORTHAND**

**Unit IX Extended use of certain consonant**

The Aspirate, tick and det H Downward and upward R.upward sh compound Consonants, Medical Semi-circles.

## **Unit X Halving and doubling principle**

Halving – General principles and their exception, use of halving principles in phraseography,  
Doubling – general principles and their exception, use of doubling principle in phraseography.

## **Unit XI Prefixes, Suffixes**

Prefixes, Suffixes, Contractions and intersections, prefixes and suffixes meaning and uses list of prefixes and suffixes, contractions, general rules and list of contractions. Intersection – meaning and uses, list of intersection, writing of figures in shorthand. Notes taking techniques and transcription on typewriter.

## **PRACTICALS**

1. Practicing the use of halving and doubling principles, prefixes, suffixes from textbook.
2. Repeated practice of contraction and intersection.

**Taking dictation of passages for five minutes at a speed of 60 w.p.m. And transcription of the same on typewriter.**

**B.Com. Part II**  
**Vocational Subject (VI)**  
**Communicative English**  
**Paper III Conversational English**  
**Computer Code No.0353**  
**Marks: Total: 100(Internal 30,Final Exam 70)**

**OBJECTIVES**

To enable the students to develop the power of communication/expression

Unit I Language and Society

Unit II Language and Communication Styles and Registers

Unit III: English in situations

1. Greetings
2. Asking to stay
3. At the post office
4. Catching a train
5. Buying a dress
6. Booking a room at a hotel
7. At the Bank
8. Making a telephone call
9. At the temple
10. Asking the time-table expressions
11. Receiving and seeing off a guest
12. Buying a guide book
13. At the travel agency
14. At the airport
15. At the customs
16. At the police station
17. At the international airport
18. Making an apology
19. On the bus
20. At the restaurant
21. Taking a taxi
22. Hiring a rickshaw
23. At the doctor's
24. Buying a theatre ticket
25. Making an appointment
26. At the chemist's
27. Buying vegetables
28. At a dinner party
29. At the hospital
30. At the ladies hairdresser's
31. At the men's hairdresser's
32. At the garage
33. At the lost property counter
34. At the stock exchange

(These situations are given in the UGC booklet. We can add similar situations such as: At a beauty parlour, in the library, In a departmental store etc. We also add group discussions on subjects of common interest such as books, films. Sports & games, hobbies etc.)

Teaching hours 2 lecturer and 2 tutorial per week. Internal tests can be completely oral or oral& written. University examination should be oral (50% if possible) and (50% if possible) written. In any case, all exam may be on writing/speaking dialogues and different types.

Field work: Whenever possible, visits to different places and practicing conversation in actual situations. Students may be asked to write dialogues relating to situations.

### **Books Recommended**

- (1) English in situation R.O.Neill, OUP
- (2) What to say when.ed. Viola Haggins, BBC
- (3) Success with English. The Penguin Course.  
Course Books 1&2.Geoffrey Broughton, Penguin.
  
- (4) Success with English. The Penguin Course. A  
First Reader. Alexander Baird et al. Penguin.

**B.Com Part II**  
**Vocational Subject (VI)**  
**Communicative English**  
**Paper IV Writing Skills and Introduction to Broadcasting Media**  
**Computer Code No. 0453**  
**Marks: Total:100 (Internal 30,Final Exam 35)**

**Objectives:**

1. To enable the students to develop the power of communication/expression through composition
2. To teach them the technique of writing
3. To introduce the students to the fundamentals of Radio and Television.

**Course Contents**

(B) Language and Society; Language and Communication; Styles and Registers

**Unit I** Imaginative use of parts of speech (Note: I don't know what this means Is it equal to 'Using different types of vocabulary in imaginary situations and composing descriptive/narrative writing with the help imagination)

**Unit II** How to plan paragraph writing How to change the direct into indirect speech and vice-versa

**Unit III** Sentences connectors and cohesion

**Unit IV** Substitutions and ellipsis

**Unit V** Sentence variations and the rewriting(=rewording/restructuring) of sentences

**Unit VI** Imaginative features

**Unit VII** Idioms and phrases

Practical exercises in letter writing, precise and comprehension, paraphrasing and expansion, descriptive writing, report writing, script writing for announcements, comparing etc

***(B) Introduction to Broadcasting Media***

**Unit VIII** Fundamentals of Broadcasting

**Unit IX** Radio as a medium of communication

**Unit X** TV as a medium of communication

**Unit XI** TV network in India and Educational TV

**Unit XII** Current affairs and general knowledge

***Fieldwork and practical***

1. Visit to the Radio Station and TV studio and observing the functioning of these media.

2. Voice training.

### **Books Recommended**

- a. Modern English By K. Krishnswamy:(Macmillan)
- b. The Arts of Broadcasting: S. P. Jain.
- c. Radio News writing and editing: Carl Warren.
- d. The Techniques of TV production. G. Mileswrsoh.

**ENTREPRENEURSHIP DEVELOPMENT**

Marks: 30  
10 marks for internal  
20 marks for external

Unit I: Perceiving a Business Opportunity

- Sources of Information
- Identification of Business Opportunity
- Product Selection
- Product Planning & Development Process.

Unit II: Feasibility Analysis & B.E.

- Features of B.E . (Business Environment)
- Components of Macro Environment
- Components of Micro
- Feasibility Analysis - Why & Components

Unit III: Managing an Enterprise

- Registration & Licensing
- Managing Men, Machine & Material
- SWOT Analysis (Strength, Weakness, Opportunity, Threat)
- Managerial Problems faced by Entrepreneurs
- Decision Making.

Unit IV: Marketing Management

- Management of 4 P's (Product, Price, Place & Promotion)
- Marketing Strategies & Medias for small entrepreneurs
- Advantages & Disadvantages
- Marketing Channels used
- Export prospects

Practical: Preparation of Preliminary Project Report.

**REFERENCES \_-**

1. Entrepreneurial Development , C.B.Gupta , N.P.Srinivasan , Sultan Chand & Sons , Sixth Edition.
2. Corporate Entrepreneurship , Michael H.Morris , Donald F.Kuratko , Harcourt college publishers.
3. Entrepreneurial Development , S.S.Khanka , S.Chand & Co. Ltd. .
4. Effective Entrepreneurship , Alan H.Anderson and Peter woodcock , Blackwell Business.
5. Dynamics of Entrepreneurial Development & Management , Vasant Desai ,

Himalaya Publishing House ; Fourth Revised Millenium Edition.

6. Entrepreneurship & Small Scale Industries , G.S.Batra , R.C.Dangwal , Deep & Deep Publications Pvt. Ltd.
7. Entrepreneurship & Small Business Management, B.S.Bhatia , G.S.Batra , Deep & Deep Publications Pvt. Ltd.
8. Entrepreneurship – a handbook for beginners , Dr.S.K.G.Sundaram , Dr.Leena D'Souza, Manisha Joshi , Isha Enterprises for SNDT Women's University

**B.Com Part III  
Compulsory Subject  
English Higher Level  
English Medium  
Computer Code 1301  
Marks 100**

Module I :

Objective : Learning informative and creative use of language in business communication

Unit I : Teaching Hrs 15

- a) Sales letters
- b) Press release

Module II

Objective : Learning to respond to literature

Unit I Teaching Hrs 25

- a) Literary text :  
Imaging the Other-Edited by GJV Prasad & Sara Rai, Katha May 1999

Module III

Objective :

- a) To build competence for advanced business communication
- b) To acquaint learners with tools of market research

Unit I : Teaching Hrs 25

Writing personal reports

- a) Writing Committee report
- b) Writing letters of representation

Unit II: Teaching Hrs 15

Theory of survey

- a) Purposes, function and methods of survey
- b) Preparing Questionnaires

Module II

Objective : Learning to respond to literature

Unit I : Teaching Hrs 25

Literary text “ Inner Courtyard ”

**Final Examination  
B.Com III ( Higher Level ) from 2006-07**

- |  |                       |
|--|-----------------------|
| a) Broad question on Text  | Marks 14              |
| b) Short notes on Text – 2 ques.   | Marks 16              |
| c) Theory of sales   | } ( Internal choice ) |
| Letter of sales  |                       |
| d) Press Release with covering letter                                    | Marks 12              |
| e) Report Writing Personal Report/ Committee Report<br>(Internal choice) | Marks 12              |
| f) Representation  | Marks 10              |
| g) Theory of Survey  | Marks 10              |

Total Marks - 100

**B.Com III**  
**Compulsory Subject**  
**English Lower Level**  
**Non-English Medium**  
**Computer Code 1601**

## Module I

Objectives: 1. Learning verbal to visual and visual to verbal communication.  
 2. Learning to use means of telecommunication

Unit I : Visual Presentation

Teaching Hrs 10

- a) Tabulated data
- b) Line graphs
- c) Bar charts
- d) Gantt charts
- e) Pie charts
- f) Maps and Diagrams
- g) Flowcharts

Unit II : Tele Communication

Teaching Hrs 05

- a) Electronic Mail
- b) The Internet
- c) Fax messages
- d) Video Conferencing

## Module II

Objectives:

- a) Creating awareness about socio-cultural values.
- b) Strengthening use of language

Unit I :

Teaching Hrs 25

- a) Vocabulary exercises
- b) Reading for and responding to ideas  
 Text : Wise and Otherwise – Sudha Murthy, East West Books Madras Pvt Ltd. Oct 2004  
 Stories 11 to 28

## Module III

Objectives:

- a) Learning to correspond for credit related matters.
- b) Learning to carry out duties of a secretary.

Unit I

Teaching Hrs 20

- a) Writing letters of credit

- b) Letters of Collection series
- c) Minute writing

Module III

Objectives :

- a) To familiarise learners with recruitment.
- b) To prepare learners for real life business situations.

Unit I :

Teaching Hrs 30

- a) Application letter
- b) Curriculum Vitae
- c) Group Discussions
- d) Interview
- e) Offer of employment
- f) Leave notes
- g) Letter of resignation

Unit II :

Teaching Hrs30

- a) Speech making on formal occasions
- b) Summary of correspondence
- c) Summary of unseen passage

Module IV :

Objective : Learning informative and creative use of language in business communication

Unit I :

Teaching Hrs 30

- a) Sales letters
- b) Preparing leaflets
- c) Construction of advertisement

Module II

Objective : Learning to respond to literature

Unit I

Teaching Hrs 30

- a) Literary text :  
Text: Wise and Otherwise  
Stories 29 to 46

**Final Examination**  
**B.Com III (Lower Level) From 2006 – 07**

- 1) Broad Questions on Text Marks 14
- 2) 2 short Notes on Text Marks 16
- 3) Visual to Verbal

OR	( Internal choice )	Marks 12	
Verbal to Visual			
4) Letter of Credit		Marks 12	
5) Letter of Collection		Marks 12	
6) Minutes writing		Marks 12	7)
Sales letter	} ( Internal choice )		
OR			
Construction of Advertisement		Marks 12	
8) Summary of Passage		Marks 10	
		<hr/>	
		Total Marks	- 100

## Prescribed Text Books

### ***For English Medium***

1. Business Communication- Rai & Rai (Himalaya Publication House)
2. Empowerment English- (Macmillan Publications)
3. Inner Courtyard – ed. by Lakshmi Holmsprom ( Publication Rupa & Company)
4. Sara Rai (Katha May 1999)

### ***For Non English Medium***

1. Business Communication- Rai & Rai (Himalaya Publication House)
2. English for Practical Purpose (Macmillan Publications)
3. Wise and otherwise – by Sudha Murty (East West Book- Madras 2004)
4. Spoken English - Dr. Shirin Kudchedkar (SNDT Univ)
5. Writing Skills - Dr. Ayesha Banatwala (SNDT Univ)

### ***For Teachers***

All of the above as well as

1. ENGLISH TODAY-Supriya Sengupta/Nita Pillai (MacMillan)
2. WRITE RIGHT- Sarita Manuja (MacMillan)
3. SPEAKING ENGLISH EFFECTIVELY- Krishna Mohan
4. ABC OF GRAMMATICAL ERRORS- Nigal Turton
5. MASTERING BUSINESS ENGLISH- (all 4 books) (Orient Longman)
6. THE OXFORD GUIDE TO WRITING AND SPEAKING- John Seely
7. Enrich your competence in English – Thorat, Valke, Gokhale, Dr. Harishtre (Orient Longman)

8. Communication Competence in Business English – Robinson, Netvakant (Orient Longman)
9. Perfect your Punctuation – Peter Howard (Orient Longman)

**Book on Survey and Questionnaire :**

1. ‘Theory & Practice in Social Research’ by Hans Raj. Surjeet Publications ( 1984 ) chap. 21 on survey , chap 14 on Questionnaire.
2. ‘Methodology and Techniques of Social Research’ by T.S. Wilkinson and R.L.Bhandarkar, Himalaya Publication House ( 1981 )
3. ‘Research Methodology , Methods & Techniques’, by Vishwa Prakashan ( 1991 ) ( Survey Pages 141- 150 ), Questionnaire ( 124- 129 )
4. ‘Research Methodology’ by R. Cauvery, Sudha Nayak, M.Girija & Minakshi , S. Chand & Co. ( 2003 ). Chap. 11 for survey, chap. 13 for Questionnaire.
5. ‘Research Methodology’ by Ram Ahuja, Rawat Publication (2002), survey page 46-47, Questions- chap.5.
7. Methodology of Research in Social Sciences’ by O.R. Krishnaswami, Himalaya Publications ( 1993 ).

**BCom Part III**  
**Compulsory**  
**Economics Paper III**  
**Indian Economy**  
**Computer Code (4305)**  
**Marks 100**

**Objectives**

- i) To familiarise Students with recent and major changes in Indian Economy.
- ii) To Make Students understand the role and importance of various aspects of Indian Economy.
- iii) To make Students more Competitive.

**Unit. 1 Transition of the Indian Economy:-**

- A. Concepts of underdevelopment and Development: Only concepts supported by one or two definitions.
- B. Characteristics of India as a Developing Economy:- with special reference to rise in N.I. and percapita income, changing occupational structure, changing composition of GDP, increasing agricultural and industrial production, development of socio-economic overheads-both soft and hard, urbanization, modernization etc.
- C. India in the international setup: with reference to Human Resource Development Index (HDI), Infant Mortality Rate (IMR), population growth rate, percentage share in world trade, percentage share in world population, in comparison with U.S.A., BRIC(Brazil, Russia, India, China) and SAARC(South Asian Association for Regional Cooperation) countries.  
(Note: Comparison should be statistical only relating mainly to 1991 and 2001.)
- D. Poverty- Trends- Remedial measures-  
Concept/Meaning of poverty, poverty line in terms of calories in brief-whether in India poverty is rising or falling –anti poverty steps taken by the govt.

**Unit. 2 Economic Planning in India:**

- (a) Meaning of planning – brief introduction and one/two definitions.
- (b) Objectives of current five year plan-objectives of that five year plan which is in operation at the time of setting the question paper.
- (c) Mobilisation of resources in current plan – plan in operation

**Unit. 3 Human Resource Development**

- (A) Meaning of HRD – brief explanation
- (B) Importance of HRD - importance for the economy/society
- (C) Education & HRD – Importance of Education in HRD and HRD through education – primary, secondary, Higher & technical Education.
- (D) Education Policy in India: features and problems
- (E) Human Resource Development Index (HDI) & HRD- meaning of HDI and relationship between HDI and HRD. (How HDI is constructed and calculated?)

**Unit 4 – AGRICULTURE:**

**01. Agricultural Production and Productivity during five years plans:-**

- a. Trends in agricultural production and productivity in India- factual illustration relating to 1950-51, 1965-66, 1990-91 and Current.
- b. Causes of low Agricultural productivity – brief explanation of various causes.
- c. Measures to raise agricultural productivity – brief illustration.
- d. Role of Agricultural Research – importance of research in relation to agricultural progress various important agricultural research institutions/projects- weakness of farm research activities in India in general.

- e. New agricultural strategy & its evaluation – critical evaluation of G.R. in brief.

## **02. Land Tenure:**

- a. Nature of land holding pattern – very brief explanation of types of Land Tenure before independence & after independence.
- b. Tenancy Reforms: Brief illustration of various major steps taken by the Govt. to protect tenants.

## **(03) Agricultural finance**

- a. Need for agricultural finance – importance of agricultural finance.
- b. Source of agricultural finance – institutional and non-institutional-brief illustration & evaluation of these sources with factual support.
- c. Role of Micro credit(Self health group) - meaning & micro finance with suitable example and very brief illustration.

## **(04). Agricultural Marketing:**

- a. Problems of agricultural Marketing – Meaning of agricultural Marketing –brief illustration of various problems of Agricultural Marketing in India.
- b. Govt. measures to improve agricultural Marketing- various steps taken by the Govt. including establishment of Regulated Markets, Co-operative Markets and commodity Exchange.

## **05. Agricultural Pricing:**

- a. Brief description of agricultural pricing.
- b. Agricultural Price Policy in India – brief illustration of agricultural price policies since independence.
- c. Critical evaluation of the Govt.'s agricultural price policy-merits (achievements) and demerits (failures).

## **06. National Agriculture Policy**

- a. Objectives –aims
- b. Agricultural Policy – 2000
- c. Critical evaluation – strengths & Weaknesses.

## **07. Food Security in India**

- a. Concept and need – Meaning of food security and need for a food security system in India.
- b. Food Security in India : Brief illustration of food security system in existence in India.
- c. Limitations of PDS
- d. Reforms of PDS

## **Unit 5 Industry**

### **01. Industrial growth during the plan period:**

- a. Performance of the industrial sector in the pre and post reforms period – all the phases of industrialization with brief illustration of structural changes.
- b. Problems faced in the process of industrialization.
- c. Industrial Policy 1991 and subsequent industrial policy changes – Detailed illustration of IPR 1991 and very brief illustration of time – to –time changes since 1991.

### **02. Small Scale and Cottage Industries**

- a. Definition of Small Scale and Cottage industries
- b. Role Importance of SSI

- c. Problems of SSI
- d. Govt. policies and measures to promote SSI with special emphasis on recent measures.

**03. Disinvestment – Policies and issues**

- a. Need/Rational for disinvestment – a brief introduction and meaning – need for Indian economy.
- b. Disinvestment Policy in India.
- c. Trends in disinvestment in India – 1991 onwards-whether – the disinvestment policy is being introduced freely or with resistance and restrictions – (explanation should be substantiated as far as possible with suitable examples).

**Unit 6 Infrastructure:**

- a. Concept of infrastructure – meaning and peculiarities
- b. Role of infrastructure in economic development
- c. Energy – meaning  
Brief Explanation of sources – conventional and non – conventional  
Commercial and non commercial  
Energy crisis and measures to tackle it – Energy Crisis being faced by India, step so far taken by the Govt. and suggestions.
- d. Transport and Communications
  - Importance of transport and communications
  - Development and problems of:
    - Road transport
    - Rail transport
    - Water transport &
    - Air transport in India.
  - Communication – development in India – a macro view.

**Unit 7 Fiscal system – (only the Indian union, not of the states)**

- a. Indian tax structure and tax reforms – 1991 onward
  - Indian tax structure in 1991 (very brief)
  - various changes in our tax structure since 1991-only major changes  
i.e chelliah Committee report kelkar Committee report.
- b. Public Expenditure: Changing trends since 1991 : inbrief. With reference to India.
- c. Public debt : - Changing trends since 1991 – in brief with reference to India.
- d. Fiscal Responsibility of the Govt: Meaning of fiscal policy of govt. of India – brief explanation of objectives of fiscal policy of the govt. of India – Fiscal imbalances and the New Fiscal approach(very brief) – Fiscal responsibility of the Govt. and budget measures.

**Unit 8 External Sector:**

- a. India’s Foreign trade – meaning – composition and direction with factual support.
- b. Indias BOP problem – and Govt’s measures (post 1991)
- c. Foreign direct investment – meaning and trends – in brief.
- d. India and WTO : Introduction of WTO, India’s Commitments to WTO and Impact of WTO Agreements (Merits and demerits for India)

Distribution of Marks per unit both interms of objective questions and essay type questions.

Unit No	Essay type full question of 14 marks or a & b questions of 7 marks each (with options)	Objectives questions carrying 2 marks / 3 marks / 5 marks. (with options)	
01	01	03	One question of 03 marks

02	(nil)	02 + 03	One question of 02 marks and one question of 03 marks
03	01	02 + 03	One question of 02 marks and one question of 03 marks
04	02	02 + 03 + 05	One question each of 02, 03 and 05 marks.
05	02	02 +	Only one question of 02 marks
06	01	02 + 03	One question each of 02 marks and 03 marks
07	(nil)	02+05	One question each of 02 marks and 05 marks
08	01	02 + 03 + 05	One question each of 02, 03 and 05 marks

Note: The paper setter will select questions as per paper pattern mentioned below:-

#### Expected paper pattern

Note : Q. No. 1. Compulsory

2. Any five out of remaining 8 questions (from Q2 to Q 9)

Q 1 A Define/Explain - 4 out of 5 each of 2 marks 08

Q 1 B. Comment upon 4 out of 5 each of 3 marks 12

Q 1 C Brief answers (only concept/points) 2 out of 3 each of 5 marks 10

Q. No. 2. ----- full questions

Q. No. 3 -----full questions

Q. No. 4 -----full questions

Q. No. 5 ----- Do

Q. No. 6 ----- Do

Q. No. 7 ----- Do

Q. No. 8 ----- Do

Q. No. 9 Short notes 2/3 Do

14 marks each

Note: The paper setter is free to ask full questions of 14 marks each from Q No. 2 to 8 or divide the question into a & b of seven marks each.

**BCom Part III**  
**Compulsory**  
**Modern Financial System**  
**Computer Code 4306**  
**Marks: Total: 100**

**OBJECTIVES**

The course aims at introducing students to:

1. Concept of financial management.
2. Concept of capitalization.
3. Financial system of India.
4. Working of Indian stock exchanges.

**Unit I:**

- ♦ Finance Functions
- ♦ Definitions and importance of Financial Management
- ♦ Role of Financial Manager
- ♦ Sources of Finance (Self Financing, Equity Shares, Preference Shares, Debentures, Warrants, Convertibles, Public Deposits, Non – Banking Finance Cos., Leasing, Hire-Purchase and Factoring)
- ♦ Management of Fixed Capital and working capital – Meaning, Features, Factors affecting types of working capital.

**Unit II:**

**Capitalisation and Capital Structure**

- ♦ Financial Plan
- ♦ Characteristics of Ideal capital plan – utility
- ♦ Capitalisation – concept, over and under capitalisation.
- ♦ Determinants of capital structure
- ♦ Concept of Financial Leverage and their limitations

**Unit III:**

**Financial System and Money Market**

- ♦ Definition, importance of Financial System
- ♦ Role in Modern economy, Financial intermediation
- ♦ Financial System in India – Characteristics, constitution and overview
- ♦ Investment Environment – Economic, Industry and company analysis
- ♦ Money Market – Components, Functions and benefits
- ♦ Concepts of Instruments of Money Market
- ♦ Treasury Bills, Commercial Bills, Participation Certificates, Commercial Paper Certificate of Deposits, Money market, Mutual Funds, Repose

**Unit IV:**

**Capital Market**

- ♦ Functions, Organisation, Equity Market, Debt Market – Primary and Secondary Markets
- ♦ Role of Mutual Funds, Lease Financing, Venture Capital and Merchant Banking

- ♦ Recent Development in the Capital Market e.g. IPOs through Book, Building, Green Shoe option, Credit rating, pervates, depositories

## **Unit V:**

### **Indian Stock Exchange**

- ♦ Evolution of Stock Exchange (BSE, NSE, OTCEI )
- ♦ Speculative Transactions
- ♦ Procedures for listing of securities including clause 49
- ♦ Trading and Settlement
- ♦ Methods of Computation of Stock Market indices (BSE and NSE)
- ♦ Role of Foreign Institutional Investors (FIIs) in Capital Market
- ♦ Recent Trends in Global Financial Market

### ***Suggested Readings***

1. Horne, J.C. Van., “Financial Management and Policy” (Prentice Hall of India, New Delhi)
2. Khan and Jain, “Financial Management Text and Problems” (Tata Mc Graw Hill, New Delhi)
3. Pandey, I.M. Financial Management”(Vikas Publications)
4. Chandra, P., “Financial Management – theory and practice” (Tata Mc Graw Hill Publishing Co)
5. Bhole, L.M. “Financial Institutions and Markets” (Tata Mc graw Hill, new Delhi)
6. Khan, M.Y., “Indian Financial System - Theory and Practice “ (Vikas Publishing House, New Delhi)
7. Avadhani,V.A., “Financial System of India” (Jaico publishing Company)
8. Singh, J.K., “Venture Capital Financing in India”, (Dhanpat Rai and Company, New Delhi)
9. Khan,Javed., “operating of Stock Exchange in India” (Vista International publishing House, New Delhi)
10. R B I Annual Reports.

**B.Com. Part III  
Compulsory  
Business Law  
(computer Code: 4110)  
Marks 100**

**Section I**

**(A) The Contract Act (including Bailment & Agency)**

**(B) Partnership Act (excluding Sections 45, 5647, 50to68, 70&71)**

**(C) Sale of Goods Act**

**Section II**

**(D) The Companies Act**

1. Introduction
2. Private & Public Association
3. Memorandum of Association
4. Articles of Association
5. Membership of Companies
6. Prospectus
7. Restrictions on Commencement of Business.
8. Register of Members
9. Meetings
10. Directors (Definition, Position, Rights, Duties and Liabilities)

**(E) The Negotiable Instruments**

Books Recommended:

- |                      |                                       |
|----------------------|---------------------------------------|
| 1. J.M. Sethna       | Mercantile Law.                       |
| 2. Pollock & Mulla   | Contract Act                          |
|                      | 1.Law of Contract.                    |
| 3. S.T. Desai        | Partnership of Sale of Goods .        |
| Pullock & Mulla      | 1.Law of Partnership                  |
|                      | 2.Law of Sale of Goods &              |
| 4. S.M.Shah          | Company Law                           |
| A.Ramaiya            | 1.Lectures on Company Law             |
|                      | 2. Guide on Companies Act.            |
| 5. Bashyam and Adiga | Negotiable Instruments.               |
|                      | The Negotiable Instruments Act.       |
| 6. Gower Scrutton    | Charter Party and Bill of lading      |
|                      | 1. Carriage of Goods by Sea           |
|                      | 2. Charter Party and Bills of Lading. |

**B.Com. Part 111**  
**Specialization (Group 1)**  
**Company Law- PAPER11**  
**SECRETARIAL PRACTICE & OFFICE ADMINISTRATION.**  
**(COMPUTER CODE:5211).**  
**Marks 100**

**(A) MANAGEMENT OF COMPANIES.**

Companies Administration:

Heirarchy of company Administration,  
Shareholders, Board of Directors, other

Managerial Personnel and Company

Secretary, Managerial Personnel and Company secretary, Managerial  
Personnel: number,

Restriction and Appointment. Legal

Provisions about Directors, Managing

Director, Manager and Auditors- Their Duties and Procedures for appointment-  
and Removal.

Company Secretary- Definition- Appointment- Qualifications as Public  
Relations Expert.

**(B) CONVENING AND CONDUCT OF MEETINGS.**

1. Nature and purpose of Meetings.

2. Kinds of Meetings.

3. Convening the meetings

a) Notice convening meetings: Requirements and contents.

b) Agenda for the various meetings.

4. Conduct of meetings.

a) Quorum at the meeting.

b) Chairman and his rights and duties.

c) Motions

d) Amendments.

e) Proxies

f) Voting- Methods.

g) Resolutions.

h) Minutes and the meeting

i) Adjournment of meeting.

**(C) Statutory Books and Returns**

Register of Members Index of Members- Register and Index of Debenture holders- Account Books-  
Minute Books- Register of charges- Register of Directors- Director's Shareholding- Register of Particulars  
of contracts in which Directors are interested. Register of investment not held in the name of the  
company. Books of accounts to be kept by company (§ 209). Returns- Annual Returns of allotment of  
shares- Return regarding alteration of Memorandum of Association- Return as to alteration of share  
capital.

**D) Profits, Dividend and Interest**

1. Profits- Meaning, Ascertainment

of net profits – Capitalizations of profits – Dividends  
Payable out of profits.

2. Dividends – Meaning – Payable out of profits only –  
provision for depreciation mode of payment of Dividends-  
Statutory provisions regarding Dividends- Restrictions on Dividends –  
Provision in Articles of Association (Table A) pertaining to Dividends –  
Company Secretary’s duties relating to Dividends Penalty for failure to distribute dividends.
3. Interest- Power of company to pay interest out of capital final Accounts  
Schedule VI, Books of accounts to be kept by Company- Inspections of Books  
of accounts – Getting accounts audited Auditors Report.

#### **E) Prevention of Oppression and**

mis- management application to Court Right to apply –  
Notice to be given – powers of the Court- Effect of  
alteration of Memorandum or Articles of company  
by order of the court-  
Consequences of termination or Modification of certain agreements-  
powers of central Government Investigation : Meaning and Nature of powers of  
the Central Government- Register’s Power- Powers and duties of investigating officers- Inspector’s  
report- powers to impose suspension and stoppage of investigation Arrangement for Mergers,  
Acquisitions and Reconstruction etc. Meeting of the term “arrangement” Power to make compromise  
or arrangement Provisions for reconstruction and amalgamation of Companies- Schemes approved  
by  
majority - Power of the Central Government.

#### **F) Law and Secretarial work regarding**

Winding – up:

Meaning – Modes- Petition Effect and Consequences of the order of winding up.

Voluntary winding up compulsory winding- up under the supervision of Court winding up of  
unregistered Companies.

#### **F) Law and Secretarial work relating to**

Monopolistic and restrictive Trade Practice Dominant undertaking- inter-  
connected under-takings- undertaking under the same management- monopolistic trade practice-  
Monopolistic undertaking- restrictive trade practices- trade practices.

Registration or undertaking – need for Deregistration-monopolies commission

powers and jurisdiction- procedure- inquiry into (a) monopolistic trade practice- Order

of the Government (b) Restrictive Trade practice- Order of the Government (c) Restrictive Trade

Practice – Orders of the Commission –Resale price maintenance investigation by Central Government.

**B.Com.Part-III**  
**SPECIALISATION (GROUP I)**  
**COMPANY LAW PAPER III**  
**SECRETARIAL PRACTICE AND OFFICE ADMINISTRATION PAPER III**  
**(COMPUTER CODE:5311)**  
**MARKS 100**

**OBJECTIVES**

1. To provide adequate knowledge relating to organization and working of an office.
- 2.To acquaint students with moderns techniques of office work simplification, measurement and control.
- 3.To introduce practical bias in the study of the subject specially in topics like systems, equipment, layout, forms, costs control etc.

**A. OFFICE ADMINISTRATION**

Importance- scope-managerial functions applied to Office Activities. aims and objectives-management of information-Office organization-design co-ordination Centralization vs. decentralization-office manager and his job.

**B. OFFICE ENVIRONMENT**

Office location-functional offices-influencing factors; lighting colouring, sound and air-conditioning-ventilation-Office furniture-Office layout guidelines different approaches- Cabins-Reception room-conference room-ward robe facilities-moving the office.

**C. OFFICE WORK.**

- 1 Collections and creation of data-processing-reading-writing-typing and punching-recording-sorting-transmitting-comparing-sorting-Total management information system.
- 2.Distribytion of Information-mail-messenger service-personal means- telephone inter-Communication-paging system-telegram & telex-telautograph-tape and wire-recorders
- 3.Handling of incoming and outcoming funds-Accounts receivable and Accounts payable inventory reports-Shipping system and procedure Payroll Systems.
- 4.Officer Machines &equipments- characteristics-use-maintenance use of computers.
- 5.Records

Management-mechanical & manual Means-procedure for sorting and retrieving-records- retention programme.

#### D. OFFICE WORK SIMPLIFICATION

Need-charts and diagrams-procedures-methods-forms-and reports-guidelines. Forms design and diagnosis-functions requirements influencing factors-word processing,D &M Division.

#### E. Standards-measurement-standard-

Ization-meaning and implication,Office security-Forms control-reports Control-Office supplies control Office rules and regulations office manuals-preparations, distribution and maintenance- office preparation, distribution and maintenance, time control-standard work sampling-srtrandard time data. Controll

Code:5311

OFFICE ADMINISTRATION.

Question Paper Pattern  
(Regular)

-6 Essay type Question of 7 or 15 or 10 marks for 54 marks.

-3 Short notes questions of 4, 5 or 6 marks for 16 marks Under options 4 essay type of 7, 8, 9, 10 or 14 marks for a total of 39 marks could be asked-internal options only and that too in units 'A', 'B', 'C' and 'E'

For Distance Education:

In addition to section I (Regular) there will be 1 extra essay type 10 marks question and 4 short questions of 5 marks each.

Under options again in addition to option question given to Regular students, there could be one essay question of 5 marks in Unit 'C'.

For Information

If this pattern is considered, that the pattern may be informed to the concerned well in advance.

**B.Com.Part III**  
**Specialisation Group (GroupII)**  
**Banking & Finance Paper II**  
**Title : Indian Banking**  
**(Computer Code :5213)**  
**Marks 100**

**Objectives :**

1. To introduce the changing profile of Indian Banking
2. To acquaint the students with the current problems and procedures of banking in India.

**SECTION I**

- A) The Structure of the Indian Money Market in Pre- independence Period-
- (i) Inadequacies
  - (ii) Unorganised and Uncontrolled character
  - (iii) Deficiencies in its structure.
- B) The structure of the Indian Money Market in Post-Independence Period
- (i) Recorganisation-Features and Prospectus.
  - (ii) Functions and structure with special reference to development Banking and social responsibility.
  - (iii) Role played by commercial banks, lead banks and regional rural banks- A Critical Appraisal
- (C) Analytical aspects of Indian Banking.
- (i) Nationalization of Commercial banks
  - (ii) Development criteria of Indian Banks- deposit, advances, Investments, profitability, branch expansion-priority sector lending.
  - (iii) Role of State Bank of India- A critical evaluation and its special banking agencies such as export import bank, foreign exchange banks.

**SECTION II**

- (D) Special Financial Institutions- Working and critical evaluation of their objectives and progress of I.F.C, S.F.C.S ,I.C.I.C.I, I.D.B.I, U.T.I AND Mutual Funds.
- (E) Evaluation of the working and role of Reserve Bank of India.
- (i) The functions of the Reserve Bank of India
  - (ii) Recent Credit Policies, control measures and their effectiveness in the context of structural reforms.
  - (iii) Concept of autonomy of Reserve Bank of India.
  - (iv) R.B.I. V/S Commercial banks-regulations of banking companies etc.
  - (v) Role of the R.B.I Viz. rural credit, plan financing and money-market integration.

**BOOKS RECOMMENDED:**

1. BASU – Central Banking in planned economy
2. Basu S.K.- Recent trends in central Banking
3. Vadilal Dagli – Financial institutions in India.
4. V.R Desai - Banking in India.
5. R.B.I – Annual Report on currency & Finance
6. R.B.I - Bulletin (Monthly)

7. R.B.I – Functions of R.B.I
8. S.L.N – Essay in Finance.

**B.Com. Part III**  
**Specialisation (Group II)**  
**Banking and Finance Paper III**  
**Computer Code No: 5313**  
**Title: Comparative Foreign Banking**  
**Marks 100**

**Objectives:**

1. To introduce the comparative banking systems of the major countries.
2. To acquaint the students with the problems and proceeding of banking in the major countries.

**Section I**

(A) Principles of commercial banking – patterns of commercial banking in different countries – bank portfolios – Financial Services – bank ratios – creation of credit – Government Policies recent developments.

(B) Money and Capital markets – features and working of money markets – parallel money markets – Currency markets bill markets – problems and prospectus.

**Section II**

(C) Central Banking – objectives of monetary policy – methods of credit control , their effectiveness  
– the role of central banks in economic development with special reference to the concept of  
autonomy.

(D) Development banks – non – bank – financial intermediaries – types of long – term investment – their impact on monetary policy – the present position,

(E) Central banking V/S Commercial banking problems and prospectus

NOTE: The topic specified above are to be studied with reference the U.K., the U.S.A. and Japan.

**BOOKS RECOMMENDED:**

1. Rebin pringle - Banking in Great Britain.
2. Revell British Banking System
3. Culbertson Money and Banking
4. Presnel Japanese Banking System
5. Lester Chandler Money and Banking
6. V. Desai & B.D. Gonasgi - Central Banking in Japan
7. De Kock Central banking
8. Chandler USA Banking System
9. Sayers R.S. Modern Banking

**B.Com. Part III**  
**SPECIALIZATION (GROUP III)**  
**FINANCIAL ACCOUNTING & AUDITING PAPER II**  
**COMPUTER CODE : 5215**  
**Marks 100**

**ABOUT THE COURSE:**

Course content focus on Conceptual Aspect, Application of Accountancy and Auditing Principles to Different Commercial Organisations.

**OBJECTIVES:**

To impart knowledge of Accounting & Auditing and cover the practical knowledge of the subject.

**SECTION I – FINANCIAL ACCOUNTING - MARKS 50**

**1. WORKING CAPITAL**

- (A) **THEORY:** Concept, Current Assets, Current Liabilities, Working Capital Cycle.
- (B) **PROBLEMS ON:** Calculation of Working Capital from data and information given.

**2. CASH FLOW & FUND FLOW STATEMENTS**

- (A) **THEORY:** Concept, Funds, Flow & Cash Flow.
- (B) **SIMPLE PROBLEMS ON:** Preparation of Cash Flow Statement and Fund Flow Statement.

**3. INSTALMENT SYSTEM**

- (A) **THEORY:** Distinction between Hire Purchase & Instalment Sale.
- (B) **PROBLEMS ON:** Instalment Sale including finding out Cash Price.

**4. VALUATION OF SHARES**

- (A) **THEORY:** Need for Valuation of Shares, Factors affecting Valuation of Shares, Various Methods of Valuation of Shares.
- (B) **PROBLEMS ON:** Valuation of Shares by Intrinsic and Yield Method.

**SECTION II AUDITING – MARKS 50**

- 5. Qualification, Disqualification, Appointment, Removal of Auditor, Rights, Duties, Power of Auditors covered under Companies Act, 1956.
- 6. Auditing On Line & / or Audit Of Computerized Accounts including CAAT (Computer Assisted Audit Techniques).
- 7. Auditors Reports including Elementary Knowledge Of CARO 2003; Qualification in Auditors Report.  
NOTE: The Audit Report to be studied is that which is applicable to the year ended immediately before commencement of the Academic Year.
- 8. Elementary Acquaintance with Compulsory Accounting Standard issued by Institute of Chartered Accountants of India being – AS1, AS2, AS3, AS4, AS6, AS9, AS10, AS13.  
NOTE: The Accounting Standard to be studied is that which is pronounced by the ICAI for the year ended immediately before commencement of the Academic Year.

ANNEXURE – SUGGESTED TEXT BOOK:

Section I

ADVANCED ACCOUNTANCY by Shukla & Grewal  
ADVANCED ACCOUNTING by Kishnadwala  
FINANCIAL ACCOUNTING by L.N. Chopde, D.H. Choudhari  
ADVANCED ACCOUNTANCY by R.L. Gupta

Section II

AUDITING by Tandon  
AUDITING by Kamal Gupta  
AUDITING by S.V. Ghatalia

For Unit No.8

“Compendium of Statement & Standards of Accounting”  
by the ICAI.

**BCom Part III**  
**SPECIALIZATION (GROUP III)**  
**FINANCIAL ACCOUNTING & AUDITING PAPER-III**  
**COMPUTER CODE: 5315**  
**(TITLE: COSTING & INCOME TAX)**  
**Marks 100**

**ABOUT THE COURSE:**

Course content focus on Conceptual Aspect, Application of Cost Accountancy and Income Tax Principles to Different Commercial Organisations.

**Objectives:**

To impart knowledge of Costing and Income Tax.

**Section I**

**1. BASIC CONCEPTS –THEORY ONLY:**

Objective, Importance and Advantage of Costing; Definition, Concept of Cost; Elements of Cost Units; Cost Centres; Difference between Cost Accounting; Financial Accounting and Management Accounting.

**2. MATERIAL AND LABOUR**

- A) **THEORY:** Material Purchases and Receipt Procedure, Economic Order Quantity, ABC Analysis, Continuous Stock Taking and Perpetual Inventory, Bin Cards, Stores Ledgers. Time Keeping and Time Booking, Idle Time, Labour Turnover, Methods of Remuneration.
- B) **PROBLEMS ON:** Calculation of Stock Levels viz., Minimum, Maximum, Reorder and Average, Economic Order Quantity, Methods of Remuneration – The Halsey Scheme, The Halsey- Weir Scheme, The Rowan Scheme, Calculation of Wages of Workers.

**3. OVERHEAD:**

- A) **THEORY:** Nature of Overhead, Classification of Overhead such as Variable Semi – Variables and Fixed Overheads, Factory, Office and Selling Overheads, etc., Machine Hour Rate.
- B) **SIMPLE PROBLEMS ON:** Allocation by Departmental Distribution summary; Apportionment and Reapportionment by Repeated Apportionment Method, Calculation of Machine Hour Rate.

**4. UNIT COSTING:**

**PROBLEMS ONLY ON:** Cost Sheet including estimation.

**SECTION II: INCOME TAX 50 MARKS**

**IMPORTANT NOTES:**

- a) The Law to be studied is that which is applicable to the Previous Year ended immediately before commencement of the Academic year.
- b) No knowledge of Case Laws is expected, Questions and Problems should

not have any Direct or Indirect reference to Case Law.

**5. DEFINITION AND CHARGE OF INCOME TAX: THEORY ONLY**

**DEFINITION:** Assessee, Assessment Year, Person, Previous Year, Income, Total Income. Elementary Acquaintance with Section 6 (Resident Status) of Income Tax Act, 1961.

Note: Exact Reproduction of Language of the Act is not expected.

**6. A) ELEMENTARY PROBLEMS ON SALARIES:**

Computation of Income under this Head Excluding calculations of Exempt limits of partly – exempt items, leave salary, Gratuity etc. and valuation of Perquisites but INCLUDING Deduction U/S 16 (iii).

**B) INCOME FROM HOUSE PROPERTY:** Computation of Income from House Property U/S 22 to 25.

**C) INCOME FROM OTHER SOURCES: Computation of Income from this head INCLUDING Deductions.**

**7. Elementary Problems on Profits & Gains from Business & Profession:**

Theory and Elementary Problems for Individuals only-covering Section 28, 29, 30, 31, 32, 36 & 37.

**8) Elementary Problems on Capital Gains:** Covering Section 45, 47, 48, & 49.

**9) COMPUTATION OF TOTAL INCOME: PROBLEMS ONLY ON:**

Computation of income under the head Salaries, House Property, Profit & Gains of Business & Profession, Capital Gains and Other Sources, to the extent specified above; Working out Gross Total Income and Total Income after Deduction U/s 80 C & 80 D only; Calculating Income Tax Payable. (From Rate Table Supplied)

SUGGESTED TEXT BOOKS:

**SECTION I**

COST ACCOUNTANCY by B.K. Bhar  
PRACTICAL COSTING by Khanna, Pande & Ahuja  
COST ACCOUNTING by Nigam Sharma

**SECTION II**

DIRECT TAXES & INDIRECT TAXES by Kishnawala  
DIRECT TAXES & INDIRECT TAXES by Ainapure & Ainapure  
DIRECT TAXES & INDIRECT TAXES by Vinod Singhanian

**B.COM III  
SPECIALIZATION (GROUP: IV)  
COSTING PAPER II  
COMPUTER CODE: 5216  
Marks 100**

**About the Course:**

Course Content Focus on Conceptual aspect, Application of Cost Accountancy Principles to Different Commercial Activities.

**Objectives:**

To impart knowledge of Cost Accounting and cover the practical Knowledge of the Subject.

***COURSE UNITS***

1. **COST CONTROL ACCOUNTS – PROBLEMS ONLY ON:**  
Passing Journal Entries and Posting to Cost Controls Accounts;  
Preparing Costing Profit Loss Account and Trial Balance.
2. **RECONCILIATION OF COST AND FINANCIAL ACCOUNTS – PROBLEMS ONLY ON:** Preparing Reconciliation between Cost and Financial Accounts.
3. **INTEGRAL ACCOUNTS – PROBLEMS ONLY ON:**  
Recording transactions in Ledger Accounts in Integral Forms and Preparation of a Trial Balance.
4. **CONTRACT COSTING –**  
(A) THEORY: Treatment of Plant on Contract: Profit on Uncompleted Contract  
(B) SIMPLE PROBLEMS ON: Contract Accounts.
5. **UNIT COSTING – PROBLEMS ONLY ON:** Cost Sheets INCLUDING Estimation.
6. **OPERATING COSTING – SIMPLE PROBLEMS ONLY ON:** Transport Costing: Boiler- House Costing.
7. **PROCESS COSTING –**
  - a. THEORY: Definition of “Scrap” and “Waste”, Abnormal Gain and Abnormal Loss.
  - b. SIMPLE PROBLEMS ON: Process Accounts EXCLUDING Equivalent Production.
8. **JOINT – PRODUCTS AND BY- PRODUCTS-**
  - a. THEORY: Definition of “Joint Product” and “By Products”.
  - b. PROBLEMS ON: Determination of costs upto the point Joint Products Separation using the following Methods – Market Value at Point of Separation, Market Value after further Processing and Physical Measurement; Determination of By-Product Costs using the following methods – Market Value; Standard Cost and Comparative Price.

**9. BUDGETS AND BUDGETARY CONTROL –**

- a. THEORY: Definitions and Concept of “Budgets” and “Budgetary Control”; The Budget Period; The Key Factor; Flexible Budgets;
- b. ELEMENTARY PROBLEMS ON: Preparation of the following functional Budgets – Sales Budget, Production Cost Budget, Plant Utilizations Budget, Capital Expenditure Budget, Selling and Distribution Cost Budget, Purchasing Budget and Cash Budget; Preparation of a Simple Flexible Budget.

**ANNEXURE I SUGGESTED TEXT BOOKS**

For all Units – Theory and Problems

“Cost Accounting - Methods and Problems” By B.K. Bhar

“Cost Accounting” by Nigam and Sharma

“A textbook of Cost Accounting and Costing Methods” by S.P.Arora.

“Wheldon’s Cost Accounting and Costing Methods” by Owler and Brown.

Problems only “Practical Costing” By Khanna, Pandey, Ahuja & Arora.

For Unit No. 9 (Supplementary)

“Principles of Management Accounting” by Manmohan & Goyal.

**SPECIALIZATION (GROUP IV)**

**COSTING PAPER III**

**Computer Code: 5316**

**Marks 100**

**About the Course:**

Course content focus on Conceptual Aspect, Application of Accountancy for Different Commercial Organizations.

**Objectives:**

To impart knowledge of Accounting and cover the practical knowledge of the subject.

1. **MARGINAL COSTING AND BREAK-EVEN ANALYSIS-**
  - (A) THEORY- Concept of Marginal Cost and Marginal Costing; Absorption Costing v/s Marginal Costing; Contribution, Break-up of Semi-Variable Overhead into Fixed and Variable elements by the Comparison of Period Method only; Key Factor; Basic Marginal Costing Equation, Cost-Volume-Profit Relationship; Break-Even Charts; Break-Even Analysis by the Equation Technique; and the Contribution Marginal Technique P/R Ratio;
  - (B) PROBLEMS ON: Income Statements under Absorption and Marginal Costing; Uses of Marginal Costing of Level of Activity Planning, Sales-Mix Planning, Price Planning and Profit Planning; Key Factor: P/V Ratio; Break-Even Points.
  
2. **DIFFERENTIAL COST ANALYSIS- PROBLEMS ONLY ON-**

Decision to Make or Buy; Decision to Accept a Special Order; Decision to Drop a Product Line; Decision regarding Equipment Replacement; Decision regarding Construction of Facilities; Decision regarding Selling of Further Processing; Decision regarding Temporary Shut Down; Decision regarding Additional Shifts.
  
3. **CAPITAL BUDGETING –**
  - (A) THEORY: Concept of Capital Budgeting and its importance; Methods of Banking Investments Proposals-Urgency, Payback Method, Average Rate of Return Method and Discounted Cash Flow Method: Cost of Capital, Capital Rationing;
  - (B) SIMPLE PROBLEMS ON: Banking Investment Proposals under the Payback Method, Average Rate of Return Method and Discounted Cash Flow Method.
  
4. **CASH FLOW-**
  - (A) THEORY: “Cash” Concept of “Funds”;
  - (B) PROBLEMS ON: Construction of Simple Cash Flow Statements.  
Note: Analysis is not expected.
  
5. **FUND FLOW-**
  - (A) THEORY: “Working Capital” Concept of “Funds”; Concept of “Flow”;
  - (B) PROBLEMS ON: Construction of Simple Fund Flow Statements and Statements of Changes in Working Capital.  
NOTE- Analysis not expected.
  
6. **ACCOUNTING RATIO ANALYSIS-**
  - (A) THEORY: Expression of Ratios-Rates, Pure Ratios and Percentages; Broad Principles of interpretation of Ratios;

Classification of Ratio;

(B) PROBLEMS ON: Computation and Elementary Interpretation of following ratios from direct information supplied- Current Ratio, Acid Test Ratios, Stock Turnover Ratio, Debtors-Turnover Ratio, Debt-Equity Ratio, Proprietary Ratio, Gross Profit Ratio, Operating Ratio, Net Profit Ratio, Return on Shareholder's Investment Ratio, Return on Equity Ratio and Capital Gearing Ratio.

**7. ELEMENTS OF STANDARD COSTING-**

(A) THEORY: Concept of Standard Costing.

(B) ELEMENTARY PROBLEMS ON: Calculation of the following variances from direct information supplied- Direct Material Price Variance, Direct Material Usage Variance, Direct Wages Rate Variance, Direct Labour Efficiency Variance, Direct Labour Idle Time Variance, Variable

Overhead Variance, Fixed Overhead Variance, Expenditure Variance Volume Efficiency Variance and Capacity Usage Variance.

**SUGGESTED TEXT BOOKS**

-For All Units

“Principles of Management Accounting”  
by Manmohan & Goyal

-For Unit Nos. 1 and 7, Theory and Problems

“Wheldon's Cost Accounting and Costing Methods”  
by Owler and Brown

“Cost Accounting Methods and Problems by B.K. Bhar

“Cost Accounting “ by Nigam and Sharma

“A textbook of COST accounting” by S.P.Arora

Problems only

“Practical Costing” by Khanna, Pandey Ahuja and Arora

**B.COM. Part III**

**Specialisation (V)**

**COMPUTER STUDIES (PAPER II)**

**Title : Advanced Computer Applications in Business**

**Computer Code No: 5218**

**Objectives:**

1. To enable the students to make the use of practical application of computer software.
2. To teach them to understand advanced features of computer software.
3. To introduce the students to the various commercial software.

**Total Teaching Hours : 120 Marks : 100 Final**

TOPICS	WEIGHTAGE
Windows Accessories	(Advanced) 10
Word Processing - MS Word	(Advanced) 20
Spreadsheet - MS Excel	(Advanced) 20
MS PowerPoint	10
Tally	15
E-Commerce	10
Computer Virus, Adware, Spyware	10
File Compression – Decompression – ZIP / RAR.	05

**Unit: I WINDOWS ACCESSORIES (ADVANCED)**

Disk Cleanup, Disk Defragmenter, Scan Disk.

**Unit: II WORD PROCESSING - MS WORD (Advanced)**

- What is Word Processing ?
- File – Open, Save, Save As, Exit.
- Page set up --- Width, Height, Top margin, Bottom margin, Header, Footer.
- Special Effects --- Boldface, Italics, Underline, Fonts, Font size, Type, Border.
- Selecting Text --- Copy, Cut, Paste, Redo & Undo.
- Find and Replace.
- Spell Check & Grammar.

- Auto Text, Auto Correct.
- Justification -- Left , Right , Centre , Even .
- Indenting And Out denting Text, Line Spacing, Paragraph Spacing.
- Bullets And Numbered Lists.
- Drop Cap, Change Case, Columns, Go To
- Word Count, Insert Page Break, Tables
- Print and Print Preview\_
- Mail Merge, Letter Wizard, Macros, Tables
- Function Keys
- Short Cut Key Combinations

### **Unit: III SPREADSHEET - MS Excel (Advanced)**

- Basic Concepts -- Row, Column, Cells, Cell Address, Value cells, Label cells, Absolute cells, Relative cells
- Multiple Worksheets, Inserting & Deleting Rows & Columns
- Selection of Range
- Functions
- Financial (FV, PV, PMT)
- String (LEFT, RIGHT, MID, UPPER, LOWER, PROPER, Len, Trim)
- Mathematical (SUM, COUNT, AVERAGE, MAX, MIN, Sqrt, Round)
- Logical (IF, or, true, not)
- Date Functions – Date(), Day(), Month(), Year(), today(), Now()
- Toolbars – Standard & Formatting
- Increasing & Decreasing Row Height and Column Width
- Data Sort, Data Fill (Autofill)
- Undo & Redo, Find, Find & Replace, Goto, Formatting Cells, Formatting a Sheet.
- Creating Charts
- Header, Footer, Printing, Print Preview, Page Setup
- File – Open, Save, Save As, Exit
- Macros – Elementary Idea.
- Spelling Checking
- Function Keys – Default Values.
- Short Cut Key Combinations
- 

### **Unit: IV MS - POWERPOINT**

- Creating, Editing & Saving a Powerpoint Presentation
- Inserting Clip Art
- Formatting, Transition & Animation Effects
- Different Views (Normal, Outline, ...)
- Slide Show

### **Unit: V TALLY (Advanced)**

- Creating & Altering Company Information
- Gateway of Tally
- Accounting Groups, Inventory Groups and Units of Measurement.
- Elementary Items under Accounting & Inventory Items.
- Accounts & Inventory Information
- Data Entry of Purchase, Sales, Journal, Cash, Bank & Petty Cash Voucher with test data.
- Bank Reconciliation Statement

- Understanding various account books including accounting ledger and stock ledger.
- Understanding of Trading, Profit & Loss Account and Balance Sheet along with Stock Summary.
- Function Keys & Shortcut Keys
- Printing Various Books of Accounts, Ledger, Trial Balance, Trading and Profit and Loss Account and Balance Sheet.
- Printing Stock Register, Stock Ledger, Stock Summary.

#### **Unit: VI E-Commerce.**

- What is E-Commerce ?. Its advantages and limitations.
- E-Commerce and Trade Cycle.
- Example of E-Commerce applications.
- Security Issues.

#### **Unit: VII COMPUTER VIRUS**

- What is Computer Virus?. Types and Examples
- Preventing Measures & Anti Virus Programs with Examples
- What is Adware & Spyware ? Types and Examples
- Preventing Measures & Adware & Spware removing Programs with Examples

#### **Unit: VIII FILE COMPRESSION.**

- What is File Compression ? Its different types, advantages and limitations.
- Introduction to WINZIP and WINRAR.
- Creating, Adding, Deleting and Extracting Files to a Compress File.

#### **WORD PRACTICALS**

- Letters – General & Business
- Articles from Computer Magazine
- Notice
- Bio-Data
- Legal Documents

#### **EXCEL PRACTICALS**

- Productwise – Monthwise Analysis [Sum, Avg, Count, Formula]
- Balance Sheet
- Profit & Loss A/c
- Computation of Income
- Other exercises from books

#### **POWERPOINT PRACTICALS**

- Creating a Simple Presentation

#### **Reference Books:**

- MS Office (Prentice Hall)
- Comdex – Computer Course Kit
- Tally 5.4 - A. K. Nadhani (BPB Publications)
- Training Guide MS – Excel (BPB Publications)

## B.COM. III

### Specialisation (V)

#### COMPUTER STUDIES (PAPER III)

#### Title : Computer Programming Applications in Business

#### Computer Code No: 5318

Marks 100

#### Objectives:

1. To enable the students Programming Application of computer software.
2. To teach them Programming Language
3. To introduce the students to the logic of Programming and its benefits.

#### TOPICS      WEIGHTAGE

Database (FOXPRO 2.5 for DOS)    35

Flowcharting            10

Programming Applications in Foxpro    25

MS Access            15

Web Designing Concepts    15

#### Unit: I DATABASE (FOXPRO 2.5)

- Basic Concepts
- Database, Record, Field, Character, Types of Fields
- Commands – Create, Display Structure (To Print), Modify Structure, Quit, Use, Append, Edit, Browse, List (To Print), Display, Locate, Delete, Pack, Zap, Replace, Go, Skip, For – While, Scope of commands (All, Rest, Next)
- Sorting & Indexing
- Sum, Average, Count
- Creating & Printing Labels & Reports
- Functions – Date(), Time(), Recno(), Reccount(), Min(), Max(), Round(), BOF(), EOF(), Mod(), Sqrt(), CTOD(), DTOC(), DAY(), CDOW(), MON(), CMON(), LEFT(), R.GHT(), STR(), SUBSTR(), Ltrim(), Rtrim(), LTRIM(), Upper(), Lower(), Proper(), Left(), Right(), Found()
- Various Date Formats & Date Arithmetic
- Opening Multiple Databases and Setting Relation
- Set Commands – Default to, Decimal to, Talk, Escape, Confirm, Index

#### Unit: II FLOWCHARTING

- Definition & Uses

- Symbols of Flow Charting.
- Concepts of Conditions, Loop.
- How to Draw a Flow Chart.
- Constants – Numeric, Non-Numeric.
- Variables – Numeric, Non-Numeric
- Problems of drawing Flow Chart.

### **Unit: III PROGRAMMING APPLICATIONS IN FOXPRO**

- Creating, Saving, Basic Editing, Running, Saving Program file
- Programming Commands – Set Talk, Set Autosave, Set Default, Set Print, Set Status, Set Color, ??, For – Endfor, Do While – Enddo, Scan – Endscan, If – Else-Endif, Text – Endtext, Accept, Input, Wait, Return, Eject, Close, @Say, @Get, Read, Append Blank

### **Unit: IV MS ACCESS**

- What is Access ?
- Concept of Database & Tables
- Creating Tables, Saving Tables, Setting Primary Key
- Modifying Table Structure
- Adding Records in the Table.

### **Unit: V WEB DESIGNING CONCEPTS**

- HTML Tags – Title, Head, Body, BR, P,BR,H1 TO H6, OL, UL, MARQUEE, HR
- B,I,U,S,TT,BIG,SMALL,SUB,SUP, FONT, AHREF
- Creating a Simple Web Page
- File – Saver, Save As
- Inserting Images & Background Images
- Tables, Links

### **Unit: VI ELEMANTRY IDEA ABOUT D.T.P.**

#### **FOXPRO PRACTICALS**

- File based & Non file based programs

#### **WEB PAGE DESIGNING PRACTICALS**

- Creating a Simple Web Page
- Creating Web Page with Images
- Creating Web Page with Tables
- Creating a Web Page with Links

#### **Reference Books:**

- An Insight into Flow-Charting --- Jain (S. Chand & Co.)
- Foxpro 2.6 for DOS – R. K. Taxali (BPB Publications)
- Web Page Designing – Monica D'souza (Tata McGraw Hill)

**B.Com Part III/B.A Part III**  
**Vocational Subject (I)**  
**Paper V - E-Commerce and Web designing**  
**Computer Code 0518**  
**Marks 100**

**1) INTERNET**

- What is Internet ? and its Advantage and Disadvantages
- Minimum Hardware and Software Requirement for internet
- Connection
- Role of Modem in Internet
- Websites & ISPN
- Browsing and Surfing
- Downloading Pictures and Text
- E-mailing
- Creating Accounts, Attachments and Changing Passwords
- Chatting

**2) Fundamentals of Computer Web Designing**

- Laying the Ground Work
- Types on the Web
- Building Forms
- Color on the Web
- Page Layout and Graphic
- Navigation System
- Site Structure Etc.

**3) Web Page Designing (Front Page )**

- Getting Familiar with Front Page
- Creating your Web Page using Front Page
- Expanding your Web Site with Front Page
- Finishing Your Website

**4) Hyper Text Markup language ( HTML )**

- Introduction to HTML
- Building Block
- Designing WebPages
- Text Formatting
- Creating Images
- Using Images etc.

**5) Dynamic Hyper Text Markup language ( DHTML )**

- Introduction to DHTML
- Animation
- Page Transitions
- Outlining
- Form Enhancements



**B.Com Part III/B.A Part III**  
**Vocational Subject (I)**  
**Paper VI – Computer Networking & Multimedia**  
**Computer Code 0618**  
**Marks 100**

**1) COMPUTER NETWORKING**

- Networking and its Advantages
- How Data is Transmitted
- Types of Networking (Client Server, Peer to Peer, Personnel)
- Network and its Advantage
- Classification of Networks
- Components of Network
- Types of Servers
- Workstation
- Advantages and Disadvantages of Client Server Database
- NetWare (Dedicated and Non Dedicated NetWare)
- Login & Logout
- Coaxial Cables
- Different ways of Communication Devices used for Communication

**2) Multimedia**

- What is Multimedia ?
- Uses and Drawback of Multimedia
- Minimum Hardware and Software requirement for running Multimedia on a PC.
- About Graphic Boards and its Types
- Graphic Memory
- Sound & Recording Sounds
- CD ROM and its Advantages
- Installing CD's
- Using Educational, Audio, Movies etc. CD's

**3) TALLY**

- Introduction & Features
- Startup Menu

Company Info (*Details about the Company*)

- 1) Selecting
- 2) Creating
- 3) Displaying/Altering
- 4) Backing up & Restoring data
- 5) Recovery of data
  - Gateway of TALLY

**1) A/c Information**

- |           |           |                     |
|-----------|-----------|---------------------|
| a) Ledger | b) Groups | c) Cost Centers     |
| (○ Create | ○ Alter   | ○ Display ○ Budget) |

**2)**

**Voucher Entry**

- |           |         |                           |
|-----------|---------|---------------------------|
| a) Contra | b) Pymt | c) Reptd) Jrnl            |
| e) Sales  | f) Purc | g) Memo/Reversing Journal |
- 3) Balance Sheet
  - 4) Ratio Analysis
  - 5) Display
  - 6) Printing/Export
    - Change Date
    - Controls
    - Advanced Usage
    - Direct Commands
    - Cash Sales/Purchase
    - Financial Years

#### **4) ENTREPRENEURSHIP DEVELOPMENT**

Syllabus given after syllabus of vocational paper VI communicative English

**B.Com P.III / BA Part III**  
**Vocational Subject (II)**  
**Tourism and Travel Management**  
**Paper V TOURISM MARKETING**  
**Computer Code – 0524**  
**100 Marks**

#### **Objective**

This course covers analysis of the markets and their possible developments, Packaging of the product, pricing Policies and their publicity and advertising in the media – print and electronic. A study of the marketing and publicity aids like books, periodicals, brochures, posters, hand – outs, press releases, audio visuals. The paper would also include promotional and public relations methods employed in Tourism Marketing.

1. The Concept of Marketing, nature, classification and characteristics of services and their marketing implications, developing marketing strategies for services, firms, Linkages in tourism and other sectors (Travel Agency, Accommodation, Food, Nutrition, Catering), etc.
2. Tour packaging concept, characteristics, methodology, considerations and pricing of tour packages. Beginning and printing of tour brochure.

#### **SUGGESTED READINGS :**

1. Kotler, Philip : Marketing Management Universal Publications, New Delhi.
2. Maccarthy, D.K.J. : Basic Marketing – A management approach.
3. Douglas Foster : Travel and Tourism Management
4. Negi, M.S. : Tourism and Hoteling
5. Wahab, S.Gramopter L.& Reth Fibbs : Tourism Marketing: Tourism International Press, London 1976
6. Stephen F.Witt & Moutinch, Prentice : Tourism Marketing and Mangement Luis Handbill Hall, New York 1985.
7. Renal, A. Nykiel : Marketing in Hospitality Industry (wnd E.D.) Van Nestrnd Reinhold, 1986
8. Maciean, Hunter : Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd. 1984.

**B.Com.P.III/BA Part III**  
**Vocational Subject (II)**  
**Paper VI A - Information- Communication- Automation (Marks 60)**  
**B -Entrepreneurship Development (Marks 40)**  
**Paper – Code- 0624**

A) Information – Communication – Automation : The course cover techniques of communication, presentation and collection of information and data. It is also

includes basic knowledge of computers in travel fields. The attitude & behavior pattern .w.r.t. customer services and their expectation, profile of visitors from various destinations is part of the study-  
Course expectations and services and Legislation;  
National Tourism – Civil Aviation policy;  
Information Technology;  
Market Research and  
Data collection.

Consortiums of Airlines, hotels and wholesalers.

**ENTERPRENEURSHIP DEVELOPMENT**  
**Syllabus given after syllabus of vocational paper VI communicative English**

**B. Com. P.III /BA Part III**  
**Vocational Subject (III)**  
**Principles and Practice of Insurance.**  
**Paper V Property and Liability Insurance I & II**  
**Computer Code No. 0551**  
**Marks 100**

**Unit I Introduction-**

Risk and Insurance; Insurable and non- insurable risks; Nature of property and liability insurance; Reinsurance.

**Unit II Basic Concept of Liability insurance-**

- a) Basic Concepts :- Specific and all risk insurance; Valuation of risk; Indemnity contracts and specific value contracts; Average and contribution; Excess and short insurance careers.
- b) Liability Insurance:- Procedure for obtaining liability insurance. Legal position of insurance agent; Construction and issue of policy ; Records of liability insurance; Policy conditions.

**Unit III Types of Liability Insurance Policy-**  
**Mandatory Public Liability Insurance**

Dwelling property loses; Business interruption and related loses; Theft Insurance Contractors Budgetary covers, Auto Insurance, Medical Benefit Insurance; Dishonesty, disappearance and destruction Insurance; Employer's Liability; Aviation Insurance; Personal and Residential Insurance; Boiler machinery insurance; commercial enterprises and industrial property insurance.

**Unit IV Insurance Problems of Institutions-**  
**Insurance Problems of educational and religious institutions-**

Hospitals, clubs and association; Professional package contracts; Errors and omissions Insurance Professional liability insurance; Accountants liability insurance; limits on amount of insurance. Marketing and underwriting of liability insurance; Finance of liability insurance.

**Unit V Adjustments of losses and Claims Compensation-**

Nature of losses and their adjustment; Procedure of Adjustment; Functions of adjuster's ; Responsibilities of adjuster's; Survey of Loses; Procedures for preparing claims statements; Documents in use in claims settlement. Requirements: of the insured in the event of loss. Appointment and loss valuation; Statutory control over liability insurance in India. Liability Policies by General Insurance corporation of India.

**Suggested Books:**

1. Rodda : Property and Liability Insurance- ( Prentice Hall, New Jersey)
2. John Carydon I : An Introduction to Liability claims adjusting Cincinnati- (The National underwriting Co.)
3. Long and Greff: Property and Liability Insurance- (Handbook , Homewood, Richard D Irwin.)

**B. Com. P.III /BA Part III**  
**Vocational Subject (III)**  
**Principles and Practice of Insurance.**  
**Paper VI Group Insurance and Retirement Benefit Schemes and Entrepreneurship Development**  
**Computer Code No. 0651**  
**Marks 100**

A. Year of Implementation 2002-2003

- (1) Introduction.
- (2) Superannuation Schemes I.
- (3) Superannuation Schemes II.
- (4) Superannuation Schemes III.
- (5) Gratuity Schemes.
- (6) Group Life Insurance Schemes I.
- (7) Group Life Insurance Schemes II.
  
- (8) Provident Fund & Employees family pension and Deposit- Linked Insurance Schemes
  
- (9) Taxation Treatment of Provisions for Retirement Benefit-I
  
- (10) Taxation Treatment of Provisions for Retirement Benefit-II
  
- (11) Group Schemes and Data Processing.

**B. Entrepreneurship Development**

**Syllabus given after syllabus of vocational paper VI communicative English**

**Recommended Course of Reading :-**

1. Group Insurance and Retirement Benefit Schemes Published by Federation of Insurance Institute, Mumbai.

**B.Com P.III /BA Part III**  
**Vocational Subject (IV)**  
**Advertising, Sales, Promotion and Sales Management**  
**Paper V : Management of the Sales Force and Sales**  
**Promotion of Public relation**  
**Computer Code – 0544**  
**Marks 100**

**(A) Management of the Sales Force**

- Importance of the Sales Force and its Management.
- Functions of Sales Manager
- Recruitment and Selection
- Training and Direction
- Motivation and Compensation
- Appraisal of performance
- Sales Force size, organization of the sales department: Geographic, Product wise, Market based.
- Sales Planning and Central: Market analysis and sales forecasting. Method of forecasting sales.
- Sales Budget: Importance, process of sales budget, uses of sales budget.
- Sales territory- Consideration in allocation of sales territory.
- Sales Quota: Objectives Principals of setting sales quota, Administration of sales quota, uses of sales quota.
- Sales and cost analysis: Uses and Methods

**Suggested Readings:**

1. Stanten and Buskirt                      Management of the sales force. (Richard D Itwin).
2. Philip Kotler                                Marketing management 7<sup>th</sup> Ed(Prentice Hall of India)Chap.24

**B): Sales Promotion and Public Relation**

- Nature and imporatance of sales Promotion. Its role in marketing.
- Forms of sales promotion: Consumer oriented sales promotion. Trade-oriented sales promotion and sales force oriented sales promotion.
- Major tools of sales promotion: Samples, point of purchase displace and demonstrations. Exhibitions and fashion shows, sales contest and games of chance and skill lotteries, gift offers premium and free goods. Prince packs, Rebates, Patronage, rewards.
- Conventions, conference and Trade shows, specialties and novelties.
- Developing and sales promotion programmers, pre-testing implementing, evaluating the results and making necessary modifications.
- Public relations: Meaning features, growing importance, role in marketing, similarities of publicity and public relation.
- Major tools of Public relations: News, Speeches, Special events, Handouts and leaflets, Audiovisual, Public service activites miscellaneous tools.
- Ethical and local aspects of sale promotion and public relations.

**Suggested Readings**

1. Philip Kotlet- Marketing management 7<sup>th</sup> Edition(Prentice Hall Of India)Chap.23
2. Stanton and Futrell- Fundamentals of Marketing-7<sup>th</sup> Ed (McGraw Hill)Chap.20
3. JSK Patel-Salesmanship and publicity (Sultan Chand & Sons. New Delhi.)

**B.Com P.III /BA Part III**  
**Vocational Subject (IV)**  
**Advertising, Sales, Promotion and Sales Management**  
**Paper VI**  
**Computer Code – 0644**  
**Marks 100**

Unit 1: THE INTERNET

- The Internet-a new potential medium
- Online Consumer & User Benefits
- Developing a campaign for the web
- Advertising on the website

Unit 2: ADVERTISING & BRAND MGMT.

- Building Up a Brand-Why, When, How
- Brand Personality-Enriching the Brand
- Brand Extension-Types & Requirements
- Brand Repositioning-What it is & Why?

Unit3: CUSTOMER RELATIONSHIP MGMT.

- Winning over Customers
- Sustaining Customer Loyalty
- Relationship Building with Customers

Unit4: MARKET RESEARCH & ITS CHALLENGES

- Why, When & How?
- Profile of the Customer
- Material Sources of Information
- Methods of Data Collection
- Limitations & Pitfalls

Unit5: MASS MEDIA & MODES OF COMMUNICATION

- Mass Media & Information
- Mass Media & Social Awareness
- Mass Media & Entertainment
- Mass Media as a Interpersonal Tool
- Mass Media & Socio/Cultural Impact

**C. Entrepreneurship Development**

**Syllabus given after syllabus of vocational paper VI communicative English**

**BCom Part.III**  
**Vocational Subject (V)**  
**Paper V Office Management and Secretarial Practice**  
**Computer Code 0552**  
**Marks 100**

**OBJECTIVES**

**The course aims at introducing student's to:**

1. Office Purchases.
2. Secretarial Work.
3. Attending the travel of the boss.
4. Telephone handling.
5. Furnish information from different sources.

**Unit I: Secretary's Qualification, Qualities,**

Functions and Meetings. Secretary – his qualifications, functions and qualities, Assistance of secretary relating to meetings.

**Unit II Company Meeting – meaning, Classification**

Of meetings, The essentials/requisites of a valid meeting, Company meetings. Meetings of shareholders, directors and creditors

Methods of calling a meeting, Notice of the meeting, Agenda, Requisites of a quorum, Recording of proceedings, writing the minutes, contents of minutes, Minute Book, signing of minutes, Adjournment procedure of meeting, Motion and Resolution, Essentials of a motion, Amendment, Rules of amendment, Resolution, kind of resolutions, Drafting of resolution, Distinction Between motion and resolution. Chairman, his qualities, functions and duties, Rights of chairman, Casting vote, point of order, Methods of voting.

Specimen of agenda of first board meeting, Specimen minutes of First Board meeting, AGM, Extraordinary General meeting, Quarterly Board Meeting.

**Unit III: Office Stationary**

Meaning, items, importance, Stationery stock, Stock Record and Issue, Types of papers and envelopes, Issue Procedure, Honour system, Methods of controlling stationery stock, Bin card, Continuous Stationery, Advantages and disadvantages of continuous stationery, Control of consumption of stationery, Methods of purchasing, Office forms – meaning & utility. Supplies.

**Unit IV: Travel Arrangement**

Preparing Tour programme for Boss, Booking Travel tickets, Formalities for foreign tour, Domestic travel and foreign travel – check list, Hotel reservation, Requisition for reservation, T.A./D.A Rules, Entitlement, Meaning of D.A., Admissibility, Lodging Charges, Classification of cities, conditions for paying DA, Journey by Air, Rail & Sea of TA/DA, Application for grant of TA/DA, Advance & Preparation of TA/DA bills.

**Unit V: Telephone handling**

Parallel connection, PBX, PABX, Telephone operating, Duties of a telephone operator, Telephone handling - local, STD, ISD, Trunk service, International Trunk service Tariff for International calls, Dynamic STD/ISD locking facility, operation of locking facility, Telephone operation under specific situations. Tips for telephonic talk & Conducting business talk.

**Unit VI: Sources of Information**

Telephone directory, Post office Guide, Railway Time Table, Internet.

## **Entrepreneurship Development**

### **Syllabus given after syllabus of vocational paper VI communicative English**

#### **BOOKS RECOMANDED**

1. Office Management and Secretarial Practice. By Y.P. Singh. (Gyan Publishing House, Delhi)
2. Office Practice. By Mirza & Savan.
3. Office Management. By Pillai & Bagavathi. (S. Chand & Co. Ltd.)
4. Office Management. By R.C. Bhatia. (Galgotia Publishing Co.)
5. Secretarial Practice. By Kuchal. (Vikas Publishing House, New Delhi)
6. The Successful Secretary. By Sybil Lee, G.L. More. (Taraporwala Publishing Industries Pvt. Ltd. Worli, Mumbai.)

**B.Com Part III  
Vocational V  
Paper VI -Typing & Shorthand  
Computer Code 0652**

***Typing***

**Unit I Manuscripts**

Proof Correction – signs and their meaning, process of typing manuscripts, correction of drafts.

**Unit II Tabulations**

Definition and importance, part of tabulation, procedure for typing tabulation, Typing of book-notes, Typing of Balance sheet.

**Unit III Syllabification of Combination**

Rules for division of words at line ends, exceptions, formation of special sign with combination of characters.

**Unit IV Correspondence**

Typing with proper display, Typing of business letters, Typing of official letters

***SHORTHAND***

**Unit I Advanced Phraseography**

Advance Phraseography, Phraseology related to business, banking, insurance and administration.

**Unit II Special list of words**

**Unit III Arrangement of Materials**

Arrangement of Materials on typewriter desk to facilitate transcription.

Unit IV Checking and proof reading transcription.

**PRACTICALS**

***SHORTHAND***

**Unit I Taking Information**

Taking information from other documents in completion of shorthand notes.

**Unit II Amendments**

Office style dictation with amendments.

**Unit III Submitting Transcribed**

Submitting transcribed materials for signature.

**Unit IV Marketing and Filing**

Marketing and filing of shorthand notices after completion of transcription.

### ***BOOKS RECOMMENDED***

1. Fluency in shorthand, special care should be taken on expose to students to variety of pronunciation.
2. Formation of well construction shorthand outline with the help of facility drills.
3. Auto-mobilization of grammalogues and phrases.
4. Daily practice in taking dictation starting at slow speed.
5. Practice in transcribing the long hand.
6. Dictation each day should be on practice material to increase the speed and on new matter to improve competence. It should be for timing of 1,3,5,7 and 10 minutes.

**B.Com P.III/BA Part III**  
**Vocational Subject (VI)**  
**COMMUNICATIVE ENGLISH**  
**Paper V Broadcasting : Radio/ TV**  
**Code No. 0553**  
**Marks 100**

**A. Broadcasting Radio.**

**Objectives:**

To give training in news reading, announcing, making commentary and compering

**Course Contents:**

1. Practical training: Voice training and training in the techniques of Broadcasting on the Radio.
2. Knowledge of current affairs and general knowledge.

**Field Work:**

Visit to the Radio station, and exposure to different mechanisms of Radio broadcasting is necessary. Participation in local function like tournaments, cultural programmes also necessary.

**B. Broadcasting : TV**

**Objectives :**

To give practical training in news reading and announcing on the TV.

**Course Contents:**

1. Practical Training in facing the cameras.
2. Gestures and speech: Facial expression, lip movement, eye movement  
Stress, intonation and pauses etc.
3. Knowledge of Current affairs and general knowledge.

**Field Work:**

Visit to TV station and exposure to different mechanisms of TV Broadcasting (ie.Telecasting) is necessary.

**B.Com P.III/BA Part III**  
**Vocational Subject (VI)**  
**COMMUNICATIVE ENGLISH**  
**Paper V Broadcasting : Radio/ TV**  
**Paper VI Project and on the job training**  
**Code No.0653**  
**Marks 100**

**Course contents and paper style**

1. Imaginative Features

2. Script writing for announcement and comparing }

1. Current affairs and general Knowledge }

2. Job interviews (or)

3. Interviews of Celebrities }

4. Publish speaking

5. Sales talk }

Enterprenuership Development

60

40

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100

# ENTREPRENEURS DEVELOPMENT

B.A.III / B.COM. III

40 Marks

## OBJECTIVES

The course aims at introducing students to:

1. Women Entrepreneurs in India
2. Control and Motivational factors
3. Problems and remedies for Small Scale Industries
4. Concept of E-Commerce

### **Unit 1 : Women Entrepreneurs**

- Challenges faced by women entrepreneurs in India.
- Schemes & Government support
- Changing scenario of women entrepreneurs in India.
- Need for Incentives.

### **Unit 2 : Inventory Control & Quality**

- Quality & its importance
- ISO 9000
- TQM
- EOQ & Just in time technique.

### **Unit 3 : Interpersonal Relationships**

- Team work
- Team management
- Leadership Qualities
- Importance of communication
- Motivational factors

### **Unit 4 : SSI's**

- Role in economic development
- Features of SSI's
- Problems in SSI
- Overcoming the sickness.

### **Unit 5 : Electronic Commerce & Small Enterprises**

- Meaning of E-Commerce
- Evolution & Growth
- Benefits
- E-Commerce suitability for small enterprises.

## REFERENCES -

1. Entrepreneurship – a handbook for beginners , Dr.S.K.G.Sundaram , Dr.Leena D'Souza, Manisha Joshi , Isha Enterprises for SNTD Women's University
2. Corporate Entrepreneurship , Michael H.Morris , Donald F.Kuratko , Harcourt college publishers.
3. Entrepreneurial Development , S.S.Khanka , S.Chand & Co. Ltd.

9. Effective Entrepreneurship , Alan H.Anderson and Peter woodcock , Blackwell Business.
10. Dynamics of Entrepreneurial Development & Management , Vasant Desai , Himalaya Publishing House.
11. Entrepreneurship & Small Scale Industries , G.S.Batra , R.C.Dangwal , Deep & Deep Publications Pvt. Ltd.
12. Entrepreneurship & Small Business Management, B.S.Bhatia , G.S.Batra , Deep & Deep Publications Pvt. Ltd.
8. Entrepreneurial Development , C.B.Gupta , N.P.Srinivasan , Sultan Chand & Sons.

**Plan for 100 Hrs of Computer Training  
For the students of Graduate Degree Course (3 years)**

Three plan of introducing Computer to Undergraduate students are suggested here.

Plan 1: - 33hrs per year.

Plan 2: - 40hrs during first two years and 20hrs in the last year.

Plan 3: - 10hrs during first year and 30hrs each in the next two years.

	<b>First Year</b>	<b>Second Year</b>	<b>Third year</b>
<b>Plan 1</b>	33 hrs.	33 hrs.	33 hrs.
<b>Plan 2</b>	40 hrs.	40 hrs.	20 hrs.
<b>Plan 3</b>	40 hrs.	30 hrs.	30 hrs.

**7 Credit ♦ Course in**

**Introduction to the world of computers**

**Objectives:** After studying this course of 100 hours spread over three years, the students will be able to

1. Use office automation and presentation tools effectively.
2. Use Internet to communicate with friends, teachers and other experts in the field.
3. Collect desired information using Internet.
4. Interact with the world through one's own web page.
5. Pursue a career in web page/web site designing.
6. Pursue a career in desktop publishing.
7. Maintain office accounts through use of tally software.
8. Create database using FoxPro software.

**Content and time duration:**

**Plan 1**

<b>Year 1 (33 hrs)</b>	Windows	3
	MS Office:	
	MS Word	10
	MS Excel	8
	MS PowerPoint	7
<b>Year 2 (33 hrs)</b>	Introduction to Internet:	5
	Sending and receiving email	
	Sending and receiving attachments	
	Downloading files.	
<b>Year 2 (33 hrs)</b>	Desk Top Publishing	
	Photoshop	10
	Page Maker	20

	Introduction to Internet Browsers (Internet explorer, Outlook Express) Search Engines	3
<b>Year 3 (33 hrs)</b>	Web page Design HTML Dream weaver	10 10
	Tally	13

### Plan 2

<b>Year 1 (40 hrs)</b>	Windows MS Office: MS Word MS Excel MS PowerPoint Introduction to Internet: Sending and receiving email Sending and receiving attachments Chat Browsing	5 10 8 7 10
<b>Year 2 (40 hrs)</b>	Desk Top Publishing Photoshop Page Maker CorelDraw	10 20 10
<b>Year 3 (20 hrs)</b>	Web page Design Dream weaver Accountancy Tally	7 13

### Plan 3

<b>Year 1 (40 hrs)</b>	Windows MS Office: MS Word MS Excel MS PowerPoint Database Packages Fox Pro Internet: Sending and receiving email Sending and receiving attachments Chat Browsing	3 10 8 7 8 4
<b>Year 2 (30 hrs)</b>	Desk Top Publishing Photoshop Page Maker	10 10

	CorelDraw	10
<b>Year 3 (30 hrs)</b>	Web page Design	10
	FrontPage HTML	10
	Accountancy	10
	Tally	

### Instructional Strategies:

The students may be taught in the computer lab (No theory lecturers in the classroom). Three students may be accommodated on one machine if enough machines are not available.

They would be encouraged to use computerized catalogues in the library, visit cyber shops or web world etc where more practice I the skills could be practiced.

Visits to computer centers, multimedia centers, may be arranged to see the application of software learnt.

Presentations by the experts in the field about the career opportunities in the computer field may be arranged to motivate the students and help them think seriously about their career.

### Evaluation Strategy:

The students may be evaluated through practical examination, group and individual projects, oral examination and also portfolios.

<b>Year 1 (40 hrs)</b>	<b>Paper Name: Office Automation</b>	
	<b>Windows</b> Using window explorer Managing files and folders Using paintbrush, WordPad & notepad Network Neighborhood.	<b>3 Lectures</b>
	<b>Word Processor (Microsoft Word)</b> duction to word processor q Overview of word processor packages q Use of word in different areas q Document Concept (Creating, saving, opening, closing document) Formatting Document (Bold, Italic, Underline, Justification, Fonts, Colors of Fonts, Formate Painter) Copy, Cut & Paste Working with Margins and Page Setup Tables Uses Of Drawing toolbar Columns, Header & footers Printing Procedure Spell Check & Thesaurus Adding a Chart to the Report	<b>10 Lectures</b>

	<p>Mail Merge</p> <p>Introduction to Spreadsheet  Overview of Spread Sheet Packages  About Excel (Role of Excel in Day to Day life)  Understanding Excel Sheet.  Inserting, Deleting and Hiding Columns/Rows  Manipulating Formulas and functions  Working with charts  Printing a sheet  Sort &amp; filter</p> <p><b>Presentation package (MS PowerPoint)</b>  What is Presentation? Explain its Need.  Overview of Presentation Packages  Use of PowerPoint  Making Presentations  Different Type of slide layouts  Slide View, Slide Sorter View &amp; Slide Show Button  Setup Show  Applying Design Templates and backgrounds  Transition &amp; Custom Animation Effects  Recording Voice in Presentation  Electronic Presentations</p> <p><b>Database Package (FoxPro)</b>  Data, information, database, database system,  database management system.  About FoxPro  Data Type used in FoxPro  Creating Modifying and Displaying Structure  List with Scope  Adding and Editing Records  Operators (Arithmetic, Relational Logical &amp; String)  Specifying Date Format  Delete, Pack, Zap, Recall, Goto &amp; Skip, Replace  Commands  Difference Between Sorting &amp; Indexing  Memory Variable  Functions (Numerical, Statistical, Character &amp; Data)  Set Commands  Report Generation</p> <p><b>Internet</b>  What is Internet? and its Advantage and  Disadvantages  Minimum Hardware and Software Requirement for  internet Connection  Role of Modem in Internet  Websites &amp; ISPN</p>	<p><b>8 Lectures</b></p> <p><b>7 Lectures</b></p> <p><b>8 Lectures</b></p> <p><b>4 Lectures</b></p>
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	<p>Browsing and Surfing  Search Engines  Downloading Pictures and Text  E-mailing  Creating Accounts  Attachments  Chatting</p> <p><b>REFERENCE BOOKS:</b></p> <p>◆ Mastering Word 2000 ◆ Ronthansfield, J.W.Oslen, BPB Publication.</p> <p>◆ Mastering Word 2000 ◆ by Mindy C Martin, Steven m Hansen, Beth Klingher BPB Publication.</p> <p>◆ Mastering Word 2000 ◆ by Katherine Murray BPB Publication</p> <p>◆ Mastering FoxPro 2.5 ◆ Special Edition by Charles Siegel</p> <p>◆ The Internet in 24 hours ◆, Ned Shell: SAMS Publishing.</p> <p>◆ Internet 101 A Beginner ◆s Guide to the internet and the World Wide WEB ◆: Wendy g Lehnert.</p>	
<p>Year 2 (30 hrs)</p>	<p><b>Paper Name: Desk Top Publishing  CorelDraw</b></p> <p>About CorelDraw  Using the Menus, Standard Toolbar, Property bar and Dialog Boxes  Drawing Rectangle, Ellipses, Polygons, stars, Spirals and Graph paper.  Drawing Lines of All Shapes and Sizes.  Creating and Manipulating Text.  Selecting and Transforming Objects.  Shaping Objects.  Filling and Outlining Objects.  Viewing, Zooming and Ordering.  Combining, Breaking Apart, Grouping, Ungrouping, Separating and Converting to Curves.  Weld, Intersection and Trim.  Aligning, Copying, Parsing and Cloning.  Lens, Perspective and Powerclip.  Fitting Text to a Path.  Page Setup and Printing.  Uses of CorelDraw in Textile &amp; Fashion Designing.</p> <p><b>Photoshop:</b></p> <p>Photoshop  Toolbox, Palettes and Context Menus.  Creating Canvas Size, Color Modes and Resolution.</p>	<p>10 Lectures</p> <p>10 Lectures</p>

standing and Working with Layers  
 ing Areas  
 g and Selecting Colors  
 ng and Drawing  
 ng Text  
 ng and Reshaping Images  
 ing  
 Effects  
 Manipulating Focus with Blur, Sharpen and Smudge  
 ing tone with Dodge, Burn & Sponge  
 ing images  
 ng and Pattern Creation with Rubber Stamp  
 ng Special image effect

### Paper Maker

- q Introduction to PageMaker
- q The PageMaker window
- q Using the Tool Box
- q Creating New Document
- q Entering and Formatting Text
- q Editing Text
- q Rulers
- q Using Control Palette and Color Palette
- q Adding Colors
- Drawing & Editing Objects using various Tools
  - q Changing Character Specifications.
  - q Developing and Formatting paragraphs
  - q Using Find and Change Feature
  - q Page Setup
  - q Using Story Editor
  - q Inserting and Removing Pages
  - q Sorting Pages
  - q Master Pages, Importance & Uses
- Creating a Bill, Pamphlets, Visiting Cards, Advertisements.

10  
Lectures

### REFERENCE BOOKS:

- ◆ Mastering Coreldraw 10 ◆: BPB Publication.
- ◆ Mastering Photoshop 6 ◆, Romaniello, Steve: BPB Publication, 2001.
- ◆ Photoshop 6: In depth ◆, Xenakis, Davis: Dreamtech Press, New Delhi 2001.
- ◆ Learning Page maker 6.5 ◆, Bangia, Ramesh: Khanna Book Publishing Pvt. Ltd, 2000.
- ◆ Teach yourself Pagemaker 6.5 for Macintosh and Windows ◆, Busch, David D. BPB Publications, 1997.

Year III



	<p>Hyperlinks Views (Page, Folder, Report, Navigation, Hyperlink, Task) Forms Hit Counter DHTML Effects.</p> <p><b>REFERENCE BOOKS:</b></p> <ul style="list-style-type: none"> <li>◆ Implementing Tally 6.3 ◆, Nadhani, K.K: BPB Publication.</li> <li>◆ Using Tally eis 5.4 release 5(d) Tally the complete business solution ◆, Satyapal: Khanna Book Publishing Co. Pvt. Ltd. New Delhi.</li> <li>◆ How to use Tally Version 5.4 ◆, Garg, Sanjeev: Mashbra Industries (p) Ltd, New Delhi.</li> <li>◆ The Complete Reference HTML ◆, Powell, Thomas A: Tata Mcgraw Hill Publishing Co. Ltd, 2001.</li> <li>◆ World wide Web Design with HTML ◆, Xavier C: Tata Mcgraw Hill Publishing Co. Ltd, 2000.</li> <li>◆ Microsoft Frontpage 2000 ◆, Kukul, Bill: Sybex inc. 2001.</li> <li>◆ Microsoft Frontpage 2000 ◆, Weisskopf, Gene: BPB Publications, 1999.</li> </ul>	<p>10 Lectures</p>
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**Paper III**

**Marks: 100 (30 project 70 Final Exam)**

***Unit I Colour Analysis***

- 1) Colour Wheel 2) Primary colours
- 2) Secondary colour 4) Tertiary colours
- 5) Composition of colours 6) Composition of secondary colours 7) Composition of Tertiary colours using geometrical shapes and lines 8) Warm and colours
- 9) Collarage work 10) Analogues
- 11) Monologues 12) Enlargements
- 13) Vibguer colours composition
- 14) Tints & shades 15) Opague and Transparent Colours.

**Unit II Drawing and Designing**

- 1) Different types of Hats 2) Different types of shoes 3) Different types of belts 4) Different types of scarfs 5) Different types of goggle 6) Different types of purses 7) other fancy material worn by the models.

Unit III Reproducing patterns and texcures using different types of media

- 1)Black lead pencil 2) Coloured pencil
- 2) Craydns 4)Line drawing 5) Markers
- 6) Water Proof Ink.

**Paper IV**

**Marks: 100 (30 project 70 Final Exam)**

SKETCHES:1): 1) Baby frocks a) Casual b) Formal 2) Night dream 3) Apran 4) Dangri 5) Feenage top 6) Salwar kameez a) Formal b) Casual 7) Saree Blouse 8) Nighty gowns 9) Swimming Costume 10) One piece/office wear 11) Layeved prockes 12) Yokes 13) Skirts 14) pants.

2): Necklines: 1) Round Neckline 2) Square neckline 3) Sweet Heart-I 4) Sweet Heart-II 5) Sweet Heart-III 6) Glass Neckline 7) step Neckline Beatle leaf neckline 9) Key hole 10) Boat Neck 11) V Neck 12) Scallop Neckline 13) Broad Neckline 14) 'W' Shape (Will power) 15) Curve Neckline 16) Asymmetrical Neck.

3): Sleeves: 1) plain sleeves 2) pulf sleeves 3) Fancy puff sleeves 4) 3/4 sleeves 5) Full sleeves 6) Churideer sleeves 7) Layered sleeves=II 8) Layered sleeves-II 9) Juliet sleeves 10) Cuff sleeves 11) Leg 'o' mutton sleeves 12) Balloon sleeves 13) Umbrella sleeves 14) Bell sleeves 15) Rangbon sleeves 16) Olman sleeves 17) Dotal

4):COLLARS: 1) Cap 2) Stand collar 3) Shirt collar 4) Deter pan-collar (one piece) 5) peter pan collar (two piece) 6) Sailor's collar 7) Coat collar 8) Chinese 9) Double Breasted 10) Cape 11) Bow 12) Long point 13)Short point.

5):SKIRTS: (I) 1) Straight 2) Pencil 3) Six piece 4) Straight tirord 5) Bell 6) Mini 7) Micro mini 8) Yoke 9) Cowl 10) Gathered 11) Umbrella 12) Pencil Front slit 13) Box pleated 14) Four piece 15) Wrape Round 16) Pencil side cut 17) Pencil(Long)

(II) Pants:

1) Barmuda 2) Trousers 3) Piazzos 4) Cigaralt 5) Short Jumpsuits

PROJECT WORK: (1) Accessories folder  
(2) Designer's Portfolio  
(3) Designer's Design port folio

FASHION SHOWS  
CAT WALK  
EXIBITION  
VISIT.

PART-III

Unit - I Garments Designing: 1) Historical view of fashion trends 2) Principle and elements of Night wear Beatechwar drapes 5) Stick the fabric in the shape of Garment 6) Copy of the Frabric print 7) Adaptation.

Unit – II TEXTURE: 1) Union Impression  
2) Lady finque impression 3) Blace impression  
4) potato impression 5) fevicol impression 6) thread impression 7) Wax impression 8) candle impression 9) Bandhani impression 10) Bangle impression 11) Leaf impression 12) Smoke impression 13)Jute impression 14) Butterfly impression 15) crayons impression 16) comb impression 17) dry brush impression 18) Brick impression 19)Marble impression 20) Thread pressing impression 21) Coin impression.

## THEORY

### Unit –III ELEMENTRY TEXTILE

#### Manmade and Natural

#### Unit – IV TEXTILE: 1) Details of fabric constuction

2)Decorative fabric construction

3)Meeting

4)Compound fabric constuction

5)Preparation for consumer goods

6)Care of Garments

#### Unit - v PROJECT WORK

##### (1) Indian - 12 sheets

- 1) floral print (2 sheet)
- 2) Big print (1 sheet)
- 3) Polca data (1 sheet)
- 4) Small print (2 sheet)
- 5) All over print (2 sheet)
- 6) Boarder work (2 sheet)
- 7) Pallav work (1 sheet)
- 8) Geomatrical shapes (2 sheet)

##### (2) Western - 12 sheets

- 1) checks (1 sheet)
- 2) Thick and thin lines (2 sheets)
- 3) Geomatrical shapes (2 sheets)
- 4) All over print (2 sheets)
- 5) Polca dots(1 sheets)
- 6) Broken lines (2 sheets)
- 7) Curve lines(2 sheets)

##### (3) Bridal wear:

Indian – 6 sheets

Western – 6 sheets

#### Unit VI Fashion Detailed Folder

Buttons folder

Lace folder

FASHION SHOW

EXHIBITION

VISITS



**SYLLABUS FOR B.COM/B.A.  
(U.G.C. Vocational Computer Applications)**

**First Year B.Com/B.A.**

Paper Name : Computer Fundamentals & PC Software

Paper Number : I  
Paper Code : 0118

- 1) Fundamentals Of Computers
- 2) Disk Operating System (DOS)
- 3) Windows
- 4) Ms-Word
- 5) Ms-Excel
- 6) Ms-Powerpoint
- 7) MS-Access

Paper Name : Computer Graphics

*Paper Number* : *II*

**Paper Code** : **0218**

- 1) Fundamentals of Computer Graphics
- 2) Coreldraw
- 3) Photoshop
- 4) Pagemaker
- 5) Multimedia
- 6) Internet and Ecommerce

**Second Year B.Com/B.A.**

Paper Name : Office Automation and “C” Programming

Paper Number : III  
Paper Code : 0318

- 1) Networking
- 2) Tally
- 3) Problem solving methods (Flowcharts and Algorithms)
- 4) “C “ Programming

**Third Year B.Com/B.A.**

Paper Name : Web Technology

Paper Number : IV

**Paper Code** : **0418**

- 1) Fundamentals of Computer Web Designing
- 2) HTML
- 3) Java Scripts

- 4) ASP
- 5) Basic Java Programming

Paper Name : Introduction to Database management system and visual programming

Paper Number : V

**Paper Code : 0518**

- 1) Introduction to Database Management System
- 2) Introduction to Visual Programming

### **First Year B.Com/B.A.**

Paper Name : Computer Fundamentals & PC Software

Paper Number : I

Paper Code : 0118

Lectures : Theory - 3 Lectures  
Practical - 3 Lectures per batch  
( Each Batch Should not have more than 20 students)

#### **Objective :**

- To understand the importance and requirement of computers in day to day life.
- To enable the students to understand latest Computer technology
- To make the students computer literate
- To emphasis the use of computer in the modern world
- To train students in Word Processor and Spreadsheet
- To enable students to prepare and present PowerPoint presentations
- To help students in understanding the concept of Database

#### **4) FUNDAMENTALS OF COMPUTERS [ 10 Lectures ]**

- The Definition and Characteristics of Computer
- History and Generation of Computers
- Classifications of Computers
- Number System ( Decimal, Binary, Octal, Heza)
- Bit, Byte & Word
- Block Diagram of Computer System
- Input, Output & Storage Devices
- Computer Virus & Precautions against Virus attack.

#### **5) Disk Operating System (DOS) [ 10 Lectures ]**

- What does an Operating System do ?
- Different Versions of MS – DOS
- Starting the System
- Internal Commands ( Copy Con, Type Date, Time, Ver, Copy, Ren, Del, MD, RD, CD, Edit)
- External Commands ( Format, Chkdsk, Discopy, Deltree, Diskcomp)
- Batch Files

#### **6) Windows [ 10 Lectures ]**

- Functions of Mouse
- Choosing a Desktop Theme

- Selecting Wallpaper
- Using Window Explorer
- Managing Files and Folders
- Painting Pictures
- Using Notepad
- Zip and Extract (Unzip)

**7) MS - WORD [ 20 Lectures ]**

- Introduction to Word Processor
- Uses of Word
- Document Concept (Creating, Saving, Opening , Closing Document )
- Formatting Document ( Bold, Italic, Underline, Justification, fonts, Colors of Fonts, Format Painter )
- Three Methods of Copy, Cut & Paste
- Working with Margins and Page Setup
- Inserting and Formatting Clipart and WordArt
- Tables
- Uses of Drawing Toolbar
- Columns
- Goto, Find & Replace
- Header & Footers
- Printing Procedure
- AutoCorrect and AutoText
- Spell Check & Thesaurus
- Adding a Chart to the Report
- Mail Merging

**8) MS - EXCEL [ 20 Lectures ]**

- Introduction to Spreadsheet
- Role of Excel in Day to Day Life
- Understanding Excel Sheet
- Inserting, Deleting and Hiding Columns / Rows
- Manipulating Formulas and Functions
- Working with Charts
- Printing a Sheet
- Sort & Filter

**9) MS - PowerPoint [ 10 Lectures ]**

- What is Presentation ? Explain its Need.
- Uses of PowerPoint
- Making Presentation
- Different Types of Slide layouts
- Slide View, Slide Sorter View & Slide Show Buttons
- Setup Show
- Applying Design Templates and Backgrounds
- Transition & Custom Animation Effects
- Recording Voice in Presentation
- Electronic Presentations

**10) MS – Access [ 20 Lectures ]**

- ❖ Introduction
  - Starting Access
  - Opening a Database
  - Database Window

- Using Table
- Using Query
- Using Form
- Using Report
- ❖ Creating a database and table
  - Creating a database
  - How to create a database
  - A sample database
  - Creating a table
  - The table window in design view
  - Defining fields
  - Primary key fields
- ❖ Working with Data
  - Adding and Editing Data
  - The Basics
  - The Access Editor
  - Adding and Modifying Records
  - Data Entry shortcuts
  - Moving Among Records
- ❖ Finding Records
  - Find options
  - Find and Replace
  - Indexed Finds
  - Finds versus Queries
- ❖ Quick Sorts
  - Creating Quick sort
  - Removing Quick sort
- ❖ Changing the format of the Datasheet
  - Working with columns
  - Other format changes
  - Saving Datasheet settings Resizing columns in the sample Table
  - Printing the Datasheet
- ❖ Querying Your Data
  - Creating and Using Queries
  - The Dynaset
- ❖ The Query Window
- ❖ Working With Simple Queries
  - Creating a New Query
  - Selecting fields to view
  - Specifying Sort Order
  - Hiding Fields
  - Entering Criteria
  - Running the Query
- ❖ Designing Custom Forms
  - The basics
  - Displaying Forms
  - Getting Oriented
- ❖ Working with the Forms
  - Selecting the Forms
  - Resizing the Forms
- ❖ Working with Bands
  - Selecting a Band
  - Resizing Bands

- Adding and deleting Bands
- ❖ Working with Controls
  - Selecting and Manipulating Controls
  - Layout Tools
  - Changing Stacking Order
  - Changing Tab order
- ❖ Working with Text
  - Editing Text
  - Changing Typeface style and alignment
- ❖ Working with Colors and Effects
  - Adding colors
  - Adding a field
  - Using the Toolbox
  - Adding Hyperlinks
- ❖ Designing Custom Reports
  - The Basics of Report Design
  - Changing Views
  - Working with objects
  - A sample Report
- ❖ Sorting and Grouping
  - The sorting and grouping Dialogbox
  - A sample grouped report
- ❖ Page setup
  - Margin Tab
  - Page Tab
  - Column Tab

#### Reference Book :

- “Computer fundamental” P k Sinha
- “Inside the IBM PC”, Peter Norton, Prentice Hall, 1989.
- “Microsoft Office 2000 Complete” : Amy Romanoff and Sherry bonelli, BPB Publisher
- “Advanced Microsoft Office 2000”; Meredith Flynn, Nita Rutkosky, BPB Publication.
- “PC Softwarefor Windows”: R.K. Taxali, Tata Mcgraw hill
- “Using MS-DOS 6.22 Special Edition-Second Edition”: Allen L. Wyatt, Que publisher.
- “Computer and Common use”: Roer hunt and John Sheely
- “Understanding Computers”: R. Rajgopalan
- “Computer Studies”: Mitchell, Beaglay
- “Inside the personal Computer”: (A pop –up guide )
- “Transparency Masters to Computers”: Larry Long and Nancy long
- “Computer for beginners”: V.K. Jain
- “Basic of Computer Systems”: Jiwani and Copper
- “Introduction to Computers”: Subramanian
- “Computer Science”: Satish Jain
- “Introduction to Computer Science”: Francis Scheid
- “Computer Today”: Sanders
- “Mastering windows 2000, the window bible”: Robertcowart, BPB Publisher
- “Fundamentals of Informational Technology” : S.K. Bansal, APH Publishing Corporation.
- “Access 97 for windows” : Charles Siegel, BPB publications



**Paper Name** : **Computer Graphics**

**Paper Number** : **II**

**Paper Code** : **0218**

**Lectures** : Theory - 3 Lectures  
Practical - 3 Lectures per batch  
( Each Batch Should not have more than 20 students)

**Objective :**

- To enable the students to understand graphics in Computer
- To make them comfortable in designing
- To encourage the students in expressing their ideas and views through graphical software
- To develop a comprehensive view of computer Graphics
- To learn different types of graphic software
- To familiarize the students with internet which will help them in their academics
- To help them understand the importance of E-Commerce
- To train the students in the use of microcomputers, equipments and software in development of speed and accuracy to meet job requirements.

**5) Fundamentals of Computer Graphics [ 2 Lectures ]**

- Uses of Graphic in Computer
- Formatting Text
- Scaling Graph and Text
- Color CRGB and CMYK

**6) CorelDraw [ 33 Lectures ]**

- About CorelDraw
- Using the Menus, Standard Toolbar, Property bar and Dialog Boxes
- Drawing Rectangle, Ellipses, Polygons, Stars, Spirals and Graph paper.
- Drawing Lines of All Shapes and Sizes
- Creating and Manipulating Text
- Selecting and Transforming Objects
- Shaping Objects
- Filling and Outlining Objects
- Viewing, Zooming and Ordering
- Combining, Breaking Apart, Grouping, Ungrouping, Separating and Converting to Curves
- Scanning
- Weld, Intersection and Trim
- Aligning, Copying, Pasting and Cloning
- Blending and Contouring
- Lens, Perspective and Powerclip
- Fitting Text to a Path
- Color Adjustment and Bitmap Effects
- Page Setup and Printing
- Uses of CorelDraw in Textile and Fashion Designing

**7) PhotoShop [ 20 Lectures ]**

- About PhotoShop
- Using Toolbox, Palettes and Context Menus

- Creating, Operating and Closing Files
- Changing Canvas Size, Color Modes and Resolution
- Understanding and Working with Layers
- Printing Your Result
- Selecting Areas
- Picking and Selecting Colors
- Painting and Drawing
- Creating Text
- Resizing and Reshaping Images
- Manipulating Focus with Blur, Sharpen and Smudge
- Adjusting tone with Dodge, Burn and Sponge
- Cloning and Pattern Creation with the Rubber Stamp
- Creating Special image effect
- Using Lights and Shadows

## **8) PAGE MAKER**

**[ 25 Lectures]**

- About PageMaker
- Creating New Document
- Rulers
- Entering and Formating Text
- Adding Colors
- Creating Graphics in PageMaker
- Changing Character Specifications
- Developing and Formatting paragraphs
- Editing Pictures
- Using Find and Change Feature
- Page Setup
- Using Story Editor
- Designing the Master Page
- Inserting and Removing Pages
- Creating Bills, Pamphlets, Visiting Cards & Advertisements etc.

## **11) INTERNET and E-COMMERCE**

**[ 10 Lectures ]**

- What is Internet ? and its Advantage and Disadvantages
- Minimum Hardware and Software Requirement for internet
- Connection
- Role of Modem in Internet
- Websites & ISPN
- Browsing and Surfing
- Downloading Pictures and Text
- E-mailing
- Creating Accounts, Attachments and Changing Passwords
- Chatting
- Introduction to E-Commerce
- Advantages and Disadvantages of E-Commerce
- E-Commerce Trade Cycle
- E-Commerce Future
- Scope of E-Commerce

## **MULTIMEDIA**

**[ 10 Lectures ]**

- What id Multimedia ?
- Uses and Drawback of Multimedia
- Minimum Hardware and Software requirement for running Multimedia on a PC.
- Sound & Recording Sounds
- CD ROM and its Advantages
- Installing CD's
- Using Educational, Audio, Movies etc. CD's

## Reference Book :

- “Mastering Coreldraw 12”: Altman
- “Teach Yourself Coreldraw 12 in 24 Hours”: Karlins
- “Mastering Photoshop 5.5 for the web”: Staznitkas
- “Inside Adope Photoshop 5.5”: Bouton
- “Special Edition using Adobe Photoshop 7”: Richard Cynch, Que Publisher
- “Pagemaker 6.5 complete” R. Shamms Mortier, Rickwallace, et. al. , Techmedia Publisher.
- “The internet in 24 Hours”: Ned Snell, SAMS Publisher
- “E-Commerce Stragegies”: Trepper
- “Multimedia on the PC”: Sinclair
- “Multimedia Magic” : Gokul S.



## **Second Year B.Com/B.A.**

Paper Name : Office Automation and “C” Programming  
Paper Number : III  
Paper Code : 0318  
Lectures : Theory - 3 Lectures  
Practical - 3 Lectures per batch  
( Each Batch Should not have more than 20 students)

### **Objective :**

- To enable the students to understand automated accounting
- To understand the role of tally
- To stimulate interest in Networking and Ecommerce
- To enable the students to understand the basics of Computer programming
- To enable students develop skills in programming

### **1) Computer Networking**

**[ 10 Lectures ]**

- Networking and its Advantages
- How Data is Transmitted
- Types of Networking (Client Server, Peer to Peer, Personnel)
- Network and its Advantage
- Classification of Networks
- Components of Network
- Types of Servers
- Workstation
- Advantages and Disadvantages of Client Server Database
- Netware (Dedicated and Non Dedicated NetWare)
- Login & Logout
- Coaxial Cables
- Different ways of Communication Devices used for Communication
- LAN, WAN & MAN
- Bus, Ring, Star Topologies
- Wireless Networking
- Design issues of Layers :- Addressing, Error Control, Flow Control, Routing
- Connection oriented and Connectionless services

### **2) TALLY**

**[ 40 Lectures ]**

- Introduction & Features
- Startup Menu

#### **Company Info** (*Details about the Company*)

- 1) Selecting
- 2) Creating
- 3) Displaying/Altering
- 4) Backing up & Restoring data
- 5) Recovery of data

- Gateway of TALLY

#### **1) A/c Information**

- a) Ledger      b) Groups      c) Cost Centers  
(○ Create      ○ Alter      ○ Display      ○ Budget)

**2) Voucher Entry**

- a) Contra            b) Pymt            c) Rept            d) Jml
- e) Sales             f) Purc            g) Memo/Reversing Journal

**3) Balance Sheet**

**4) Ratio Analysis**

**5) Display**

**6) Printing/Export**

- Change Date
- Controls
- Advanced Usage
- Direct Commands
- Cash Sales/Purchase
- Financial Years

**3) PROBLEM SOLVING**

**[ 10 Lectures ]**

- Principles of Flow Charting
- Developing to Flow Charts
- 

**4) “C”**

**[ 40 Lectures]**

- What is “C”
- History and Features of C
- Character Set & Identifiers
- Data Types
- Variables (Declaration, Rules, Classification)
- Key or Reserve Words
- Structure of C Program
- Header Files
- Operators ( Arithmetic, Relational, Logical, Assignment, Increment/Decrement, Conditional/Ternary, Unary)
- Library Functions
- Transfer Control Statement
- Loops ( While, Do – While, For )
- Array
- Pointers
- Functions
- Structures
- Files

**Reference Book :**

- “Implementing Tally Version 5.4”: Nandhani
- “Tally Tutorial – Vol. 1 – Accounts”: Nandhani
- “Networking Concept and architecture” Hancock
- “Networking Complete”; Sybex
- “The C Programming language” Kerningham and Ritchie
- “Let us ‘C’”: Y.P. Kanetkar,
- “Outline of Theory and Problem of Programming with C”: B.S.Gottfried, Schaum’s, Tata Mcgraw Hill, 1995
- “The C Programming Language”: Kerningham and Ritchie, Prentice Hall, 1991.
- “Programming in ANSI C”: Ramkumar and Agerwal, Tata McGraw Hill, 1996.



## Third Year B.Com/B.A.

Paper Name : Web Technology

**Paper Number : IV**

Paper Code : 0418

Lectures : Theory - 3 Lectures  
Practical - 3 Lectures per batch  
( Each Batch Should not have more than 20 students)

1. Fundamentals of Computer Web Designing
2. HTML
3. Java Scripts
4. ASP
5. Basic Java Programming

### Objective :

- To equip the students with web base programming
- To help the students to acquire the knowledge of web designing
- To recognize and understand the needs of Java Programming
- To develop skills and competencies require for the industry
- To provide the experience of doing web based projects

### 6) Fundamentals of Computer Web Designing [ 10 Lectures]

- Introduction to web
- Overview HTTP
- Client request and Server Response
- Cookies
- Proxy server
- Web Security
- Digital signature
- Digital Certificates
- Encryption
- Authentication

### 7) Hyper Text Markup language ( HTML ) [ 25 Lectures ]

- Introduction to HTML
- Designing WebPages
- Text Formatting
- List
- Tables
- Hyper links
- Using Images etc.
- Forms
- Frames
- Image Mapping
- Inclusions of multimedia
- CSS

### 8) Javascript [ 20 Lectures ]

- Variables
- Data types

- Operators
- Popup Boxes
- Special text
- Array
- Functions
- If-else
- Switch
- Loops(for, while, do while, for..in)
- Break, continue
- Events
- Try...Catch
- Throw

## 9) ASP

[ 20 Lectures ]

- ASP Introduction
- ASP Install
- ASP Syntax
- ASP Variables
- ASP Loops
- ASP Procedures
- ASP Forms
- ASP Cookies
- ASP file System

## 10) Basic JAVA Programming

[ 25 Lectures ]

- ❖ Introduction
  - The creation of Java
  - Why java is important to the Internet
  - Java Applets And Applications
  - Security
  - Portability
  - Java's Magic : The Byte Code
  - Java Buzzwords
- ❖ Over View of Java
  - Object oriented programming
  - Two paradigms
  - Abstraction
  - The three OOP principles
  - Control statements(if,loop)
  - Java keywords
- ❖ Data types and operators
  - Strongly typed language
  - Primitive data types
  - Literals
  - Variables
  - Dynamic Initialization
  - Scope and life time of variable
  - Type conversion and casting
  - Array
  - One and two Dimensional Array
- ❖ Control statements
  - Selection statements( if, switch)
  - Loops
  - Jump statements Break, continue

- ❖ Classes and objects
  - Declaring objects
  - Assigning Object Reference variables
  - Methods
- ❖ Constructor
  - Garbage collection
  - Finalize() method
- ❖ Methods
  - Overloading Methods
  - Overloading Constructors
  - Static variable and static method
  - Introducing final variable
  - Inner classes
  - Command line arguments
- ❖ Inheritance
  - Inheritance Basics
  - Super class variable can Reference a Subclass Object
  - Using super keyword(two forms)
  - Multilevel Hierarchy
  - Method Overriding
  - Dynamic Method Dispatch
  - Abstract Classes
  - Using final with Inheritance
- ❖ Interface and packages
  - Defining packages
  - Classpath
  - Access Protection
  - Importing Packages
  - Defining an Interface
  - Implementing Interfaces
- ❖ Exception handling
  - Exception handling Fundamentals
  - Exception Types
  - Uncaught Exceptions
  - Using Try and Catch
  - Multiple catch clauses
  - Throw and throws and finally
  - Java's built-in exception
- ❖ The I/O classes
  - I/O Basics
  - Streams
  - Byte Streams and character Streams
  - The Byte Stream classes
  - The character stream classes
  - The predefined Streams
  - Reading Console Input
  - Reading characters
  - Reading strings
  - Writing console Output
  - Reading and Writing files
- ❖ Applet Class
  - Applet Basics
  - Applet class

- Applet Architecture
  - Applet Skeleton
  - Applet Initialization And termination
  - Overriding update()
  - Repaint
  - The HTML Applet Tag
- ❖ Event handling
- Mouse
  - Keyboard
  - WindowListener
  - MouseMotion Listener

### Reference Book :

- “HTML and XHTML” : Gary Rebnolz, SAMS Publsiher
- “Mastering HTML 4 “; Deborah S. Ray, Eric J. Ray, Sybex
- “The complete reference HTML and XHTML (4<sup>th</sup> Edition)”: Thomas A. Powell, Tata Mcgraw hill
- “Mastering Web Designing”: Mccoy
- “Running a perfect Web Site”: Wynkoop
- “HTML Complete”: Sybex
- “Mastering HTML 4 Premium (W/CD)”: Ray
- “Java 2 the complete References J2sc”, Herb schildt, 5th edition, 2003
- “Javascript the definitive guide”, David flanagan, O’Reilly.
- Java Enterprise in a Nutshell:A desktop Quick References “ⓈNutshell Handbook)
- Eliote B. Koffman, “Problem solving with java”, Temple University Ursula Wolz, Collee of New Jersey,, Copyright1999,848 pp. ISBN 0201357437
- Jan Skansholm, “Java from the Beginning”, Chalmers University of Technology. Sweden, Copyright 2000, 540 pp. ISBN 0201398125.
- HTML: Chuck Musciano and Bill Kennedy, O’Reilly and Associates “The Definitive Guide”: 3rd Edition.
- David Flanagan “JavaScript: The Definitive Guide “,O’ Reilly-January 2002 Kent and Multer “Official Netscape JavaScript 1.2 Programmer’s References.” Netscape-specific book by ( 1997, ISBN: 1566047579).



Paper Name : Introduction to database management system and visual programming  
Paper Number : V  
**Paper Code : 0518**  
Lectures : Theory - 3 Lectures  
Practical - 3 Lectures per batch  
( Each Batch Should not have more than 20 students)

**Objective :**

- To help students in understanding the concept of DBMS and its uses
- To help them to create projects in VB that will help them in meeting the industry standards
- To recognize and understand the needs of VB
- To develop skills and competencies require for the industry

**1) Introduction to Database Management System**

**[ 60 Lectures ]**

**Data Base System**

Data Information, Database, Database system, Database management system

Application of DBMS

Characteristics of DBMS

Users of DBMS

Advantage of DBMS

Database Administrator, Functions of DBA,

Database system structure/ overall architecture of DBMS

Data model (Introduction)

Model

Data model

**Categories of Model**

- a. Overview of Network
- b. Overview of Hierarchical
- c. Overview of Relational

**Database Design**

overview of Database Design, E-R diagram, Entity, Entity set, Entity types, Logical, Physical, Strong, Weak, Attributes, Key attributes, Value set (Domain) of attribute, Relationship, degree,

Relational Data Model

Domain, Attribute, Tuples, Relations constraint, Domain constraint, Entity integrity, Referential integrity, Key

SQL (Structured query language)

Introduction

Features of SQL

Components – DDL, DML, DCL

Data types in SQL

### **Commands**

Create, Desc, Insert, Select, Delete, Update, Alter, Rename

### **Aggregate functions**

Average, Min, Max, Count, Count (\*), Greatest, Least, Sum

### **Character functions**

Lower, Upper, Instr, Ltrim, Rtrim, Rpad, Lpad, Substar, Length

### **Numeric functions**

Abs, Power, Round, Ceil, Floor, Sqrt, Trunc, Mod, Sign

Date Function

Join queries

### **Declarative constraint**

Primary key, Null, Check, Default, Not null, Foreign key

### **Transaction control command**

Commit, Roll back, Save point

### **Views**

Create, Drop, Advantage & disadvantage of view, Uses of view

### **Triggers (introduction)**

Concept, How they are used, Parts of trigger, Types of Trigger, Insert,Delete,Update triggers

### **Security specifications.**

Grant, Revoke

## **2) Subject: Introduction to Visual Programming [ 40 Lectures]**

- Visual Basic Controls
- Variables and constants
- If-Then-Else and nested if statements,
- For-Next, Do-While, and Do-Until loops,
- Validating data input by the user,
- Arrays
- Create menu options on a user interface

### **Reference Book :**

- “Oracle – the complete reference”, Bayross, Ivan: BPB Publications
- “Upgrade to oracle 8”, Datapro Infoworld Ltd.
- “Database Design”: Gio Widerhold.
- “Fundamentals Of Database Systems”: Elmarsi and Navathe.
- “Database System Concepts” : Korth, Siberschatz

- “SQL in 21 Days”: Ryan K. Stephens and Ronald R. plew, SAMS
- “VISUAL BASIC – GOTTFRIED”, BYRON S., Edition: 01, Tata McGraw Hill 2nd edition
- Visual basic 6, Super bible, Techmedia, SAMS



FY Distribution of Marks (0118)

	Internal	External	Total
Computer Fundamentals & PC Software	30	50 Theory + 20 Practical	100
	<u>30</u>	<u>70</u>	<u>100</u>

FY Distribution of Marks (0218)

	Internal	External	Total
Computer Graphics	30	50 Theory + 20 Practical	100
	<u>30</u>	<u>70</u>	<u>100</u>

SY Distribution of Marks (0318)

	Internal	External	Total
Office Automation and “C” Programming	30	50 Theory + 20 Practical	100
	<u>30</u>	<u>70</u>	<u>100</u>

TY Distribution of Marks (0418)

	External	Total
Web Technology	Practical 20	Theory 80
	<u>20</u>	<u>80</u>
		<u>100</u>

## TY Distribution of Marks (0518)

	External Project and Viva	Theory	Total
Introduction to database Manag. System and Visual Programming	30	70	100
	<u>30</u>	<u>70</u>	<u>100</u>

### **Final year Project Guidelines**

1. Project subject : Frontend(VB/Java/ASP) Backend (MS-Access/Oracle) or Web Based Projects with/without backend.
2. Project and viva will be allotted 30 marks.
3. Their should be a proper Project Report .
4. Their should be a Viva.
5. Project will be evaluated by the external examiner.
6. The college should provide a project guide for the students
7. The colleges should give 4 extra practical sessions for the project throughout the year.

### **Final Year Practical Guidelines**

1. Practical will be evaluated by the external examiner.
2. Final Year Practical will be allotted 20 marks
3. Topics are from HTML, Javascript, ASP, Java Programming, Visual Programming.

Student will be given 4 questions from the above mentioned topics from which any two questions are to be solved (10 marks each)

