



Re-Accredited by NAAC with 'A' Grade

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146, Toll Free : 1800 2333 011, Fax : +91 - 261 - 2227342

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

-: પરિપત્ર :-

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન સ્નાતક કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૧૯-૨૦, જૂન-૨૦૧૯ થી અમલમાં આવનાર T.Y.B.Com. માં સેમેસ્ટર-૫ અને ૬ રેગ્યુલર તેમજ એક્સટર્નલ તથા T.Y.B.Com.(Honors) નો નવો અભ્યાસક્રમ કોમર્સ ઇન્કલુડીંગ બી.એ.વિષયની તા.૦૮-૦૮-૨૦૧૮ ની અભ્યાસસમિતિની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે તૈયાર કરેલ નીચે મુજબનો અભ્યાસક્રમ મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાએ તેની તા.૨૯/૦૪/૨૦૧૯ની સભાનાં ઠરાવ ક્રમાંક: ૫ અન્વયે સ્વીકારી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલએ તેની તા.૦૭/૦૬/૨૦૧૯ ની સભાના ઠરાવ ક્રમાંક: ૧૬૧ અન્વયે સ્વીકારી મંજૂર કરેલ છે. તેની જાણ સંબંધકર્તા શિક્ષકો અને વિદ્યાર્થીઓને કરવી, તદ્દુપરાંત તેનો અમલ કરવો.

રેગ્યુલર માટે

ક્રમ	વિષયનાં નામ	સેમે. ૫- પેપર નંબર	સેમે. ૬- પેપર નંબર
૧.	Business Administration	Sem-5	Sem-6
૨.	Marketing	Sem-5 V & VI	Sem-6 VII & VIII
૩.	M-Law	Sem-5	Sem-6
૪.	Banking	Sem-5 VI(Special)	Sem-6 VIII (Special)
૫.	Management	Sem-5 III & IV (Comp. & Special)	Sem-6 V & VI (Comp. & Special)
૬.	Money and Financial System	Sem-5	Sem-6
T.Y.B.Com. (Honors)			
૧.	Advance Management		
૨.	Financial Management		
૩.	Financial Marketing Operation		
૪.	International Marketing		

એક્સટર્નલ માટે

ક્રમ	વિષયનાં નામ	વાર્ષિક
૧.	Business Administration	
૨.	Marketing	Paper- IV
૩.	M-Law	
૪.	Banking	Paper- IV& VII
૫.	Management	III & IV / V & VI
૬.	Money and Financial System	Sem-5

વાણિજ્ય વિદ્યાશાખાની તા.૨૯/૦૪/૨૦૧૯ની સભાનાં ઠરાવ ક્રમાંક: ૫

આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૧૯-૨૦, જૂન-૨૦૧૯ થી અમલમાં આવનાર T.Y.B.Com. માં સેમેસ્ટર-૫ અને ૬ રેગ્યુલર તેમજ એક્સટર્નલ તથા T.Y.B.Com.(Honors) નો ઉપર મુજબનો નવો અભ્યાસક્રમ સ્વીકારી તે મંજૂર કરવા એકેડેમિક કાઉન્સિલને ભલામણ કરવામાં આવે છે.

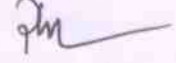
એકેડેમિક કાઉન્સિલની તા.૦૭/૦૬/૨૦૧૯ ની સભાનાં ઠરાવ ક્રમાંક: ૧૬૧

:: આથી ઠરાવવામાં આવે છે કે, વાણિજ્ય વિદ્યાશાળાએ તેની તા. ૨૯/૦૪/૨૦૧૯ ની સભાના ઠરાવ ક્રમાંક : ૫ અન્વયે કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક : એકે./પરિપત્ર/૧૦૪૬૮/૧૯

તા. ૨૧-૦૬-૨૦૧૯



ઈ.ચા. કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાળા હેઠળની તમામ સંલગ્ન સ્નાતક કોલેજોના આચાર્યશ્રીઓ.
- ૨) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાળા
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૪) કો-ઓર્ડિનેટરશ્રી, એક્ઝટર્નલ યુનિટ, પરીક્ષા વિભાગ, વી.ન.દ.ગુ.યુનિ.સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

Veer Narmad South Gujarat University, Surat.

T.Y.B.Com

Banking Paper-VI

Syllabus (In force from June 2019)

Semester – V

1. **Central Bank** : Definition – Objective of central Bank – Origin and Growth of central banking in India – RBI as a central bank. Importance of central banking in economy – central bank and economic development, central bank and economic stability. 30 %
2. **Payment Bank** : Meaning, challenges and opportunities of payment bank – future of payment bank in Indian banking industry. 20 %
3. **Money Market** : Meaning – Components of money market – functions of money market. 25 %
4. **Management of Non-performing Assets (NPA)**: meaning, Factors affecting NPA – classification of NPA-Efforts made by Indian banks to Minimize NPA 25 %

25/6
03/10/2019
Rashmi
03/11/19

Veer Narmad South Gujarat University, Surat.

T.Y.B.Com

Banking Paper-VIII

Syllabus (In force from June 2019)

Semester – VI

1. **Central Banking** : in U.K. outline of developmental Functions of Bank of England – Monetary policy of Bank of England. Organization and working 25 %.
2. **International Monetary Fund and World Bank** : Objectives – Structure and management – Functions - Achievements & Failures of world Bank 25 %
3. **International Money supply** : International liquidity – Exchange Rate Importance of Exchange Rate – Need of international co-operation in Banking. 25 %
4. **Some Concepts** : Repo Rate, Reverse Repo Rate, Bank Rate, Cash Reserve Ratio, Statutory liquidity Ratio, fixed and floating Interest Rate. 25 %

2/20
03-10-2018

Deeth
28/10/18

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
T. Y. B. COM. SYLLABUS
MERCANTILE LAW
SYLLABUS
SEM - V

(In force from academic year 2019-20)

- Objectives:** (1) *To create legal awareness among the students.*
(2) *To provide brief idea about the frame work of Indian business laws.*

Course Contents :

Unit -1 Law of Contract (1872) : 30%

Definition and essential elements of contract. Classification of contract; offer - Definition, legal rules and Revocation, Acceptance - Definition & legal rules, Consideration capacity of parties, free consent - Legality of object & consideration

Unit -2 Law of contract (1872) : 25%

Performance of contract, Discharge of Contract, Remedies of breach of contract.

Unit -3 Special Contract : 25%

Indemnity Guarantee, Bailment and pledge; Agency.

Unit -4 Intellectual Property Rights 20%

Intellectual property rights in India - Introduction & Types

Patents :- Meaning , salient Features, Remedies available to the patent owner
copy rights :-

Meaning - Term of copyright - what works are protected ? Who owes the rights & duration, Meaning of fair use.

Trademark :- meaning, concept, function of Trade mark

Suggested Readings :

1. Desai T. R. : India Contract Act, Sale of Goods Act and Partnership Act; S. C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. Singh Avtar : The Principal of Mercantile Law; Eastern Books Company, Lucknow.
3. Kuchal M. C. : Business Law; Vikas Publication House, New Delhi.
4. Kapoor N. D. : Business Law; Sultan Chand & Sons, New Delhi.
5. Chaudha P. R. : Business Law; Galgotia, New Delhi.
6. Intellectual law series
7. Intellectual property law by P. Narayan
8. Singh Avtar : Company Law; Eastern Book co. Lucknow.
9. Kuchal M. C. : Modern Indian Company Law; Shri Mahavir Books, Noida.
10. Bagriyal A. K. : Company Law; Vikas Publishing House, New Delhi
11. P. P. S. Gogna : Mercantile Law, S. Chand Publishing, New Delhi.
12. Bar Act - (a) The Patent Act - 1970
(b) The Trade marks Act - 1999
(c) The Copyright Act - 1957

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T. Y. B. COM. SYLLABUS
MERCANTILE LAW
SYLLABUS
SEM - VI
(In force from academic year 2019-20)

Unit -1 Sale of Goods Act (1930) 30%

Formation of contracts of sale; goods and their classification; Price; Conditions and warranties; Transfer of Property in goods; Performance of the contract of sales; Unpaid seller and his rights; Sale by auction; Hire purchase agreement.

Unit -2 The Companies Act (2013) 25%

Introduction of company, characteristics of company, type of companies including one person small company and producer company, formation of online registration of a company, dormant company

Unit -3 Companies Act (2013) 25%

Meaning, content and importance of Memorandum of Association and Articles of Association, Doctrine of Constructive notice and Indoor Management.

Unit -4 Negotiable Instrument Act, 1881 20%

Introduction, Definition, Characteristics, presumptions, types of negotiable instruments, Promissory Note, Bills of Exchange, Cheque, Parties of Negotiable Instrument, Holder and Holder - in - due - course.

Suggested Readings :

1. Desai T. R. : India Contract Act, Sale of Goods Act and Partnership Act; S. C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. Singh Avtar : The Principal of Mercantile Law; Eastern Books Company, Lucknow.
3. Kuchal M. C. : Business Law; Vikas Publication House, New Delhi.
4. Kapoor N. D. : Business Law; Sultan Chand & Sons, New Delhi.
5. Chaudha P. R. : Business Law ; Galgotia, New Delhi.
6. Intellectual law series
7. Intellectual property law by P. Narayan
8. Singh Avtar : Company Law; Eastern Book co. Lucknow.
9. Kuchal M. C. : Modern Indian Company Law; Shri Mahavir Books, Noida.
10. Bagriyal A. K. : Company Law; Vikas Publishing House, New Delhi
11. P. P. S. Gogna : Mercantile Law, S. Chand Publishing, New Delhi.
12. Bar Act - (a) The Patent Act - 1970
(b) The Trade marks Act - 1999
(c) The Copyright Act - 1957

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
T. Y. B. COM. SYLLABUS (External)
MERCANTILE LAW
SYLLABUS
(In force from academic year 2019-20)

- Objectives:** (1) *To create legal awareness among the students.*
(2) *To provide brief idea about the frame work of Indian business laws.*

Course Contents :

Unit -1 Law of Contract (1872) : **15%**

Definition and essential elements of contract. Classification of contract; offer - Definition, legal rules and Revocation, Acceptance - Definition & legal rules, Consideration capacity of parties, free consent - Legality of object & consideration

Unit -2 Law of contract (1872) : **12%**

Performance of contract, Discharge of Contract, Remedies of breach of contract.

Unit -3 Special Contract : **13%**

Indemnity Guarantee, Bailment and pledge; Agency.

Unit -4 Intellectual Property Rights **10%**

Intellectual property rights in India - Introduction & Types
Patents :- Meaning , Silent Features, Remedies available to the patent owner
copy rights :-
Meaning - Term of copyright - what works are protected ? Who owes the rights & duration, Meaning of fair use.
Trademark :- meaning, concept, function of Trade mark

Unit -5 Sale of Goods Act (1930) **15%**

Formation of contracts of sale; goods and their classification; Price; Conditions and warranties; Transfer of Property in goods; Performance of the contract of sales; Unpaid seller and his rights; Sale by auction; Hire purchase agreement.

Unit -6 The Companies Act (2013) **13%**

Introduction of company, characteristics of company, type of companies including one person small company and producer company, formation of online registration of a company, dormant company

Unit - 7 Companies Act (2013)**12%**

Meaning, content and importance of Memorandum of Association and Articles of Association, Doctrine of Constructive notice and Indoor Management.

Unit - 8 Negotiable Instrument Act, 1881**10 %**

Introduction, Definition, Characteristics, presumptions, types of negotiable instruments, Promissory Note, Bills of Exchange, Cheque, Parties of Negotiable Instrument, Holder and Holder - in - due - course.

Suggested Readings :

1. Desai T. R. : India Contract Act, Sale of Goods Act and Partnership Act; S. C. Sarkar & Sons Pvt. Ltd. Kolkata.
2. Singh Avtar : The Principal of Mercantile Law; Eastern Books Company, Lucknow.
3. Kuchal M. C. : Business Law; Vikas Publication House, New Delhi.
4. Kapoor N. D. : Business Law; Sultan Chand & Sons, New Delhi.
5. Chaudha P. R. : Business Law ; Galgotia, New Delhi.
6. Intellectual law series
7. Intellectual property law by P. Narayan
8. Singh Avtar : Company Law; Eastern Book co. Lucknow.
9. Kuchal M. C. : Modern Indian Company Law; Shri Mahavir Books, Noida.
10. Bagrial A. K. : Company Law; Vikas Publishing House, New Delhi
11. P. P. S. Gogna : Mercantile Law, S. Chand Publishing, New Delhi.
12. Bar Act - (a) The Patent Act - 1970
(b) The Trade marks Act - 1999
(c) The Copyright Act - 1957

03-10-2018

Veer Narmad South Gujarat University, Surat

T.Y.B.Com. semester - 5

Banking Paper –V

(Indian Banking & Currency System)

(Syllabus (In force from 2019-20))

SUBSIDIARY

Objectives:

1. To impart knowledge of Indian banking system to the students.
2. To provide conceptual understanding of control banking, financial institution, mutual funds, currency management, economic development and liberalization with reference to banking system.

1. **Indian banking system:-** Its various constituent parts- Role of banking in economic development
20%
2. **Nationalization:-** Achievements of nationalized banks, Privatization, Private and Multinational Bank. 20%
3. **Schemes of banking development:**
20%
Lead Bank, Deposit Insurance Scheme, and Modernization of banking industry, Objectives and characteristics of Non -Banking Financial company
4. **State bank of India:-** its organization and working, EXIM bank and its working 20%
5. **Mutual Funds:-** Introduction-History of Mutual funds-Risk in Mutual fund-Types of Mutual funds scheme –Growth and Performance of mutual funds in India-Role of intermediaries in the Indian mutual fund industry. 20%

Veer Narmad South Gujarat University, Surat
T.Y.B.Com. semester 6

Banking Paper –VII
(Indian Banking & Currency System)
(Syllabus (In force from 2019-20))
SUBSIDIARY

Objectives:

1. To impart knowledge of Indian banking system to the students.
2. To provide conceptual understanding of control banking, financial institution, mutual funds, currency management, economic development and liberalization with reference to banking system.

1. **Reserve Bank of India:** Its organization and traditional and promotional functions 20%
2. **Monetary policy of R.B.I.:-** Objectives monetary policy, Credit Control- its tools, its effects on price stability and economic development, limitations of monetary policy 20%
3. **Indian Money Market:** Meaning and characteristics. 20%
Discount and Finance House of India: its functions and working
- 4 **Indian Currency System: -**
The present regulations of currency Note issue, 20%
Exchange Rate Policy of R.B.I., its objectives. Floating exchange rate Policy
20%
- 5 **Recent development and current issues in banking and financial institution:-** Management of Non-performing assets by banks, Liberalization and Globalization of financial institution. Reform in the financial system..

Books Recommended:-

1. Banking in India –S.G. Panandikar
2. Monthly bulletins and Annual Reports of Currency and Finance R.B.I.
3. Trends and Progress of Banking in India R.B.I Publication
4. Reserve Bank of India working Functions (R.B.I.Publication)
5. Reserve Bank of India and Monetary Management – G.P.Gupta

6. A New Horizon in Central Banking - Sid Mitra
7. Fundamental of Banking Theory and Practice -A.K.Basu
8. A Handbook of Banking and Practice -K.C.Shekhar
9. A Review of Current Banking Theory and Practice – S.K.Basu
10. History and Problems of India currency – D.K. Malhotra
11. The Indian Rupee – R.K.Kapuria
12. Currency – Banking Finance – K.P.Sundram
13. Banking in the British Commonwealth- (Indian portion) – R.S.Sayers
14. Indian Banking – Vasant Desai
15. Village Banking – Prof. Smt. P.N.Joshipura
16. The Indian financial system-(Markets, Institutions and services) second edition—
Bharti v Pathak. Pearson Education.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T. Y. B. COM. SEM-V

Business Administration Paper-V

Syllabus

(In force from academic year 2019-20)

Objectives of the Course :

1. To impart to the students the conceptual and procedural knowledge in the functional areas of management like financial, office management.
2. To enable the students to understand the concept, principles and techniques to be applied in the different function areas of management.
3. To develop the analytical and decision - taking abilities in the students through cash Studies.

Unit - 1 Financial Management :

50%

1. Financial Management : - Meaning and Functions
2. Financial Planning : - Meaning, Importance, affecting Factors, Types (Only concept of short term and long term financial Planning, Process, Guiding principles.
3. Capitalisation : - Concept - Principal of capitalisation, under and Over capitalisation. Meaning, Causes, Effects, Remedies, capital structure : Meaning affecting Factors, Characteristics, Types, Concept of Trading on Equity & leverage.
4. Working Capital - Meaning - affecting Factors, Types, Source including NRI fund, Components.

Unit - 2 Social Responsibilities of Business :

15%

Meaning, Social Responsibilities towards various parties, Arguments for and Against social Responsibilities.

Unit - 3 21st Centuries office Management

20%

1 : Office & Office Management :

Office meaning & Definition office management meaning & definition objective of office management, important. Inward Mail & Outward Mail

2 : Management of Record & Filing :

-Meaning-& Definition of Record & Filing.

-21st Centuries Computer data records and Computerize E-Filing and its Importance

Unit - 4 Case Study :

15%

Books for Reference:

1. Materials Management N.K.Nair
2. Working Capital Management - V. E. Ramamoorthy
3. Financial Organization and Management of Business - Gerstenberg.
4. Principal of Management Accounting - Man Mohan & Goyal.
5. Corporation Finance - S. C. Kuchhal
6. Financial Management - S. C. Kuchhal
7. Text book of office management - J. C.
8. B. S. Shah Prakasan - Ahmadabad
9. Office Management - S. P. Jain & T. N. Chhabra
10. Office and Administrative management - C. L. Little field & Franu Racher
11. Office Organisation and Management - M. C. Shukla
12. Office Organisation and Management - S. P. Arora - First edition

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T. Y. B. COM.-SEM- VI

Business Administration Paper-VI

Syllabus

(In force from academic year 2019-20)

Objectives of the Course :

4. To impart to the students the conceptual and procedural knowledge in the functional areas of management like material , Productio and tourism management.
5. To enable the students to understand the concept, principles and techniques to be applied in the different function areas of management.
6. To develop the analytical and decision - taking abilities in the students through cash Studies.

Unit 1 : Materials Management

30%

1. Concept, Importance and Scope of Materials Management.
2. Sound Purchasing and purchasing policies
3. Inventory Control: Meaning and Importance.

Unit - 2 Production Management

40%

1. Meaning and scope of Production Management and Meaning of Productivity
2. Plant Location
3. Production Planning and Control
4. T.Q.M Meaning, Characteristice, Importance & Method's (Kaizen & Kairoyo, JIT(Just in time). Six Sigma, Quality Circle, Paretoanalysis, Bench Marking

Unit - 3 Tourism Management

15%

1. Introduction
2. Tourism Meaning, Concept, Definition, Characteristic, Origin, Development
3. Tourism Management Mining, Definition, Types Merits & Demerits
4. Tourism Police of Gujarat & India

Unit - 4 Case Study :

15%

Books for Reference:

1. 1.Materials Management N.K.Nair
2. 2.Hand-Book of Business Administration Edited by Maynard
3. 3.Production Management H.N. Broom
4. 4.Factory Management K.G. Lockyer
5. 5.Factory Management and Business Organisation A.S. Deshpande
6. 6.Industrial Organisation and Management Lawrence L. a. Bethel, Franklin and Others
7. Business Administration and Factory Management B.K. Acharya
8. Factory Organisation and Management S.P. Roy
9. Organisational Behaviour by L.M.Prasad.
10. Organisational Behaviour by Stephen Robbins.
11. Organisational Behaviour - K. Ashvaththapa
12. Organisational Behaviour V.S.P. Rao
13. Management of New Concept and Direction Dr.Ramnik J. Yadav (Univercity Granth Niraman Board, Admedabad.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

SYLLABUS

TY.B.COM MANAGEMENT PAPER-V

SEM.V

(In force from academic year 2019 - 2020)

1. RISK MANAGEMENT. (25%)

Meaning of Risk
Risk and Uncertainty
Business Risk and Financial Risks
Nature of Risks
Causes of Risks
Kinds of Business Risks
Risk Management
Minimisation of Risks
Risk Transfer

2. KNOWLEDGE MANAGEMENT: (25%)

Introduction
Forms of Knowledge
Meaning of Knowledge Management
Transition from Information Value to Knowledge Value.
Goals of Knowledge Management
Features of Knowledge Management
Facilitating Knowledge Management
Methods of acquiring Knowledge
Process of Knowledge Management
The Value of Knowledge Management
Benefits of Knowledge Management
Implementing Knowledge Management
Aligning Knowledge Management with Intellectual Capital.
▪ Knowledge chain (four links in the Knowledge chains, Internal awareness ,Internal responsiveness, External responsiveness, External awareness,)
▪ Knowledge management applications (Four Key applications of knowledge management,Intermediation,Externalization,Internalization,cognition.)

3. LEARNING ORGANISATION (25%)

Introduction
Learning Organisation
Features of Learning Organisation
Benefits of a Learning Organisation
Difference between a Traditional Organisation and a Learning Organisation
How is Learning Organisation an Improvement over Traditional Organisation.
Learning Organisation – An Ideal Organisation.
How to create a Learning Organisation.

4 .Change management: 25%

- Need for Change,
- Understanding of change,

- Force for change, The concept,
- Nature and Types of change,
- Managing change.
- Aim of change management
- Key dimensions of change management,
- Learning and process of change
- The behavioral and cognitive approach to change

References:

1. "Business Organisation and Management" by NEERU Vasishth and Namita Rajput
Publisher- Kitab Mahal Distributors, 28 Netaji Subhash Marg, New Delhi-1100002
2. "Performance Management System" by R.K.SAHU, Publisher EXCEL BOOKS , NEW DELHI
3. " Industrial Organisation and Management" by Sherlekar, Heredia Paranjape, Bhende , HIMALAYA PUBLISHING HOUSE,
4. "Perspectives for effective Management" by K.B.Kushal, S.Ravishankar, H.L Kaila, R.K.Mishra .
HIMALAYA
PUBLISHING HOUSE
- 5.Change management By C.S.Vmurthy, Himalaya Publishing house)

VEER NARMAD SOUTH GUJARAT UNIVERSITY

SYLLABUS

TY.B.COM MANAGEMENT PAPER-VII

SEM.VI

(In force from academic year 2019 - 2020)

1 MANAGING DIVERSITY. (25%)

Introduction

Managing Diversity

Reasons for Growing Workforce Diversity

Benefits of work force Diversity

Drawbacks of workforce diversity

Paradox of diversity

Managing workforce Diversity

Workforce Diversity and Human Resource (HR) Manager

Motivating a Diverse Workforce.

Managing Diversity – some Cases

2. PERFORMANCE IMPROVEMENT:

(25%)

- **Introduction.**
- Performance counselling
 - Conditions for effective performance counselling
 - performance counselling phases.
- Process of performance counselling
 - Feedback
 - pre interview preparation
 - interview
- Potential appraisal
- Qualities determining employee potential.
-

3 PERFORMANCE MANAGEMENT SYSTEM

(25%)

Definition of Performance Management System.

Performance Competency and Potential

Objectives of Performance Management System

Need of Performance Management System in Organisation

Key Outputs of Performance Management System

Essential Features of effective Performance Management System.

4 Organization Culture:

(25%)

.Definition of Organization

.Types of culture,

.Organization change,

.Changing an organizational culture

- .Roles and Customs
- . Expected Roles.
- . Customer development.
- .Tactics of Implementation
- .Developing a Tradition of change
- . How to manage change effectively.

References:

1. “Business Organisation and Management” by NEERU Vasishth and Namita Rajput
Publisher- Kitab Mahal Distributors, 28 Netaji Subhash Marg, New Delhi-1100002
2. “Performance Management System” by R.K.SAHU, Publisher EXCEL BOOKS , NEW DELHI
3. “ Industrial Organisation and Management” by Sherlekar, Heredia Paranjape, Bhende ,
HIMALAYA
PUBLISHING HOUSE,
4. “Perspectives for effective Management” by K.B.Kushal, S.Ravishankar, H.L Kaila,
R.K.Mishra . HIMALAYA
PUBLISING HOUSE
5. Change management By C.S.Vmurthy, Himalaya Publishing house)

VEER NARMAD SOUTH GUJARAT UNIVERSITY

SYLLABUS

TY.B.COM MANAGEMENT PAPER-VI

SEM.V

(In force from academic year - 2019 - 2020)

1. BUSINESS – THE PURPOSE OF MANAGEMENT (25%)

Introduction

The Nature of Business

Characteristics of Business

Is a Manager a Professional?

How does Business Influences Management?

Initiating Resource Raising

How the Scale of Business Influence Management?

Establishing Business Network

Social Responsibility of Business

Role of Profitability and Liquidity

The Nature of Competition

Management Implications of Globalization

Management Implications of Privatization

Role of Ownership Interest in Management.

2. DESIGNING ORGANIZATION FOR BUSINESS (25%)

Introduction

Towards Designing Organization

Components of Organizing

Creating a Juridical Person

Need for Flexibility

Built to Last

Building Organization Culture

Innovation and Creativity in an organization.

Weaving Flexibility in an Organization

Management of Change

Organization Growth

Resource Raising and Managing as a part of Organization design.

Organization and Management.

3. NEED FOR MANAGING ORGANIZATION AND BUSINESS (25%)

Introduction

Stakeholders in an Organization

Differing Perspectives of Management

General Principles of Managing Work

Defining Management

Analyzing Definition of Management

Is Management a Science or an Art?

A Systems Approach to the Process School of Management

Do Women have a place in Management?
Effect of Advances in Technology on Management
Result Orientation in Management

4. World class manufacturing: (25%)

- Meaning
- Difference between mass production and world class manufacturing,
- Tools to measure and record progress for implementing world class manufacturing and
- World class manufacturing and organization and restructuring
- Seven keys to world class manufacturing
- Executive overview.

REFERENCES:

1. “Perspectives for effective Management” by K.B.Kushal, S.Ravishankar, H.L Kaila, R.K.Mishra . HIMALAYAPUBLISHING HOUSE
 2. Bowditch – Primer Organizational Behavior – 2002
 3. Tony Alessandra – art of Managing People – 1986
 4. Richard T.Pascale –The Art of Japanese Management: Theory an Practices-2001
 5. Stephen r. Covey – The & Habits of Highly effective peoples- 2004
 6. Richard Pettinger – Introduction to management-2003
 7. Lorel B.Belkar and Gary S.Topchik – The First Time Manager -2005
 8. Lee G.Bolman and Terrence E. Deal – Reframing organizations; Artistry, Choice and Leadership -1985
 9. Daniel C.Feldman- Managing Individual and group Behavior in Organizations (management)-1983
 10. Harold Koontz and Heinz Weiherich – Essentials of Management -1990
 11. Jeffrey Liker – The Toyota Way; 14 Management Principles form the worlds’s Greatest Manufacturer-1980
 12. John Bratton, Jeffrey Gold – Human Resource Management _Theory and Practice -1998
 13. current trends in management by Dr. V.S. Mangnaleand Dr. Bharat Bhushan Sankye(Himalaya publishing House)
- <http://www.palgrave.com>
<http://www.ucl.ac.uk/anagement-centre>
<http://www.amazon.com>
<http://www.hoobly.com>
<http://www.businessbureau.uk.co.uk>
<http://www.12manage.com>

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS
TY.B.COM MANAGEMENT PAPER-VIII
SEM.VI

(In force from academic year 2019 - 2020)

1 MANAGING RESOURCES (25%)

Introduction
Materials – as a Resource
Manpower – as a Resource
Money – as a Resource
Machinery – as a Resource
Information – Knowledge as a Resource
Services- Knowledge as a Resource
Time – Knowledge as a Resource
Scarcity of Resources

2 PRACTICING MANAGERIAL CAREER (30%)

Introduction
Understanding Career Making
The Concept of Managerial work
Becoming a worker manager
Parallel Managerial Functions
Discipline as a viewer of Imbalance
Process of Learning
Showmanship
Job Hopping and Career?
Nature of Employment
Physical work Orientation
Physical Fitness
Work Stress and Strain
Some Lessons in Human Relations
Importance of some work Habits
Duration of a job

3 TOWARDS A BETTER WORKING CULTURE (25%)

Importance of Employees ethics
Essence of Employees ethics
Benefits of qualitative ethics
Difficulties faced in Practicing ethics
Elements of ethics
Managerial ethics and its Dilemmas
Exposing unethical behavior and its barriers
Managerial ethics – Strategies for Institutionalization

4.Event management: (25%)

- Meaning of events
- Types of events
- Overview of events fields
- Types of events
- Core opportunities in events.
- Elements of strategic event planning management
- Legal obligations
- The rich traditions of events
- Birth of events industry
- Growth of events industry

REFERENCES:

1. “Perspectives for effective Management” by K.B.Kushal, S.Ravishankar, H.L Kaila, R.K.Mishra . HIMALAYA PUBLISHING HOUSE
 2. Bowditch – Primer Organizational Behavior – 2002
 3. Tony Alessandra – art of Managing People – 1986
 4. Richard T.Pascale –The Art of Japanese Management: Theory an Practices-2001
 5. Stephen r. Covey – The & Habits of Highly effective peoples- 2004
 6. Richard Pettinger – Introduction to management-2003
 7. Lorel B.Belkar and Gary S.Topchik – The First Time Manager -2005
 8. Lee G.Bolman and Terrence E. Deal – Reframing organizations; Artistry, Choice and Leadership -1985
 9. Daniel C.Feldman- Managing Individual and group Behavior in Organizations (management)-1983
 10. Harold Koontz and Heinz Weiherich – Essentials of Management -1990
 11. Jeffrey Liker – The Toyota Way; 14 Management Principles form the worlds’s Greatest Manufacturer-1980
 12. John Bratton, Jeffrey Gold – Human Resource Management _Theory and Practice -1998
 13. current trends in management by Dr. V.S. Mangnaleand Dr. Bharat Bhushan Sankye(Himalaya publishing House)
 14. Event management by Judy Allen
 - 15.Event management by Glen Bowedier ,Johny Allen,Rob harris Ian Mc donnellAnd william O Tolle(third edition)
 - 16.Event management by Sita ram singh 2013.
- <http://www.palgrave.com>
<http://www.ucl.ac.uk/anagement-centre>
<http://www.amazon.com>
<http://www.hoobly.com>
<http://www.businessbureau.uk.co.uk>
<http://www.12manage.com>
<http://www.en.wikipedia.org>

Syllabus for T.Y.B.Com

To be implemented from 2019-2020

Marketing paper-5 (sem 5)

1. Marketing research

(25)

- Meaning of marketing research
- Role of marketing research
- Objectives of marketing research
- Process of marketing research

2. Research design

(25)

- Meaning
- Types of research design
 - Exploratory
 - Descriptive
 - Causative design
 - Sources of data
- Primary data
 - Types of primary data (census and sample)
- Sampling and its procedure
 - Random sampling
 - Purposive and judgemental

3. Sales forecasting

(25)

- Meaning and importance

- Measure of marketing demand
- Major concepts in demand measurement
- Steps in forecasting
- Methods of sales forecasting
- Limitation of sales forecasting

4. Marketing planning

(25)

- Steps in marketing planning
- Components of marketing planning
- Evaluation and control (operational control and strategic control)
- The marketing audit
- Features of marketing audit

Reference Books;

1. Marketing -N. Rajan Nair
2. MARKETING MANAGEMENT BY K. KARUNAKARAN. bY (HIMALAYA PUBLICATIONS)
- 2.Principles marketing management -R.S.Daver
- 3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
- 4.Marketing Management -Philip Kotler
- 5.Modern Marketing – Still, Govani, Condift
- 6.Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc graw Hills)
- 9) Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
- 10) Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Syllabus for T.Y.B.Com

To be implemented from 2019-2020

Marketing paper-6 (sem 5)

1. Data collection

(25)

Procedure for data collection

- Observation
- Experimentation
- Uncontrolled experimentation
- Controlled experimentation
- Survey
- Focus groups

2. Tools of data collection

(25)

- Questionnaire (used for survey method)
- Interview schedule (used for exploratory research)
- Association test (used in qualitative test)

Questionnaire as a research instrument

Characteristics of good questionnaire

Close ended v/s open ended questionnaire

3. E-Marketing

(25)

- Introduction to e-marketing
- Role of internet
- Evolution of internet

4. Types of E-Markets

(25)

- Marketing mix in e-markets
- Advantages of e-marketing
- Limitation of e-marketing
- Web portals
- Types of portal
- Attributes of online shopping
- Motivations of online shopping

Reference Books;

1. Marketing -N. Rajan Nair
2. MARKETING MANAGEMENT BY K. KARUNAKARAN. bY (HIMALAYA PUBLICATIONS)
- 2.Principles marketing management -R.S.Daver
- 3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
- 4.Marketing Management -Philip Kotler
- 5.Modern Marketing – Still, Govani, Condift
- 6.Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc graw Hills)
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- 10) Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

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To be implemented from 2019-2020

Marketing paper-7 (sem 6)

1. International marketing (25)

- Meaning
- Definition
- International marketing environment
- International marketing decision'
- Difference between international marketing and domestic marketing

2. Customer relationship marketing (25)

- Introduction
- Focus on customer relationship marketing
- Customer retention
- Customer dissatisfaction and delight
- Strategies for building relationship
- CRM, CIM and E-CRM

3. Social marketing (25)

- Meaning
- Evolution of social marketing
- Marketing mix in social marketing
- Marketing plan for social marketing
- Social marketing process
- Emerging concepts of social marketing

4. Distribution channels

(25)

- Channels of distribution
- Functions of channel
- Channel levels
- Channel design
- Channel power
- Channel conflicts and control

Reference Books;

1. Marketing -N. Rajan Nair
2. MARKETING MANAGEMENT BY K. KARUNAKARAN. BY (HIMALAYA PUBLICATIONS)
2. Principles marketing management -R.S.Daver
3. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condift
6. Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc graw Hills)
- 9) Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
- 10) Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

Syllabus for T.Y.B.Com

To be implemented from 2019-2020

Marketing paper-8 (sem 6)

1. Marketing of consumer product (25)

- Consumer marketing
- Distinction between industrial goods and consumer goods
- Classification of consumer goods
- Marketing mix for consumer goods
- Characteristics consumer goods
- Product planning process of consumer goods

2. Marketing of services (25)

- Meaning of services
- Difference between product and services
- Characteristics of services
- Kinds of services
- Importance of service marketing
- Reasons for the growth of service sector
- Marketing mix in service marketing

3. Fundamentals of marketing services (25)

- Financial services
- Marketing of tourism
- Marketing of health services

- Marketing of education services
- Marketing of professional services

4. Competition analysis

(25)

- Introduction
- Bases of competition
- Competitive force
- Competitive advantage
- Identifying competitors
- Analysing competitors

Reference Books;

1. Marketing -N. Rajan Nair
2. MARKETING MANAGEMENT BY K. KARUNAKARAN. BY (HIMALAYA PUBLICATIONS)
2. Principles marketing management -R.S.Daver
3. Modern and Practice of marketing in India- Dr. C.B. Memoria, R.G. Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condift
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7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc graw Hills)
- 9) Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
- 10) Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

VEER NARMAD SOUTH GUJARAT UNIVERSITY
T.Y.B.Com HONORS
Semester V
Advance Management
(Inforce from the Academic Year – 2019-20)

Unit-1: Material Management: **(40%)**

1. Meaning and concept, Scope, importance, objectives, Material Management Information System, Material Management Organisation
2. Purchasing Management, importance, objectives, functions of purchasing department, Purchasing policies and procedures
3. Inventory Control- Meaning, Objectives, Importance, Inventory cost, Inventory Management and control, process, control techniques

Unit-2: Production Management: **(50%)**

1. Production- Meaning, Importance, measures, decision making, Role of production manager.
2. Production Management- Meaning, Scope, Recent trends, characteristics of Morden production management, organisation functions, production V/S operation management
3. Production Planning and Control- Classification, factors, scope, production control system, objectives of planning and control, Role of production planning and control in operation management, Levels of Production planning, Functions, Benefits and limitations
4. Plant Location and Plant Lay-out

Unit-3: Case Study: (Optional) **(10%)**

Reference Books:

1. R.S. Davar : Principles of Management
2. Broom: Production Management
3. N.K.Nair: Material Management
4. K. Aswathappa & K. Shridhara Bhat

VEER NARMAD SOUTH GUJARAT UNIVERSITY
T.Y.B.Com. HONORS
Semester VI
Advance Management
(Inforce from the Academic Year – 2019-20)

Unit-1: Crisis & Disaster Management and Stress Management **(40%)**

1. Stress Management- Meaning of Stress and Job Stress, effects, cost and physiology of stress, techniques of stress management, Causes or factors.
2. Disaster Management- Meaning, Nature and classification of Disaster, remedies of disaster.
3. Crisis Management: Meaning, Types, Causes and Resolution

Unit-2: **(40%)**

1. Social Responsibility- Meaning, importance, Barriers to Social responsibility, Limitation, Characteristics, Indian scenario
2. Business Ethics- Meaning, Nature, Importance of ethics-sources of ethics(Religious, Cultural, Experience-legal system), Ethical dilemmas-(Face to face, corporate policy ethics- functional area ethics), improving ethical decision ethics, Difficulties in decision making, Suggestions for making ethical decision

Unit-3: M-Commerce operation, Online banking, Stock Marketing- Trading and shopping **(10%)**

Unit-4: Case Study (Optional) **(10%)**

Reference Books:

1. Philips Kotler : Marketing Management
2. R.S. Daver: Modern Marketing Management
3. Sherlekar: Marketing Management
4. Disaster Management By Dhaval Mehta

VEER NARMAD SOUTH GUJARAT UNIVERSITY
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T.Y.B.Com. HONORS
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3. Crisis Management: Meaning, Types, Causes and Resolution

Unit-2: **(40%)**

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2. Business Ethics- Meaning, Nature, Importance of ethics-sources of ethics(Religious, Cultural, Experience-legal system), Ethical dilemmas-(Face to face, corporate policy ethics- functional area ethics), improving ethical decision ethics, Difficulties in decision making, Suggestions for making ethical decision

Unit-3: M-Commerce operation, Online banking, Stock Marketing- Trading and shopping **(10%)**

Unit-4: Case Study (Optional) **(10%)**

Reference Books:

1. Philips Kotler : Marketing Management
2. R.S. Daver: Modern Marketing Management
3. Sherlekar: Marketing Management
4. Disaster Management By Dhaval Mehta

VEER NARMAD SOUTH GUJARAT UNIVERSITY
M. COM HONORS INTEGRATED COURSE
T. Y. B. COM. HONORS
SEMESTER V
MONEY AND FINANCIAL SYSTEM
PROPOSED SYLLABUS FOR 2019-20

UNIT	COURSE	
1	<p>Money</p> <p>Evolution of money, nature, definition and classification of money, money and near money, functions of money, significance or role of money, defects of money, role of money in Indian economy, definition of money supply, determinants of money supply in India, alternative measures of money supply in India, High Powered Money – meaning and sources of change.</p>	25%
2	<p>Finance system</p> <p>Role of finance, objectives of finance system, kinds of finance, financial system in India, components of financial system, structure of financial system, financial and non financial intermediaries in India, economic growth and development and finance system, finance function, financial globalization- meaning and significance to economy.</p>	25%
3	<p>Indian Banking System</p> <p>Evolution, origin and growth of banking in India, meaning of bank, types of banks in India, role of commercial banks, structure of banking system in India, nationalization of banks, role of public sector banks, their issues and challenges, structure of commercial banks in India, balance sheet of banks and asset and liabilities of commercial banks, regional rural banks and cooperative banks – meaning, significance, structure and main function or role of development.</p>	30%
4	<p>Process of credit creation by banks</p> <p>Meaning and concept of credit creation, process of credit creation by banks and limitations on power of banks to create credit, total bank credit. Micro finance – concept, advantages and hindrances.</p>	20%

Suggested Readings :

- Fundamentals of the Indian Financial System, Vasant Desai, Himilaya Publishing House
- The Indian Financial System And Development, Vasant Desai, Himalaya Publishing House
- Financial Management, Ravi M Kishore, Taxmann Publications

- Money, Banking, International Trade And Public Finance, M L Jhingan, Vrinda Publications.
- Khan M.Y. Indian Financial System Theory And Practice: Tata MacGraw Hills, New Delhi
- Sengupta A.K. and Agarwal M.K. Money Market Operations in India. Vinayakan N: Banking by 2000A.D. kanishka publishers, Delhi
- RBI bullitens Banking Commission reports

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M. COM HONORS INTEGRATED COURSE
T. Y. B. COM. HONORS
SEMESTER VI
MONEY AND FINANCIAL SYSTEM
PROPOSED SYLLABUS FOR 2019-20

UNIT	COURSE	
1	Development banks Meaning, evolution, types and main functions of development banks, features, need and growth of development financial institutions in India, role of development banks in India	20%
2	Reserve Bank of India Evolution and birth of RBI, objectives, functions and role of RBI in India, regulation and supervision of RBI, monetary and credit control policy of RBI- objectives, instruments and limitations. Fiscal Policy of government- meaning and objectives.	25%
3	Interest rates in India Various interest rates in India, administered and market determined rates, sources of difference in rates in India, impact of inflation and inflationary expectation on interest rates.	10%
4	International finance – long term finance Meaning, concept and importance, risk associated with project financing, issues of ADRs/GDRs (American Depository Receipts and Global Depository Receipts), FCCBs (Foreign Currency Convertible Bonds) and FCEBs (Foreign Currency Exchangeable Bonds), External Commercial Borrowings and Foreign Direct Investments. International Monetary Institutions – <ul style="list-style-type: none"> – The International Monetary Fund – The World Bank – The World Trade Organisation Global financial crisis – introduction, history, impact on India, lessons from global financial crisis in global competitiveness.	45%

Suggested Readings :

- Fundamentals of the Indian Financial System, Vasant Desai, Himilaya Publishing House
- The Indian Financial System And Development, Vasant Desai, Himalaya Publishing House
- Financial Management, Ravi M Kishore, Taxmann Publications
- Money, Banking, International Trade And Public Finance, M L Jhingan, Vrinda Publications.

- Khan M.Y. Indian Financial System Theory And Practice: Tata MacGraw Hills, New Delhi
- Sengupta A.K. and Agarwal M.K. Money Market Operations in India. Vinayakan N: Banking by 2000A.D. kanishka publishers, Delhi
- RBI bullitens Banking Commission reports

VEER NARMAD SOUTH GUJARAT UNIVERSITY
M. COM HONORS INTEGRATED COURSE
T. Y. B. COM. HONORS
SEMESTER V
FINANCIAL MANAGEMENT
PROPOSED SYLLABUS FOR 2019-20

Unit 1: Financial management: (20%)

Financial goals, profit v/s wealth maximization, financial functions – investments, financing and dividend decisions, financial planning.

Unit 2: Capital budgeting: (30%)

Nature of investment decisions, investments evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return, profitability index, NPV and IRR , comparison of all methods.

Unit 3: Cost of capital: (25%)

Significance of cost of capital, calculating cost of debt, preference shares, equity capital and retain earnings, combine (weighted) cost of capital

Unit 4: Operating and financial leverage: (25%)

Activity leverage and Structural leverage, Measures, effect on profit, analyzing alternative financial plans, Impact of Debt and Equity in capital structure, combine financial and operating leverage.

NOTE: PRACTICAL SUMS/ CASE STUDY NOT MORE THAN 20 % SHOULD BE ASKED.

REFERENCE:

Khan M. Y. and Jain P. K. Financial Management text and problems, text and problems, Tata MacGraw Hills, New Delhi
Prasanna Chandra Financial Management theory and practice, Tata MacGraw Hills, New Delhi
Pandey I M. Financial Management Vikas Publication House, New Delhi
Ravi M. Kishor Financial Management

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M. COM HONORS INTEGRATED COURSE

T. Y. B. COM. HONORS

SEMESTER VI

FINANCIAL MANAGEMENT

PROPOSED SYLLABUS FOR 2019-20

Unit 1: Capital structure: (30%)

Meaning and definition, Theories and determinants, Debt-Equity Ratio analysis, EBIT-EPS analysis, Financial Break-even, Net Income Approach, Net Operating Income Approach, Weighted Average Cost of Capital Approach, Modigliani and Miller Theory.

Unit 2: Dividend policies: (30%)

Meaning and kinds of Dividends, Issues in dividend policies, Walter's model, Gordon's model, M. M. Hypothesis, form of dividends and stability in dividend and its determinants, SEBI guidelines in dividend policy.

Unit 3: Management of working capital: (40%)

Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements. Management of working capital – cash, receivables and inventories. Working capital management strategies-Conservative Approach, Aggressive Approach, Matching Approach, Zero working capital Approach , Working capital policies.

NOTE: PRACTICAL SUMS/ CASE STUDY NOT MORE THAN 20% SHOULD BE ASKED.

REFERENCE:

Khan M. Y. and Jain P. K. Financial Management text and problems, text and problems, Tata MacGraw Hills, New Delhi

Prasanna Chandra Financial Management theory and practice, Tata MacGraw Hills, New Delhi

Pandey I M. Financial Management Vikas Publication House, New Delhi

Kishor Ravi Financial Management, Taxman's publication

VEER NARMAD SOUTH GUJARAT UNIVERSITY
T.Y.B.Com HONORS
Semester -V
Principles of Marketing – BC 3.62
(Inforce from the Academic Year – 2019-20)

Unit-I (35%)

Introduction, Nature and scope of marketing, evolution of marketing, Types and functions of marketing, objectives and importance of marketing, Tradition and modern concepts of marketing, Selling v/s Marketing, Marketing Mix, Marketing Environment, factors affecting marketing environment.-

Unit-II (30%)

Consumer Behaviour, importance and significance, Market Segmentation- concept, importance, basis of segmentation, benefits and success criterias, niche marketing and individual customer marketing, Patterns of segmentation

Unit-III (35%)

Product – concept of product, features, product policy, components, dimensions and levels of a product, Kotler's concept of product line and product mix, new product development strategy, product failure, product life cycle, Market Research, consumer and industrial goods, Packagingpurpose, qualities of good package, types, social view of packaging, role and functions, Brand name – dimensions of brand knowledge, brand values, traits of a success brand, levels of branding, 4 pillars of a strong brand, Brand S-curve, Reasons to buy a brand, Trademark, - After-sales services

Suggested Reading

1. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ
2. William M. Pride and O.C. Ferrell; Marketing: Houghton-Mifflin Boston
3. Stanton W.J., Etzel Michael J., and Walker Bruce J. Fundamental of Marketing; McGraw-Hill, New York
4. S.A. Sherlekar- Marketing Management
5. Chunawala- Marketing Management

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Semester -VI
Principles of Marketing – BC 3.62
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Unit-I (30%)

Price - importance of price in marketing mix, types of pricing policies, factors affecting price of a product/service, Discounts and rebates.-

Unit-II (30%)

Channels of Distribution-concept, role, types of channels, factors affecting channel choice, Retailer and wholesaler, Transportation, Warehousing, Standardisation and grading, Inventory control

Unit-III (40%)

Promotion, Methods of promotion, optimum promotion mix, Advertising-medias, characteristics of effective advertisement, objective, appeal and content in an advertisement, merits and limitations, Personal selling, traits of a sales person, functions of a salesman, publicity, importance and benefits

Suggested Reading

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VEER NARMAD SOUTH GUJARAT UNIVERSITY
M. COM HONORS INTEGRATED COURSE
T. Y. B. COM. HONORS
SEMESTER V
FINANCIAL MANAGEMENT
PROPOSED SYLLABUS FOR 2019-20

Unit 1: Financial management: (20%)

Financial goals, profit v/s wealth maximization, financial functions – investments, financing and dividend decisions, financial planning.

Unit 2: Capital budgeting: (30%)

Nature of investment decisions, investments evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return, profitability index, NPV and IRR, comparison of all methods.

Unit 3: Cost of capital: (25%)

Significance of cost of capital, calculating cost of debt, preference shares, equity capital and retain earnings, combine (weighted) cost of capital

Unit 4: Operating and financial leverage: (25%)

Activity leverage and Structural leverage, Measures, effect on profit, analyzing alternative financial plans, Impact of Debt and Equity in capital structure, combine financial and operating leverage.

NOTE: PRACTICAL SUMS/ CASE STUDY NOT MORE THAN 20 % SHOULD BE ASKED.

REFERENCE:

Khan M. Y. and Jain P. K. Financial Management text and problems, text and problems, Tata MacGraw Hills, New Delhi
Prasanna Chandra Financial Management theory and practice, Tata MacGraw Hills, New Delhi
Pandey I M. Financial Management Vikas Publication House, New Delhi
Ravi M. Kishor Financial Management

24/6
03-10-2018

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M. COM HONORS INTEGRATED COURSE

T. Y. B. COM. HONORS

SEMESTER VI

FINANCIAL MANAGEMENT

PROPOSED SYLLABUS FOR 2019-20

Unit 1: Capital structure:

(30%)

Meaning and definition, Theories and determinants, Debt-Equity Ratio analysis, EBIT-EPS analysis, Financial Break-even, Net Income Approach, Net Operating Income Approach, Weighted Average Cost of Capital Approach, Modigliani and Miller Theory.

Unit 2: Dividend policies:

(30%)

Meaning and kinds of Dividends, Issues in dividend policies, Walter's model, Gordon's model, M. M. Hypothesis, form of dividends and stability in dividend and its determinants, SEBI guidelines in dividend policy.

Unit 3: Management of working capital:

(40%)

Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements. Management of working capital – cash, receivables and inventories. Working capital management strategies-Conservative Approach, Aggressive Approach, Matching Approach, Zero working capital Approach , Working capital policies.

NOTE: PRACTICAL SUMS/ CASE STUDY NOT MORE THAN 20% SHOULD BE ASKED.


REFERENCE:

Khan M. Y. and Jain P. K. Financial Management text and problems, text and problems, Tata MacGraw Hills, New Delhi

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