



હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી

NAAC A (3.02) State University

પો.બો.નં.-૨૧, યુનિવર્સિટી રોડ, પાટણ (ઉ.ગુ.) ૩૮૪૨૬૫

ફોન: (૦૨૭૬૬) ૨૨૨૭૪૫, ૨૩૦૫૨૯, ૨૩૦૭૪૩, ૨૩૩૬૪૮

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પરિપત્ર ક્રમાંક - ૧૧૦ / ૨૦૧૬

વિષય:—વાણિજ્ય વિદ્યાશાખામાં આંકડાશાસ્ત્ર વિષયના સ્નાતક કક્ષાના સેમસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્નના સેમેસ્ટર-૧, સેમેસ્ટર-૪ અને સેમેસ્ટર-૫ ના અભ્યાસક્રમ/પરીક્ષા સ્કીમમાં ફેરફાર અંગે..

આ યુનિવર્સિટી સંલગ્ન વાણિજ્ય કોલેજના આચાર્યશ્રીઓને જણાવવાનું કે, આ યુનિવર્સિટીમાં વાણિજ્ય વિદ્યાશાખામાં આંકડાશાસ્ત્ર વિષયના સ્નાતક કક્ષાએ જૂન-૨૦૧૧ થી દાખલ કરવામાં આવેલ સેમેસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્ન અન્વયે આંકડાશાસ્ત્ર વિષયની અભ્યાસ સમિતિની તારીખ : ૧૮/૦૬/૨૦૧૬ ની સભામાં ઠરાવ્યાનુસાર પાછળ દર્શાવેલ વિગતે આંકડાશાસ્ત્ર વિષયના સામેલ પરિશિષ્ટ પ્રમાણેના સેમેસ્ટર-૧, સેમેસ્ટર-૪ અને સેમેસ્ટર-૫ ના અભ્યાસક્રમ/સ્કીમમાં કરેલ ફેરફાર જૂન-૨૦૧૬ થી ક્રમશઃ અમલમાં આવે તે રીતે એકેડેમિક કાઉન્સિલવતી માન.કુલપતિશ્રીએ મંજૂર કરેલ છે. જે સંબંધિત સર્વેની જાણ તથા અમલ સારૂ આ સાથે મોકલવામાં આવે છે.

આ બાબતની સંબંધિત અધ્યાપકો તથા વિદ્યાર્થીઓને આપના સ્તરેથી જાણ કરવા વિનંતી છે.

નોંધ : (૨) આ અભ્યાસક્રમ સંબંધિત ફેરફાર યુનિવર્સિટીની વેબસાઈટ www.ngu.ac.in પર પણ ઉપલબ્ધ કરવામાં આવેલ છે. આથી સંબંધિત કોલેજોને ડાઉનલોડ કરી ઉપયોગ કરવા સારૂ જણાવવામાં આવે છે.

બિડાણ : ઉપર મજબ

કા.કુલસચિવ

નં.-એ કે/અx સ/ ૧૬૬ / ૨૦૧૬
તારીખ: ૧૦/૦૭/૨૦૧૬

પ્રતિ,

૧. સંલગ્ન વાણિજ્ય કોલેજોના આચાર્યશ્રીઓ
૨. પ્રિ. ડી.એસ.જી. જોષી, (ચેરમેનશ્રી-આંકડાશાસ્ત્ર વિષયની અભ્યાસ સમિતિ)શ્રી એચ.એસ. શાહ કોમર્સ કોલેજ, કોલેજ કેમ્પસ, ધનસુરા રોડ, ગોડાસા, જિ.-અરવલ્લી
૩. ડી.કે.કે. પટેલ, (ડીનશ્રી-વાણિજ્ય વિદ્યાશાખા)ડીપાર્ટમેન્ટ ઓફ હોસ્પિટલ મેનેજમેન્ટ, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૪. પરીક્ષા નિયામકશ્રી, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (પાંચ નકલ)
૫. ગ્રંથપાલશ્રી, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (વિદ્યાર્થીઓના ઉપયોગ સારૂ રેકર્ડ ફાઈલ માટે)
૬. સિસ્ટમ એનાલીસ્ટશ્રી, કોમ્પ્યુટર (રીઝલ્ટ) સેન્ટર, હેમ.ઉ.ગુ.યુનિવર્સિટી, પાટણ. તરફ પરિણામ માટે તથા વેબસાઈટ પર મૂકવા સારૂ.
૭. માન.કુલપતિશ્રી/ ઉપકુલપતિશ્રી/ કુલસચિવશ્રીનું કાર્યાલય, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૮. પ્રવેશ પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૯. અનુસ્નાતક પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૧૦. મુખ્ય હિસાબી અધિકારીશ્રી (મહેકમ), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ તરફ → પરિપત્રની ફાઈલ અર્થે

(૧) બી.કોમ.સેમ-૧ ના વિષય બેઝીક સ્ટેટિસ્ટિક્સ - ૧ (CE-101 B અને SE-101 B) ના યુનિટ ૪ માંથી Matrix Algebra દુર કરીને તેના સ્થાને Linear Regression (For Two Variables) નો સમાવેશ કરવામાં આવે છે. જેનો અભ્યાસક્રમ નીચે પ્રમાણે રહેશે.

- **Linear Regression (For Two Variables)**

- Meaning and Concept of Regression – Linear Regression Model - Deviation of Two Lines of Regression – Properties of Regression Coefficients and Regression Lines – Forecasting of on basis of regression equation – Utility of Study of Regression – Difference Between Co-relation and Regression – Examples.

(૨) બી.કોમ.સેમ-૪ ના વિષય બેઝીક સ્ટેટિસ્ટિક્સ - ૪ (CE-203 B અને SE-202 B) ના યુનિટ 1 માંથી Linear Regression (For Two Variables) દુર કરીને તેના સ્થાને Interpolation and Extrapolation નો સમાવેશ કરવામાં આવે છે. જેનો અભ્યાસક્રમ નીચે પ્રમાણે રહેશે.

- **Interpolation and Extrapolation**

- Meaning interpolation and Extrapolation – Assumptions – Importance – Method of Interpolation and Extrapolation (Newton's Method, Binomial Expansion Method and Lagrange's Method) – Examples.

(૩) બી.કોમ.સેમ-૫ ના વિષય બિઝનેસ સ્ટેટિસ્ટિક્સ - ૧ (CC-304) ના યુનિટ 3 માંથી Interpolation and Extrapolation દુર કરીને તેના સ્થાને Matrix Algebra નો સમાવેશ કરવામાં આવે છે. જેનો અભ્યાસક્રમ નીચે પ્રમાણે રહેશે.

- **Matrix Algebra**

- Definition of Matrix – Different Types of Matrices – Addition, Subtraction and Multiplication of Matrices – Determinate of Square Matrix – Definition of Ad joint of a Matrix – Inverse of a Matrix and It uses to Solve Simulations Linear Equations (Up to Three Variables only) – Examples.



હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી

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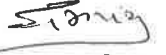
પરિપત્ર ક્રમાંક - ૧૦૮ / ૨૦૧૬

વિષય:-વાણિજ્ય વિદ્યાશાખામાં વાણિજ્ય વિષયના સ્નાતક કક્ષાના સેમસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્નના સેમેસ્ટર-૧ અને સેમેસ્ટર-૨ ના અભ્યાસક્રમમાં ફેરફાર અંગે..

આ યુનિવર્સિટી સંલગ્ન વાણિજ્ય કોલેજના આચાર્યશ્રીઓને જણાવવાનું કે, આ યુનિવર્સિટીમાં વાણિજ્ય વિદ્યાશાખામાં વાણિજ્ય વિષયના સ્નાતક કક્ષાએ જૂન-૨૦૧૧ થી દાખલ કરવામાં આવેલ સેમેસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્ન અન્વયે વાણિજ્ય વિષયની અભ્યાસ સમિતિની તારીખ : ૧૮/૦૬/૨૦૧૬ ની સભામાં ઠરાવ્યાનુસાર સેમેસ્ટર-૧ અને સેમેસ્ટર-૨ ના અભ્યાસક્રમના S.P. વિષયમાં હાલ ચાલુ કંપનીધારો ૧૯૫૬ ની જગ્યાએ નવો કંપનીધારો ૨૦૧૩ની જોગવાઈઓનો અમલ કરવો તથા આ ફેરફાર જૂન-૨૦૧૬ થી ક્રમશઃ અમલમાં આવે તે રીતે એકેડેમિક કાઉન્સિલવતી માન.કુલપતિશ્રીએ મંજૂર કરેલ છે. જે સંબંધિત સર્વેની જાણ તથા અમલ સારૂ આ સાથે મોકલવામાં આવે છે.

આ બાબતની સંબંધિત અધ્યાપકો તથા વિદ્યાર્થીઓને આપના સ્તરેથી જાણ કરવા વિનંતી છે.

નોંધ : (૨) આ અભ્યાસક્રમ સંબંધિત ફેરફાર અંગેનો પરિપત્ર યુનિવર્સિટીની વેબસાઈટ www.ngu.ac.in પર પણ ઉપલબ્ધ કરવામાં આવેલ છે. આથી સંબંધિત કોલેજોને ડાઉનલોડ કરી ઉપયોગ કરવા સારૂ જણાવવામાં આવે છે.


કા.કુલસચિવ

નં.-એ કે / અ× સ / ૨૦૧૬
તારીખ: ૪/૦૭/૨૦૧૬

પ્રતિ,

૧. સંલગ્ન વાણિજ્ય કોલેજોના આચાર્યશ્રીઓ
૨. અધ્યક્ષશ્રી, બી.બી.એ. ડીપાર્ટમેન્ટ, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૩. ડી.એચ.એમ. વિરમગામી, (ચેરમેનશ્રી-વાણિજ્ય વિષયની અભ્યાસ સમિતિ)શ્રી વી.આર. પટેલ કોલેજ ઓફ કોમર્સ, નાગલપુર હાઈવે, કોલેજ કમ્પસ, મહેસાણા-૩૮૪૦૦૨ જિ.-મહેસાણા
૪. ડી.કે.કે. પટેલ, (ડીનશ્રી-વાણિજ્ય વિદ્યાશાખા) ડીપાર્ટમેન્ટ ઓફ હોસ્પિટલ મેનેજમેન્ટ, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી પાટણ.
૫. પરીક્ષા નિયામકશ્રી, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (પાંચ નકલ)
૬. ગ્રંથપાલશ્રી, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (વિદ્યાર્થીઓના ઉપયોગ સારૂ રેકર્ડ ફાઈલ માટે)
૭. સિસ્ટમ એનાલીસ્ટશ્રી, કોમ્પ્યુટર (રીઝલ્ટ) સેન્ટર, હેમ.ઉ.ગુ.યુનિવર્સિટી, પાટણ. તરફ પરિણામ માટે તથા વેબસાઈટ પર મૂકવા સારૂ.
૮. માન.કુલપતિશ્રી/ ઉપકુલપતિશ્રી/ કુલસચિવશ્રીનું કાર્યાલય, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૯. પ્રવેશ પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૧૦. અનુસ્નાતક પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૧૧. મુખ્ય હિસાબી અધિકારીશ્રી (મહેકમ), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ તરફ → પરિપત્રની ફાઈલ અર્થે



હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી

NAAC A (3.02) State University

પો.બો.નં.—૨૧, યુનિવર્સિટી રોડ, પાટણ (ઉ.ગુ.) ૩૮૪૨૬૫

ફોન: (૦૨૭૬૬) ૨૨૨૭૪૫, ૨૩૦૫૨૯, ૨૩૦૭૪૩, ૨૩૩૬૪૮

ફેક્સ: (૦૨૭૬૬) ૨૩૧૯૧૭

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પરિપત્ર ક્રમાંક — ૧૦૮ / ૨૦૧૬

વિષય:—વાણિજ્ય વિદ્યાશાખામાં બિઝનેશ મેનેજમેન્ટ વિષયના સ્નાતક કક્ષાના સેમસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્નના સેમેસ્ટર-૧ અને સેમેસ્ટર-૨ ના અભ્યાસક્રમ/પરીક્ષા સ્કીમમાં સુધારા અંગે..

આ યુનિવર્સિટી સંલગ્ન વાણિજ્ય કોલેજના આચાર્યશ્રીઓ અને યુનિવર્સિટીના બિઝનેશ મેનેજમેન્ટ વિભાગના અધ્યક્ષશ્રીને જણાવવાનું કે, આ યુનિવર્સિટીમાં વાણિજ્ય વિદ્યાશાખામાં બિઝનેશ મેનેજમેન્ટ વિષયના સ્નાતક કક્ષાએ જૂન-૨૦૧૧ થી દાખલ કરવામાં આવેલ સેમેસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્ન અન્વયે બિઝનેશ મેનેજમેન્ટ વિષયની અભ્યાસ સમિતિની તારીખ : ૧૮/૦૬/૨૦૧૬ ની સભામાં ઠરાવ્યાનુસાર પાછળ દર્શાવેલ વિગતે બિઝનેશ મેનેજમેન્ટ વિષયના સામેલ પરિશિષ્ટ પ્રમાણેના સેમેસ્ટર-૧ અને સેમેસ્ટર-૨ ના અભ્યાસક્રમ/સ્કીમમાં કરેલ સુધારા જૂન-૨૦૧૬ થી ક્રમશઃ અમલમાં આવે તે રીતે એકેડેમિક કાઉન્સિલવતી માન.કુલપતિશ્રીએ મંજૂર કરેલ છે. જે સંબંધિત સર્વેની જાણ તથા અમલ સારૂ આ સાથે મોકલવામાં આવે છે.

આ બાબતની સંબંધિત અધ્યાપકો તથા વિદ્યાર્થીઓને આપના સ્તરેથી જાણ કરવા વિનંતી છે.

નોંધ : (૨) આ અભ્યાસક્રમ સંબંધિત સુધારા યુનિવર્સિટીની વેબસાઈટ www.ngu.ac.in પર પણ ઉપલબ્ધ કરવામાં આવેલ છે. આથી સંબંધિત કોલેજોને ડાઉનલોડ કરી ઉપયોગ કરવા સારૂ જણાવવામાં આવે છે.

બિડાણ : ઉપર મજબ

કા.કુલસચિવ

નં.—એ કે/અ× સ/ ૨૦૧૬
તારીખ: ૪/૦૭/૨૦૧૬

પ્રતિ,

૧. સંલગ્ન વાણિજ્ય કોલેજોના આચાર્યશ્રીઓ
૨. અધ્યક્ષશ્રી, બિઝનેશ મેનેજમેન્ટ ડીપાર્ટમેન્ટ, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૩. ડા.કે.કે. પટેલ, (ચેરમેનશ્રી-બિઝનેશ મેનેજમેન્ટ વિષયની અભ્યાસ સમિતિ) ડીપાર્ટમેન્ટ ઓફ હોસ્પિટલ મેનેજમેન્ટ, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી પાટણ.
૪. ડા.કે.કે. પટેલ, (ડીનશ્રી-વાણિજ્ય વિદ્યાશાખા) ડીપાર્ટમેન્ટ ઓફ હોસ્પિટલ મેનેજમેન્ટ, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી પાટણ.
૫. પરીક્ષા નિયામકશ્રી, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (પાંચ નકલ)
૬. ગ્રંથપાલશ્રી, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (વિદ્યાર્થીઓના ઉપયોગ સારૂ રેકર્ડ ફાઈલ માટે)
૭. સિસ્ટમ એનાલીસ્ટશ્રી, કોમ્પ્યુટર (રીઝલ્ટ) સેન્ટર, હેમ.ઉ.ગુ.યુનિવર્સિટી, પાટણ. તરફ પરિણામ માટે તથા વેબસાઈટ પર મૂકવા સારૂ.
૮. માન.કુલપતિશ્રી/ ઉપકુલપતિશ્રી/ કુલસચિવશ્રીનું કાર્યાલય, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૯. પ્રવેશ પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૧૦. અનુસ્નાતક પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૧૧. મુખ્ય તિસાબી અધિકારીશ્રી (મહેકમ), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ તરફ → પરિપત્રની ફાઈલ અર્થે

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S: FOR B.COM PROGRAMME
CE 101 C :: Sales Management

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	CE 101 C
Course Name	Sales Management
Course Type	CORE ELECTIVE
Effective From	June- 2016
Objective	To develop basic understanding of the concept and theories of sales management.

Unit No.	Content	Marks	Credit
1	<p>Sales Management Strategies: Introduction, Nature and Importance of Sales Management, Steps in designing and managing sales force, Sales manager's duties and responsibilities, Selling Process, Methods of Selling, Methods of remuneration.</p> <p>Personal selling: Objectives and function of personal selling, Benefits of personal selling, Steps in personal selling, Difference between personal selling and advertising.</p>	25%	0.75
2	<p>Sales Organizations: Setting up a sales organization, Factors determining the structure of sales organizations, Functions of sales organizations, Developing a sales organization (Classification of sales organizations).</p> <p>Recruitment & Selection: Introduction, Job description and specification, Sources of recruitment, Selection procedure.</p>	25%	0.75
3	<p>Sales Promotion Management: Introduction, Objectives of Sales promotion, Factors influencing Sales Promotion, Tools of Sales Promotion, Tools of Trade Promotion, Types of sales displays, Sales Promotion and Consumer behavior, Consumer's price perceptions, Consumer decision making.</p>	25%	0.75
4	<p>Direct Marketing and Internet Selling: Concept of direct marketing, direct mail, telemarketing, Advantages and disadvantages of direct marketing, Internet marketing, Internet advertising methods of selling, Methods of online public relations for selling.</p>	25%	0.75

Text Book :

Sales & Distribution Management: By Dr. S. L. Gupta, Excel Book.

Reference Books:

Ref#01: Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

Ref#02: Channel Management: By Ansaree, PHI (EEE)

Ref#03: Sales Management by Pradipkumar Mallik, Oxford University Press.



હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી

NAAC A (3.02) State University

પો.બો.નં.-૨૧, યુનિવર્સિટી રોડ, પાટણ (ઉ.ગુ.) ૩૮૪૨૬૫

ફોન:(૦૨૭૬૬) ૨૨૨૭૪૫, ૨૩૦૫૨૮, ૨૩૦૭૪૩, ૨૩૩૬૪૮

ફેક્સ : (૦૨૭૬૬) ૨૩૧૮૧૭

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પરિપત્ર ક્રમાંક - ૧૦૨૧ / ૨૦૧૬

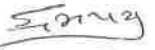
વિષય:-વાણિજ્ય વિદ્યાશાખામાં એકાઉન્ટીંગ વિષયના સ્નાતક કક્ષાના સેમસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્નના સેમેસ્ટર-૧ અને સેમેસ્ટર-૨ ના અભ્યાસક્રમ/પરીક્ષા સ્કીમમાં ફેરફાર અંગે..


આ યુનિવર્સિટી સંલગ્ન વાણિજ્ય કોલેજના આચાર્યશ્રીઓને જણાવવાનું કે, આ યુનિવર્સિટીમાં વાણિજ્ય વિદ્યાશાખામાં એકાઉન્ટીંગ વિષયના સ્નાતક કક્ષાએ જૂન-૨૦૧૧ થી દાખલ કરવામાં આવેલ સેમેસ્ટર/સીબીસીએસ/ગ્રેડીંગ પેટર્ન અન્વયે એકાઉન્ટીંગ વિષયની અભ્યાસ સમિતિની તારીખ : ૧૮/૦૬/૨૦૧૬ ની સભામાં ઠરાવ્યાનુસાર પાછળ દર્શાવેલ વિગતે એકાઉન્ટીંગ વિષયના સામેલ પરિશિષ્ટ પ્રમાણેના સેમેસ્ટર-૧ અને સેમેસ્ટર-૨ ના અભ્યાસક્રમ/સ્કીમમાં કરેલ ફેરફાર જૂન-૨૦૧૬ થી ક્રમશઃ અમલમાં આવે તે રીતે એકેડેમિક કાઉન્સિલવતી માન.કુલપતિશ્રીએ મંજૂર કરેલ છે. જે સંબંધિત સર્વેની જાણ તથા અમલ સારૂ આ સાથે મોકલવામાં આવે છે.

આ બાબતની સંબંધિત અધ્યાપકો તથા વિદ્યાર્થીઓને આપના સ્તરેથી જાણ કરવા વિનંતી છે.

નોંધ : (૨) આ અભ્યાસક્રમ સંબંધિતે રફાર યુનિવર્સિટીની વેબસાઈટ www.ngu.ac.in પર પણ ઉપલબ્ધ કરવામાં આવેલ છે. આથી સંબંધિત કોલેજોને ડાઉનલોડ કરી ઉપયોગ કરવા સારૂ જણાવવામાં આવે છે.

બિડાણ : ઉપર મજબ


કા.કુલસચિવ

નં.-એ કે/અ× સ/  /૨૦૧૬

તારીખ: ૪/૦૭/૨૦૧૬

પ્રતિ,

૧. સંલગ્ન વાણિજ્ય કોલેજોના આચાર્યશ્રીઓ
૨. પ્રિ. ડી.સી.એમ. ઠક્કર, (ચેરમેનશ્રી-એકાઉન્ટીંગ વિષયની અભ્યાસ સમિતિ)ટી.સી. ચતવાણી આર્ટસ એન્ડ જે.વી. ગોકલ કોમર્સ કોલેજ, કોલેજ કેમ્પસ, રાધનપુર-૩૮૪૩૪૦, જિ.-પાટણ.
૩. ડી.કે.કે. પટેલ, (ડીનશ્રી-વાણિજ્ય વિદ્યાશાખા)ડીપાર્ટમેન્ટ ઓફ હોસ્પિટલ મેનેજમેન્ટ, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી પાટણ.
૪. પરીક્ષા નિયામકશ્રી, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (પાંચ નકલ)
૫. ગ્રંથપાલશ્રી, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (વિદ્યાર્થીઓના ઉપયોગ સારૂ રેકર્ડ ફાઈલ માટે)
૬. સિસ્ટમ એનાલીસ્ટશ્રી, કોમ્પ્યુટર (રીઝલ્ટ) સેન્ટર, હેમ.ઉ.ગુ.યુનિવર્સિટી, પાટણ. તરફ પરિણામ માટે તથા વેબસાઈટ પર મૂકવા સારૂ.
૭. માન.કુલપતિશ્રી/ઉપકુલપતિશ્રી/કુલસચિવશ્રીનું કાર્યાલય, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૮. પ્રવેશ પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૯. અનુસ્નાતક પ્રશાખા (એકેડેમિક), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ.
૧૦. મુખ્ય હિસાબી અધિકારીશ્રી (મહેકમ), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ તરફ → પરિપત્રની ફાઈલ અર્થે

CC 103 :: Accountancy – I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	CC 103
Course Name	Accountancy – I
Course Type	CORE
Effective From	JUNE – 2016
Objective	To provide sound understanding of the intricacies of solving practical problems relating to Advanced Accounting.

Unit No.	Content	Marks	Credit
1	Consignment	25 %	0.75
2	Branch Accounts.(excluding Foreign Branch)	25 %	0.75
3	Fire Insurance Claims: Claims for loss or stock & fixed assets; claim for profit or consequential loss.	25 %	0.75
4	Computerized Accounting: Introduction; various components of a computer including Hardware and Software, Features of a computer, role of computer in accounting, Accounting information system vs. Management Information system; Selection of the best software for the business; Advantages and disadvantages of a computer system; Tally software (7.2 version)	25 %	0.75

Recommended Reading :

- 1) Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
- 2) Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
- 3) Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
- 4) Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
- 5) Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
- 6) Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
- 7) Financial Accounting : Dr. S. N. Maheshwari, Vikas Publication House Pvt. Ltd.
- 8) Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N.sMaheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CE 101 A :: Financial Accounting - I

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	CE 101 A
Course Name	Financial Accounting - I
Course Type	CORE ELECTIVE
Effective From	June-2016
Objective	To expose students to corporate accounting issues and practices such as company final accounts, share capital transactions etc.

Unit No.	Content	Marks	Credit
1	Piecemeal Distribution of Cash	25 %	0.75
2	(A) Issue and forfeiture of shares (Pro-rata) Concepts of Potential Equity Shares, sweat equity Shares (B) Book Building Process, Bid and Buy back	20% 05%	0.75
3	Redemption of Redeemable preference shares under section 80 of Companies Act 1956 and issue of Bonus Shares as per statutory provisions in force on 31st March of the immediate preceding academic year	25%	0.75
4	Company Final Accounts (Only vertical Presentation, Calculation of Managerial remuneration is not expected)	25%	0.75

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal, S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian, S. Chand & Company Ltd.

3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting
Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K.
Maheshwari, Vikas Publication House Pvt. Ltd.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SEMESTER - I

COURSE NO.	COURSE TYPE	TITLE OF COURSE	CREDITS	Page No.
			LECTURE	
CC 101	CORE	Fundamentals of Business Economics - I	3	04
CC 102	CORE	Human Resource Management	3	05
CC 103	CORE	Accountancy - I	3	06
CC 104	CORE	Communication in Business	3	--
CE 101 A	Core Elective Accounting	Financial Accounting - I	3	07
CE 101 B	Core Elective Statistics	Basic Statistics - I		08
CE 101 C	Core Elective Advance Business Management	Sales Management		09
CE 101 D	Core Elective Computer Application	Computer Application – I		10
CE 101 E	Core Elective Banking	Fundamentals of Banking - I		12
CE 101 F	Core Elective Banking & Insurance	Fundamentals of Banking – I (Banking & Insurance)		13
CE 101 G	Core Elective International Business	Fundamentals of International Business		14
CE 101 H	Core Elective Marketing	Principles of Marketing		15
SE 101 A	Subject Elective Accounting	Financial Accounting - I	3	16
SE 101 B	Subject Elective Statistics	Basic Statistics - I		17
SE 101 C	Subject Elective Computer Application	Computer Application – I		18
SE 101 D	Subject Elective Secretarial Practice	Secretarial Practice - I		20
SE 101 E	Subject Elective Advance Business Management	Sales Management		21
SE 101 F	Subject Elective Co-operation	Co-operation - I		22
FC 101 A	Foundation	Time Management	3	23
FC 101 B	Foundation	Growth of Indian Industries		24
FC 101 C	Foundation	Human Right		25
FC 101 D	Foundation	Tally Accounting		26
FC 101 E	Foundation	Yoga & Meditation		27
FC 101 F	Foundation	Life Insurance Services		28
FC 101 G	Foundation	Fundamentals of Banking - I		29
SS 101 A	Soft Skill	Personality Development	3	30
SS 101 B	Soft Skill	Indian Constitution - I		31
SS 101 C	Soft Skill	Stress Management		32
SS 101 D	Soft Skill	National Ethics		33
SS 101 E	Soft Skill	Indian Culture & Heritage		34
SS 101 F	Soft Skill	Fundamentals of Entrepreneurship - I		35
SS 101 G	Soft Skill	General English : Text & Composition		--
TOTAL CREDITS			24	

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SEMESTER - II

COURSE NO.	COURSE TYPE	TITLE OF COURSE	CREDITS	Page No.
			LECTURE	
CC 105	CORE	Fundamentals of Business Economics - II	3	36
CC 106	CORE	Fundamentals of Marketing Management	3	37
CC 107	CORE	Accountancy - II	3	38
CC 108	CORE	Business Correspondence	3	--
CE 102 A	Core Elective Accounting	Financial Accounting - II	3	39
CE 102 B	Core Elective Statistics	Operations Research		40
CE 102 C	Core Elective Advance Business Management	Distribution Management		41
CE 102 D	Core Elective Computer Application	Computer Application - II		42
CE 102 E	Core Elective Banking	Fundamentals of Banking - II		44
CE 102 F	Core Elective Banking & Insurance	Fundamentals of Insurance		45
CE 102 G	Core Elective International Business	Foreign Exchange and Balance of Payments		46
CE 102 H	Core Elective Marketing	Personal Selling		47
SE 102 A	Subject Elective Accounting	Financial Accounting - II	3	48
SE 102 B	Subject Elective Statistics	Operations Research		49
SE 102 C	Subject Elective Computer Application	Computer Application - II		50
SE 102 D	Subject Elective Secretarial Practice	Secretarial Practice - II		52
SE 102 E	Subject Elective Advance Business Management	Distribution Management		53
SE 102 F	Subject Elective Co-operation	Co-operation - II		54
FC 102 A	Foundation	Environmental Studies	3	--
SS 102 A	Soft Skill	Leadership Development	3	--
SS 102 B	Soft Skill	Team Building Training		--
SS 102 C	Soft Skill	Analysis of Accounting Statements		--
SS 102 D	Soft Skill	Sports & Practice		--
SS 102 E	Soft Skill	Indian Constitution - II		55
SS 102 F	Soft Skill	Fundamentals of Entrepreneurship - II		--
SS 102 G	Soft Skill	General English : Grammar & Composition		--
		TOTAL CREDITS	24	

Note : Colleges are instructed to see that at the time of Selection of Subject Elective existing workload (Workload of annual system) must not be changed. In case any college wants to offer a new subject as a Subject Elective Course, Prior permission of the university should be obtain, while submitting an undertaking that there will be no adverse effect on the workload of a teaching staff (i. e. no faculty will become surplus)

Structure of University Examination Question Paper
(Total Marks : 70 :: Time : 3 Hours)

Question No.	From Unit	Marks
1	Short Questions from the entire Course	14
2	Compulsory from any Unit of the entire Course	14
3	<ul style="list-style-type: none">Each question with internal option and option must be from the other unit of the course.If possible the question should contain two or three sub-questions.	14
4		14
5		14

Some Important Information for CBCS

1. Bachelor of Commerce programme is divided into 6 (SIX) semesters.
2. Student has to successfully complete 144 credits (24 credits x 6 semester) for obtaining B. Com. Degree.
3. There will be ONE Lecture per week per credit.
4. Each Course will carry (3 credits / 2 credits) which is divided as follows :
 - 70 % for University examination and
 - 30 % for internal evaluation
 - 20 % for Internal Examination
 - 10 % for Assignments / Book Review & Presentation / Presence

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CC 101 :: Fundamentals of Business Economics - I

Programme Name	Bachelor of Commerce
Semester	First
Course No	CC 101
Course Name	Fundamentals of Business Economics - I
Course Type	CORE
Effective From	JUNE – 2011
Objective	This course is meant to acquaint the students with the principles of Business Economics as are applicable in business.

Unit No.	Content	Marks	Credit
1	Introduction Basic problems of an economy; Working of price mechanism.	25 %	0.75
2	Elasticity of Demand Concept and measurement of elasticity of demands; Price, income and cross elasticities of demand; Importance of elasticity of demand.	25 %	0.75
3	Production Function Concept of Production function; Concept of Total, marginal and average products; Law of variable proportions; Iso-quants, properties of iso-quants, Economic regions and optimum factor combination; Expansion path, Returns to scale, Internal and external economics and diseconomies, Ridge lines.	25 %	0.75
4	Theory of Costs Cost function, Private cost versus social cost, Short-run and long-run cost curves, Concept of marginal, average and total cost, Relation between marginal and average cost, traditional and modern approaches of cost.	25 %	0.75

Basic Readings :

1. John P.Gould, Jr.and Edward P.Lazear,: Micro economic Theory All India Traveler, Delhi.
2. Browning Edger K.and Browning Jacquencence M: Microeconomic Theory and Applications; Kalyani, New Delhi.
3. Waston Donald S. and Getz Moloclim : Price Theory and Its Uses; Khosla publishing house, New Delhi.
4. Koutsoyianni A. : Modern Microeconomics; Macmillan, New Delhi.
5. Richard G, Lipsey : An Introduction to positive Economics; ELBS, Oxford.
6. Stigler G: The theory of Price; Prentice Hall of India.
7. Nellis & parker : The Essence of Business Economics; Prentice Hall, New Delhi.
8. Ferguson P.R. and Rothschild R., and Ferguson G.J. : Business Economics; Macmillan, Hampshire.
9. Ahuja H.L.: Business Economics; S.Chand & Co., New Delhi.
- 10.Dewett K.K: Modern Economic Theory, S.Chand, & Co. Ltd. New Delhi.
- 11.Ahuja H.L: Macro Economic Theory & Policy, S.Chand, & Co. Ltd. New Delhi.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN

C B C S : FOR B.COM PROGRAMME

CC 102 :: Human Resource Management

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	CC 102
Course Name	Human Resource Management
Course Type	CORE
Effective From	JUNE – 2011
Objective	To provide conceptual and procedural knowledge of functional areas of Human resource management.

Unit No.	Content	Marks	Credit
1	Human Resource Management Meaning – Features - Difference between Personal Management and Human resource Management – Objectives of HRM - Importance of HRM - Operative functions of HRM - Importance of HRM - Qualities of H.R. Manager-Roles of H.R. Manager.	25 %	0.75
2	Human Resources Planning in a Corporate Sector: Meaning, objectives, factors affecting, process of H.R. Planning – Benefits and Limitations of H.R. Planning. Recruitment: Meaning of Scientific Recruitment – Sources of Recruitment – Modern selection procedure and its advantages. Training : Meaning, needs, objectives – procedure of Training – Advantages and Limitations – Development : Meaning, needs, objectives and its advantages. Human Resource Development : Meaning, Characteristics, need for HRD – functions of HRD – Techniques or methods of HRD.	25 %	0.75
3	Performance Appraisal : Meaning, Objectives – Appraisers – Brief idea of Human Resources Accounting – Psychological Appraisal, Management appraisal, Utility and problems of performance appraisal. Promotion : Meaning, basis of Promotion i.e. seniority and efficiency base – its merits and demerits. Transfer ; Meaning, causes and guiding principles. Demotion : Meaning, causes and guiding principles. Morale : Meaning, factors affecting – sign of low morale and its preventive measures – Factors contributing High Morale. Importance of Industrial morale.	25 %	0.75
4	Job Design : Meaning, approaches of Job Design, Brief idea of Job Rotation, Job Enlargement, Job enrichment – Factors affecting Job Design – Importance of Job Design. Quality of Work Life : Meaning – conditions Q.W.L. specific issues in Q.W.L. H.R. activity and its effects on Q.W.L. Quality Circles : Meaning – Objectives, Organizational Structure of Quality, Circle – Advantages and Problems of Quality Circles.	25 %	0.75

Recommended Reading :

- Personnel Management – Jucious Michel – R.D. Irwin – Homewood.
- Management Concept and Practice – Manamohad Prasad – Himalaya Publishing House.
- Personnel and Human Resources Management – P. Subha Rao – Himalaya Publishing

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CC 103 :: Accountancy – I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	CC 103
Course Name	Accountancy – I
Course Type	CORE
Effective From	JUNE – 2011
Objective	To provide sound understanding of the intricacies of solving practical problems relating to Advanced Accounting.

Unit No.	Content	Marks	Credit
1	Consignment	25 %	0.75
2	Branch Accounts.(excluding Foreign Branch)	25 %	0.75
3	Fire Insurance Claims: Claims for loss or stock & fixed assets; claim for profit or consequential loss.	25 %	0.75
4	Accounts from Incomplete Records: Conversion Method only (Use of ratios to find out missing data is not expected)	25 %	0.75

Recommended Reading :

- 1.Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
- 2.Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
- 3.Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
- 4.Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
- 5.Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
- 6.Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
- 7.Financial Accounting : Dr. S. N. Maheshwari, Vikas Publication House Pvt. Ltd.
- 8.Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N.sMaheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CE 101 A :: Financial Accounting – I

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	CE 101 A
Course Name	Financial Accounting – I
Course Type	CORE ELECTIVE
Effective From	June-2011
Objective	To expose students to corporate accounting issues and practices such as company final accounts, share capital transactions etc.

Unit No.	Content	Marks	Credit
1	(A) Piecemeal Distribution of Cash (B) Profit prior to incorporation	10% 15 %	0.75
2	(A) Issue and forfeiture of shares (Pro-rata) Concepts of Potential Equity Shares, sweat equity Shares (B) Book Building Process, Bid and Buy back	20% 05%	0.75
3	Redemption of Redeemable preference shares under section 80 of Companies Act 1956 and issue of Bonus Shares as per statutory provisions in force on 31st March of the immediate preceding academic year	25%	0.75
4	Company Final Accounts (Only vertical Presentation, Calculation of Managerial remuneration is not expected)	25%	0.75

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal, S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian, S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, HimalayaPublication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CE 101 B :: Basic Statistics - I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	CE 101 B
Course Name	Basic Statistics - I
Course Type	CORE ELECTIVE
Effective From	June– 2011
Objective	To make the students acquainted with the initial requirements of applied statistical tools.

Unit No.	Content	Marks	Credit
1	Linear Correlation Concept of bivariate data, Definition and types of correlation, Definition of correlation coefficient(r), its properties, and interpretation of values of r, Methods of finding correlation coefficient by using Karl Pearson method for bi-variate data and for frequency distribution data, Spearman's method for finding rank correlation coefficient for repeated and non repeated ranks.	25%	0.75
2	Business Forecasting Meaning and importance, Types of forecasting, Different methods of forecasting (i) Theoretical explanation of Regression analysis, Index numbers, Economic models, Opinion poll method, Extrapolation, Graphical method. (ii) Theoretical explanation with numerical examples of exponential smoothing method.	25%	0.75
3	Demographic Statistics Meaning, definition and uses of demographic statistic, Methods of collecting demographic statistics – registration method, census method, analytical method. Mortality rates pertaining to (i) CDR (ii) SDR (iii) IMR, Birth rates pertaining to (i) CBR, (ii) SBR (iii) Age specific birth rate, Fertility rates pertaining to (i) GFR, (ii)SFR (iii) TFR	25%	0.75
4	Matrix Algebra Definition of Matrix, Different types of matrices, Algebra of matrices (Addition, Subtraction and Multiplication), determinant of a square matrix, Definition of adjoint of a matrix, inverse of a matrix and its uses to solve simultaneous linear equations (up to three variables only), Use of matrix in simple business applications.	25%	0.75

Recommended Reading :

1. Ken Black, Business Statistics, John Wiley & Sons (Asia) Pte Ltd. Singapore
2. J. K. Sharma, Business Statistics, Pearson, New Delhi.
3. Sancheti & Kapoor, Business Statistics, Sultan Chand & Sons, New Delhi.
4. Srivastava O.S.: A Text Book of Demography, Vikas publishing.
5. Trivedi and Trivedi: Business Mathematics, Pearson India Ltd. New Delhi.

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	CE 101 C
Course Name	Sales Management
Course Type	CORE ELECTIVE
Effective From	June- 2011
Objective	To develop basic understanding of the concept and theories of sales management.

Unit No.	Content	Marks	Credit
1	Sales Management Strategies <ul style="list-style-type: none"> • Introduction • Selling & Buying Styles • Selling Situations • Selling Skills 	25%	0.75
2	Sales Organization <ul style="list-style-type: none"> • Sales Organization • Factors affecting sales organization design & size • Types of Sales organization • Methods determining number of salespeople: Affordability Method, Incremental Method & Workload Method 	25%	0.75
3	Recruitment & Selection <ul style="list-style-type: none"> • Hiring Process • Challenges in sales force selection • Planning for recruitment • Sales Force Recruitment • Selection of a salesperson. 	25%	0.75
4	Sales Promotion Strategies <ul style="list-style-type: none"> • Definition of Sales Promotion • Trade Promotion tools • Consumer Promotion tools 	25%	0.75

Text Book :

Sales & Distribution Management: By Dr. S. L. Gupta Excel Book

Recommended Reading :

- 1) Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.
- 2) Channel Management: By Ansaree, PHI (EEE)
- 3) Sales Management by Pradipkumar Mallik, Oxford University Press.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CE 101 D :: Computer Application - I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	CE 101 D
Course Name	Computer Application - I
Course Type	CORE ELECTIVE
Effective From	JUNE – 2011
Objective	To acquaint the student with Basic anatomy of computer, Internet, Word Processing and HTML.

Unit No.	Content	Waitage	Credit
1	<p>Basic Anatomy of Computer</p> <ul style="list-style-type: none"> ○ What is Computer? ○ Characteristics of a Computer. ○ Classification of Computer. <ul style="list-style-type: none"> a. Analog, Digital, Hybrid, Micro, Mini, Main, Super b. PC-Desktop, Laptop and palmtop ○ Applications of a Computer. ○ Block diagram of computer. ○ Parts of a standalone computer: CPU, RAM, ROM, Keyboard, Monitor, Mouse, HDD, CD-ROM, Pen Drive ○ Printers. ○ What is Hardware and Software? 	17 %	0.5
2	<p>Operating system : Windows-XP</p> <ul style="list-style-type: none"> ○ What is an operating system? ○ Meaning and its functions only. ○ Popular operating systems for PCS. ○ Introduction to Windows – XP. ○ Desk Top and its parts. ○ Taskbar, Wallpaper & Icons. ○ Options of Start Menu. ○ Some program & tools available as a part of windows <ul style="list-style-type: none"> ○ Calculator , Media player , Paint , Disk defragmenter ○ Windows Explorer & its parts <ul style="list-style-type: none"> ○ Creating a folder, Deleting a file & folder ○ Rename, Coping and Moving a file and folder ○ Recycle Bin ○ Control panel - Mouse setting, Date / time, Currency, Keyboard setting 	17 %	0.5
3	<p>Basic Internet & HTML</p> <ul style="list-style-type: none"> ○ Types of Networking (LAN, MAN, WAN) ○ What is Internet and its advantages ○ Modem and ISP ○ Search Engine & Web Browser ○ WWW, E-Mail ○ Introduction to HTML ○ HTML Document (Structure) ○ Creating a Simple Web Page using following Tags ○ <!... ,
 , <p> , , <i> <u> , <tt> , , , ○ Anchor Tag ○ Hyper Link 	33 %	1.0

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
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4	Introduction To Word <ul style="list-style-type: none"> ○ What is Word processing? ○ Advantages of Word processing. ○ Starting Word-2003 and its parts. ○ Basic operations on a document. <ul style="list-style-type: none"> ○ Typing, Saving, Printing, Print preview, Opening, Closing a document and Saving a document with new name. ○ Editing a document. <ul style="list-style-type: none"> ○ Cursor Movement, Selected text, Deleting text, Replacing text, Undoing and Redoing changes, Moving to a pacific page ○ Move and Copy text ○ Formatting text and paragraph. <ul style="list-style-type: none"> ○ Alignment, Font dialog box, Bullets and Numbering, Controlling paragraph, Indents, line spacing, Border and shade, Inserting date / time ○ Finding and Replacing a text 	33 %	1.0
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Recommended Reading:

- Fundamentals of Computer & Its Application Part-I, Dr. A.M.Patel , Pankaj Pandya, Kiran Desai
- IT Tools & Applications, Taxali R.K., TMH.
- World Web Design with HTML, C. Xavier, TMH.

Structure of University question paper

Theory (35 Marks 2 Hours)	Question	Type	Unit	Marks
	1	Short Notes (2 out of 3)	1	5
	2	(A) Short Notes (1 out of 2) (B) Procedure (4 out of 6)	2	2 4
	3	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	3	6 6
	4	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	4	6 6
Practical (35 Marks 2 Hours)		(A) One from Word (Out of 2) (B) One From Windows & HTML (Out of 2) (C) Viva (D) Journal		12 12 6 5

Practical should be asked based on the style of practical prepared by University.

NOTE :

1. Two periods should be allotted for THEORY teaching per week.
2. Two periods should be allotted for PRACTICAL teaching per week.
3. There should be ONE computer for every TWO students and the maximum number of students in a batch should be 30.
4. The college may charge Rs. 500/- per student per semester for computer maintenance

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME
CE 101 E :: Fundamentals of Banking- I

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	CE 101 E
Course Name	Fundamentals of Banking- I
Course Type	CORE ELECTIVE
Effective From	June– 2011
Objective	The main objective of this course is to introduce the student to the basic concept of banking as a financial intermediation service and bank as a financial institution.

Unit No.	Contents	Marks	Credit
1	Financial transactions and need for financial intermediation, definition of a bank as a financial intermediary, banking as a financial service, history of banking, brief history of evolution of banking in India, basic idea of different types of banks: commercial bank, savings and loans institutions, universal banks, merchant and investment banks, cooperative banks, regional rural banks.	25%	0.75
2	Definition of a bank customer, different types of banks accounts, their main features, process of opening of accounts of individuals, partnership firm, joint stock companies, HUFs, institutions, single holder and joint holders, trusts, cooperative societies, government and other public bodies.	25%	0.75
3	Traditional functions of a bank, deposits, forms of deposits in current accounts, savings accounts, fixed deposits, call deposits, recurring deposits re-investment plans, flexi-deposits, basic of KYC norms, credit creation function of banks, loans and advances, types of credit facilities, overdraft, cash credit, demand loan, term loan, purchase/discount of bills, letters of credit, letters of guarantee, personal loans, housing loans, educational loans and vehicle loans.	25%	0.75
4	Instruments of bank transactions, concept of negotiable instruments, characteristics of negotiable instruments, promissory notes, bills of exchange and cheques and their salient features, main features of cheques as negotiable instruments, , payment through cheques, liabilities of paying and collecting banks, crossing of cheques, effects of forgery, bouncing of cheques, cancellation of cheques, endorsements on negotiable instruments.	25%	0.75

Recommended Reading :

1. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing
2. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
3. Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications
4. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CE 101 F Fundamentals of Banking - I (Banking & Insurance)

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	CE 101 F
Course Name	Fundamentals of Banking- I (Banking and Insurance)
Course Type	CORE ELECTIVE
Effective From	June– 2011
Objective	The main objective of this course is to introduce the student to the basic concept of banking as a financial intermediation service and bank as a financial institution.

Unit No.	Contents	Marks	Credit
1	Financial transactions and need for financial intermediation, definition of a bank as a financial intermediary, banking as a financial service, history of banking, brief history of evolution of banking in India, basic idea of different types of banks: commercial bank, savings and loans institutions, universal banks, merchant and investment banks, cooperative banks, regional rural banks.	25%	0.75
2	Definition of a bank customer, different types of banks accounts, their main features, process of opening of accounts of individuals, partnership firm, joint stock companies, HUFs, institutions, single holder and joint holders, trusts, cooperative societies, government and other public bodies.	25%	0.75
3	Traditional functions of a bank, deposits, forms of deposits in current accounts, savings accounts, fixed deposits, call deposits, recurring deposits - investment plans, flexi-deposits, basic of KYC norms, credit creation function of banks, loans and advances, types of credit facilities, overdraft, cash credit, demand loan, term loan, purchase/discount of bills, letters of credit, letters of guarantee, personal loans, housing loans, educational loans and vehicle loans.	25%	0.75
4	Instruments of bank transactions, concept of negotiable instruments, characteristics of negotiable instruments, promissory notes, bills of exchange and cheques and their salient features, main features of cheques as negotiable instruments, payment through cheques, liabilities of paying and collecting banks, crossing of cheques, effects of forgery, bouncing of cheques, cancellation of cheques, endorsements on negotiable instruments.	25%	0.75

Recommended Reading :

1. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing
2. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
3. Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing House
4. Basics of Banking, Indian Institute of Banking and Finance, Taxman
5. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CE 101 G :: Fundamentals of International Business

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	CE 101 F
Course Name	Fundamentals of International Business
Course Type	CORE ELECTIVE
Effective From	June– 2011
Objective	The main objective of this course is to introduce the students to the area of international business. In the current scenario of increasing globalization, it is essential that a student of commerce understands the various dimensions of international business.

Unit No.	Contents	Marks	Credit
1	Identification of international business transactions, differences between domestic and international business, globalization and increase in international business, brief history of evolution and development of international business, factors leading to increases in international business.	25%	0.75
2	Modes of international business, trade, contractual entry modes, foreign investment – direct and portfolio, strategic alliances, franchisee model, licensee model.	25%	0.75
3	Various dimensions of international business – economic dimension, financial dimension, political and legal dimension, social and cultural dimensions. Activities involved in international business – planning, production, marketing, financial management.	25%	0.75
4	Brief history of regulations of international business, need for regulation, methods of regulations role of WTO in regulation of international business.	25%	0.75

Recommended Reading :

1. International Business Concepts Environment and Strategy, Vyuptakesh Sharan, Pearson.
2. International Business Text and Cases, P.Subba Rao, Himalaya Publishing House,
3. International Business, O.P. Agarwal, Himalaya Publishing House
4. International Business, Roger Bennett, second edition, Pearson Education

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

CE 101 H :: Principal of Marketing

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	CE 101 H
Course Name	Principal of Marketing
Course Type	CORE ELECTIVE
Effective From	June– 2011
Objective	The objective of this course is to help students to understand the concept of marketing and its applications.

Unit No.	Contents	Marks	Credit
1	Introduction : Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; Selling vs, marketing; Marketing mix; Marketing environment. Consumer Behaviors and Marketing Segmentation : Nature, scope, and significance of consumer behavior; Marketing segmentation - concept and importance; Bases of market segmentation.	25%	0.75
2	Product : Concept of product, consumer, and industrial goods; Product planning and development; Packaging - role and functions; Brand name and trade mark; After - sales service; Product life cycle concept. Price : Importance of price in the marketing mix; Factors affecting price of a products / service; Discounts and rebates	25%	0.75
3	Distributions Channels and Physical Distribution : Distribution channels - concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and Wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.	25%	0.75
4	Promotion : Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman.	25%	0.75

Recommended Reading :

1. Philip Kotler : Marketing Management Englewood Cliffs; Prentice Hall, NJ.
2. Kotler Philip and Armstrong Gary, Principles of Marketing, Prentice - Hall of India, Delhi.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SE 101 A :: Financial Accounting - I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SE 101 A
Course Name	Financial Accounting- I
Course Type	SUBJECT ELECTIVE
Effective From	JUNE – 2011
Objective	To expose students to corporate accounting issues and practices such as company final accounts, share capital transactions etc.

Unit No.	Content	Marks	Credit
1	(A) Piecemeal Distribution of Cash (B) Profit prior to incorporation	10% 15 %	0.75
2	(A) Issue and forfeiture of shares (Pro-rata) Concepts of Potential Equity Shares, sweat equity Shares, (B) Book Building Process, Bid and Buy back	20% 5%	0.75
3	Redemption of Redeemable preference shares under section 80 of Companies Act 1956 and issue of Bonus Shares as per statutory provisions inforce on 31st March of the immediate preceding academic year	25%	0.75
4	Company Final Accounts (Only vertical Presentation, Calculation of Managerial remuneration not is expected)	25%	0.75

Recommended Reading :

- Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
- Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
- Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
- Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
- Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, HimalayaPublication.
- Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
- Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House
- Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N.
- Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SE 101 B :: Basic Statistics - I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SE 101 B
Course Name	Basic Statistics – I
Course Type	SUBJECT ELECTIVE
Effective From	June– 2011
Objective	Students should be acquainted with the initial requirements of applied statistical tools.

Unit No.	Content	Marks	Credit
1	Linear Correlation Concept of bivariate data, Definition and types of correlation, Definition of correlation coefficient(r), its properties, and interpretation of values of r, Methods of finding correlation coefficient by using Karl Pearson method for bi-variate data and for frequency distribution data, Spearman’s method for finding rank correlation coefficient for repeated and non repeated ranks.	25%	0.75
2	Business Forecasting Meaning and importance, Types of forecasting, Different methods of forecasting (i) Theoretical explanation of Regression analysis, Index numbers, Economic models, Opinion poll method, Extrapolation, Graphical method. (ii) Theoretical explanation with numerical examples of exponential smoothing method.	25%	0.75
3	Demographic Statistics Meaning, definition and uses of demographic statistic, Methods of collecting demographic statistics – registration method, census method, analytical method. Mortality rates pertaining to (i) CDR (ii) SDR (iii) IMR, Birth rates pertaining to (i) CBR, (ii) SBR (iii) Age specific birth rate, Fertility rates pertaining to (i) GFR, (ii)SFR (iii) TFR	25%	0.75
4	Matrix Algebra Definition of Matrix, Different types of matrices, Algebra of matrices (Addition, Subtraction and Multiplication), determinant of a square matrix, Definition of adjoint of a matrix, inverse of a matrix and its uses to solve simultaneous linear equations (up to three variables only), Use of matrix in simple business applications	25%	0.75

Recommended Reading :

1. Ken Black, Business Statistics, John Wiley & Sons (Asia) Pte Ltd. Singapore
2. J. K. Sharma, Business Statistics, Pearson, New Delhi.
3. Sancheti & Kapoor, Business Statistics, Sultan Chand & Sons, New Delhi.
4. Srivastava O.S.: A Text Book of Demography, Vikas publishing.
5. Trivedi and Trivedi: Business Mathematics, Pearson India Ltd. New Delhi.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SE 101 C :: Computer Application - I

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	SE 101 C
Course Name	Computer Application – I
Course Type	CORE ELECTIVE
Effective From	JUNE – 2011
Objective	To acquaint the student with Basic anatomy of computer, Internet, Word Processing and HTML.

Unit No.	Content	Waitage	Credit
1	<p>Basic Anatomy of Computer</p> <ul style="list-style-type: none"> ○ What is Computer? ○ Characteristics of a Computer. ○ Classification of Computer. <ul style="list-style-type: none"> c. Analog, Digital, Hybrid, Micro, Mini, Main, Super d. PC-Desktop, Laptop and palmtop ○ Applications of a Computer. ○ Block diagram of computer. ○ Parts of a standalone computer: CPU, RAM, ROM, Keyboard, Monitor, Mouse, HDD, CD-ROM, Pen Drive ○ Printers. ○ What is Hardware and Software? 	17 %	0.5
2	<p>Operating system : Windows-XP</p> <ul style="list-style-type: none"> ○ What is an operating system? ○ Meaning and its functions only. ○ Popular operating systems for PCS. ○ Introduction to Windows – XP. ○ Desk Top and its parts. ○ Taskbar, Wallpaper & Icons. ○ Options of Start Menu. ○ Some program & tools available as a part of windows <ul style="list-style-type: none"> ○ Calculator , Media player , Paint , Disk defragmenter ○ Windows Explorer & its parts <ul style="list-style-type: none"> ○ Creating a folder, Deleting a file & folder ○ Rename, Coping and Moving a file and folder ○ Recycle Bin ○ Control panel - Mouse setting, Date / time, Currency, Keyboard setting 	17 %	0.5
3	<p>Basic Internet & HTML</p> <ul style="list-style-type: none"> ○ Types of Networking (LAN, MAN, WAN) ○ What is Internet and its advantages ○ Modem and ISP ○ Search Engine & Web Browser ○ WWW, E-Mail ○ Introduction to HTML ○ HTML Document (Structure) ○ Creating a Simple Web Page using following Tags ○ <!... ,
 , <p> , , <i> <u> , <tt> , , , ○ Anchor Tag ○ Hyper Link 	33 %	1.0

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4	Introduction To Word <ul style="list-style-type: none"> ○ What is Word processing? ○ Advantages of Word processing. ○ Starting Word-2003 and its parts. ○ Basic operations on a document. <ul style="list-style-type: none"> ○ Typing, Saving, Printing, Print preview, Opening, Closing a document and Saving a document with new name. ○ Editing a document. <ul style="list-style-type: none"> ○ Cursor Movement, Selected text, Deleting text, Replacing text, Undoing and Redoing changes, Moving to a pacific page ○ Move and Copy text ○ Formatting text and paragraph. <ul style="list-style-type: none"> ○ Alignment, Font dialog box, Bullets and Numbering, Controlling paragraph, Indents, line spacing, Border and shade, Inserting date / time ○ Finding and Replacing a text 	33 %	1.0
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Recommanded Reading:

- Fundamentals of Computer & Its Application Part-I, Dr.A.M.Patel , Pankaj Pandya, Kiran Desai
- IT Tools & Applications, Taxali R.K., TMH.
- World Web Design with HTML, C. Xavier, TMH.

Structure of University question paper

Theory (35 Marks 2 Hours)	Question	Type	Unit	Marks
	1	Short Notes (2 out of 3)	1	5
	2	(A) Short Notes (1 out of 2) (B) Procedure (4 out of 6)	2	2 4
	3	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	3	6 6
	4	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	4	6 6
Practical (35 Marks 2 Hours)		(A) One from Word (Out of 2) (B) One From Windows & HTML (Out of 2) (C) Viva (D) Journal		12 12 6 5

Practical should be asked based on the style of practical prepared by University.

NOTE :

1. Two periods should be allotted for THEORY teaching per week.
2. Two periods should be allotted for PRACTICAL teaching per week.
3. There should be ONE computer for every TWO students and the maximum number of students in a batch should be 30.
4. The college may charge Rs. 500/- per student per semester for computer maintenance

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SE 101 D :: Secretarial Practice – I

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	SE 101 D
Course Name	Secretarial Practice – I
Course Type	SUBJECT ELECTIVE
Effective From	JUNE – 2011
Objective	To make the student familiar with the basic provisions of the Companies Act.

Unit No.	Content	Waitage	Credit
1	(1) Secretary: Meaning - Types of Secretary-general and legal qualification of Company Secretary - Pre-incorporation and post incorporation duties of Company Secretary - powers and responsibilities of Company Secretary. (2) Company and its Characteristics: Meaning and characteristics-Types of Company - Foreign Company -Multinational Company - Illegal association - Advantages and Limitations of Public Limited Company - Private Limited Company: Meaning and Characteristics - privileges and restrictions on it - procedure to convert Private Limited Company into Public Limited Company and Public Ltd Co. into Pvt. Ltd Co.	25 %	0.75
2	(1) Promoters of public Limited Company: Meaning - Functions of Promoters - Preliminary Contract - Liabilities of Promoters. (2) Allotment of Shares: Meaning - Procedure - regular and irregular allotment – secretary’s duties regarding allotment of shares – procedure of allotment when shares are over subscribed - private placement of share/debenture.	25 %	0.75
3	(1) Listing Securities: Meaning - legal provisions for listing of securities - Documents required for listing of securities - Advantages of listing of securities. (2) Calls and Forfeiture of shares: Meaning of calls – Provisions of Company Law regarding share calls - procedure of demanding call of share. (3) Forfeiture of Shares: Meaning - legal provisions for forfeiture of shares - procedure of forfeiture of share - effects of forfeiture of share - procedure of reissue of forfeited shares - secretary’s duties.	25 %	0.75
4	Office Management: Meaning and Characteristics - functions procedure of inward and outward letters - Importance of Correspondence - Brief idea of modern office equipments - Importance of Office Management.	25 %	0.75

Recommended Reading :

- Secretarial Practice - M.C.Kuchal-Vikas Publication
- Manual of Secretarial Practice - B.N.Tondon -S.Chand & Co.
- A Text book of Company Law - P.P.S. Gogna -S.Chand & Co.
- A Text book of Office Management – William H. Leffingwell abd Edwin Robinson -Tata McGraw Hill.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SE 101 E :: Sales Management

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	SE 101 E
Course Name	Sales Management
Course Type	SUBJECT ELECTIVE
Effective From	JUNE – 2011
Objective	To develop basic understanding of the concept and theories of sales management.

Unit No.	Content	Waitage	Credit
1	Sales Management Strategies • Introduction • Selling & Buying Styles • Selling Situations • Selling Skills	25 %	0.75
2	Sales Organization • Sales Organization • Factors affecting sales organization design & size • Types of Sales organization • Methods determining number of salespeople: Affordability Method, Incremental Method & Workload Method	25 %	0.75
3	Recruitment & Selection • Hiring Process • Challenges in sales force selection • Planning for recruitment • Sales Force Recruitment • Selection of a salesperson.	25 %	0.75
4	Sales Promotion Strategies • Definition of Sales Promotion • Trade Promotion tools • Consumer Promotion tools	25 %	0.75

Text Books:

Sales & Distribution Management: By Dr. S. L. Gupta Excel Book

Recommended Reading :

- Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.
- Channel Management: By Ansaree, PHI (EEE)
- Sales Management by Pradipkumar Mallik, Oxford University Press.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SE 101 F :: Co-operation-I

Programme Name	Bachelor Of Commerce
Semester	First
Paper No.	SE 101 F
Course Name	Co-operation-1
Course Type	SUBJECT ELECTIVE
Effective From	JUNE – 2011
Objective	To teach basic principles and importance of Co-Operation in the Indian context.

Unit No.	Content	Weightage	Credit
1	Genesis of co- operation definitions and salient features of Co-Operation Principles of Co-Operation as reformulated by ICA	25 %	0.75
2	Co-Operation as economic s system Co-Operation and Capitalism, Co-operation and Socialism, Co-operation and trade unions, Co-operation and Partnership	25 %	0.75
3	Structure of Co Operative Organization Primary , Central and Apex Institutions Their functions and their interrelationship Importance of Co-Operative Education and Training	25 %	0.75
4	Credit societies and Non credit Societies Primary Agricultural Co-Operative Credit Societies Co-Operative Marketing Societies Co-operative Consumers societies Co-operative housing Societies Women's Co-operative Societies	25 %	0.75

References:

- | | | |
|----|---|--|
| ૧ | સહકાર | પ્રિ. શીખ , ગઢવી , દોશી |
| ૨ | સહકાર સિદ્ધાંત અને વ્યવહાર | પ્રિ. શીખ , ગઢવી (યુનિ. ગ્રંથ નિમોક્ષ બોર્ડ) |
| ૩ | સહકારના સિદ્ધાંત અને વ્યવહાર | પ્રિ. શાસ્ત્રી , દવે, પ્રા. પંચોલી અને પરમાર |
| ૪ | સહકારી વ્યવસ્થા અને વહીવટ | હકુમતરાય દેસાઈ (ગુ. રા. સહકારી સંઘ) |
| ૫ | સહકાર દર્શન | જગદીશ મુલાણી |
| 6 | Theory and Practice of Co-operation in India and Abroad | K. R. Kulkarni |
| 7 | Theory , History and practice of Co-operation | R. D. Bedi |
| 8 | Co-operation in India | Dr. B. S. Mathur |
| 9 | Co-operative movement in India & Abroad | Dr. N. P. Mathur |
| 10 | Co-operation in India | Dr. C. B. Mamoria |
| 11 | New Dimension of Co-operative Management | G. S. Kamat |
| 12 | Principles Practice and Problem Co-operation | T. N. Hazela |

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

FC 101 A :: Time Management

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 101 A
Course Name	Time Management
Course Type	FOUNDATION
Effective From	June 2011
Objective	

Unit No.	Content	Weightage	Credit
1	Effective Use of Time	25 %	0.75
2	Methods of Time Utilization	25 %	0.75
3	Graphics, Charts and Electronic Media and Time Saving Techniques	25 %	0.75
4	Communication Methods and Time Management	25 %	0.75

Major readings:

Reuben Ray, Time Management: Himalaya Publication, 2008

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME
FC 101 B :: Growth of Indian Industries

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 101 B
Course Name	Growth of Indian Industries
Course Type	FOUNDATION
Effective From	June 2011`
Objective	To make the students familiar with growth of some particular industries.

Unit No.	Content	Weightage	Credit
1	DIAMOND INDUSTRIES IN INDIA - Growth and development-specially after economic reforms - Major achievements - The problems faced by these industries - Role of government and support provided by it	25 %	0.75
2	TEXTILE INDUSTRIES IN INDIA - Growth and development-specially after economic reforms - Major achievements - The problems faced by these industries - Role of government and support provided by it	25 %	0.75
3	PHARMA INDUSTRIES IN INDIA - Growth and development-specially after economic reforms - Major achievements - The problems faced by these industries - Role of government and support provided by it	25 %	0.75
4	IT INDUSTRIES IN INDIA - Growth and development-specially after economic reforms - Major achievements - The problems faced by these industries - Role of government and support provided by it	25 %	0.75

References: For the study material for this paper,

the students will have to mainly depend on the following web-sites:

- 1) Ministry of Industries
- 2) IGIDR
- 3) CMIE
- 4) CII

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

FC 101 C :: Human Right

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 101 C
Course Name	Human Right
Course Type	FOUNDATION
Effective From	June 2011
Objective	To aware the students about Human Rights.

Unit No.	Content	Weightage	Credit
1	Distinction between Fundamental Rights and Human Rights	25 %	0.75
2	Right to Freedom, Freedom of Speech and Expression/Information	25 %	0.75
3	Role and Functions of NHRC	25 %	0.75
4	Human Rights of Women and Children	25 %	0.75

Major readings:

Ujjawal K. Singh Human rights and peace: ideas, laws institutions and New Delhi: Sage, 2009

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

FC 101 D :: Tally Accounting

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 101 D
Course Name	Tally Accounting
Course Type	FOUNDATION
Effective From	June 2011
Objective	To acquaint the student with computerized accounting system.

Unit No.	Content	Waitege	Credit
1	Fundamentals of Business process outsourcing and Tally ○ What is Business process outsourcing? Advantages and Limitations ○ Types of outsourcing ○ Accounting as a BPO ○ Starting Tally 9 ○ Creating a company and Opening an existing company ○ Company features ○ Group creation and Multiple group ○ Single ledgers and Multiple ledgers	25 %	0.75
2	Voucher Entry ○ Voucher entry Purchase entry, Sales entry, Receipt entry, Payment entry, Journal entry	25 %	0.75
3	Reports ○ Financial statements	25 %	0.75
4	Some contemporary topics ○ Importance of information technology in new era ○ Internet and Intranet, E-commerce, Computer virus	25 %	0.75

Structure of question paper

Theory (35 Marks : 2 Hours)	Question	Type	Unit	Marks
	1	Multiple choice (7 out of 10)	All	7
	2	(A) Short Notes (2 out of 3) (B) Procedure (4 out of 6)	1	3 4
	3	(A) Short Notes (2 out of 3) (B) Procedure (4 out of 6)	2	3 4
	4	(A) Short Notes (2 out of 3) (B) Procedure (4 out of 6)	3	3 4
	5	Short Notes (2 out of 3)	4	7
Practical (35 Marks : 2 Hours)		(A) One from Tally (Out of 2) (B) Viva (C) Journal		24 6 5

Recommended Books:

- Tally 9 : BPB Publication
- Tally 9 (Gujarati) : Books India

1. There should be ONE computer for every TWO students and the maximum number of students in a batch should be 30.
2. Practical should be asked based on the style of practical prepared by University.
3. The college may charge Rs. 500/- per student per semester for computer maintenance

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

FC 101 E :: Yoga & Meditation

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 101 E
Course Name	Yoga & Meditation
Course Type	FOUNDATION
Effective From	June 2011
Objective	To make the students familiar with the Yoga, Asana, Meditation etc.

Unit No.	Content	Weightage	Credit
1	Yoga poses / Asana / Yoga positions - About 90 different yoga poses starting with poses for beginners and intermediate level, Breathing Exercise.	25 %	0.75
2	<i>Pranayama</i> – Anatomy of Respiratory System, Deep Breathing, Fast Breathing, Alternate Nostril Breathing (<i>Anuloma Viloma</i>), <i>Surya Bhedan</i> (Right nostril breathing), <i>Bhastrika</i> (Bellow's breath), <i>Bhramari</i> (Humming bee <i>pranayama</i>), <i>Ujjayi</i> (Psychic breath), <i>Shitali</i> , <i>Sitkari</i> (Cooling <i>pranayama</i>).	25 %	0.75
3	Meditation - including Chakra Meditation, <i>Prana</i> Meditation, <i>So Ham</i> Meditation and Revitalizing Meditation.	25 %	0.75
4	<i>Surya Namaskar</i> - Sun Salutations. A dynamic series of Yoga poses to revitalize the body and mind.	25 %	0.75

Major readings:

Light on Yoga BY B. K. S. IYENGAR. PUB: GOVINDRAM HASANAND

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN

C B C S : FOR B.COM PROGRAMME

FC 101 F :: Life Insurance Services

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 101 F
Course Name	Life Insurance Services
Course Type	FOUNDATION
Effective From	June 2011
Objective	To make the students familiar with life insurance services.

Unit No.	Content	Waitage	Credit
1	<ul style="list-style-type: none"> • Definitions and Nature of Insurance • Evolution of Insurance • Role and Importance of Insurance 	25%	0.75
2	<ul style="list-style-type: none"> • Nature of Life Insurance Agreement • Types of Policies 	25%	0.75
3	<ul style="list-style-type: none"> • Risk-Factors Influence Risk • Computation of Premium • Concept of Reserve 	25%	0.75
4	<ul style="list-style-type: none"> • Investment of Funds • Surrender Value • Growth of LIC 	25%	0.75

Ref: Insurance Principles and Practice: M. N. Mishra & S. B. Mishra. S. Chand & Co. Delhi

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

FC 101 G :: Fundamental of Banking-I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 101 G
Course Code	Foundation
Course Name	Fundamental of Banking-I
Course Type	FOUNDATION
Effective From	June 2011
Objective	The main objective of this course is to introduce the student to the basic concept of banking as a financial intermediation service and bank as a financial institution.

Unit No.	Content	Weightage	Credit
1	Banking - Introduction Definition, Types of Banking, Traditional functions of banks, Modern functions of banks, Limitation of banks.	25 %	0.75
2	Co-Operative Bank Primary co-operative banks State co-operative banks- its functions and managements, limitations.	25 %	0.75
3	Types of Accounts Current account, Savings account, Recurring account, Fixed deposits and non resident's account Cheque : its meaning and characteristics, types of cheque, crossing and endorsement.	25 %	0.75
4	Remittances Demand draft, mail transfer, Telephonic and telegraphic transfer, MICR cheque ATM, Tele banking, core banking Marketing of banking services	25 %	0.75

Recommended Reading :

1. Elements of Banking : Sudhir Prakashan
2. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing
3. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
4. Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing
5. Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications
6. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME
SS 101 A :: Personality Development

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 A
Course Code	Foundation
Course Name	Personality Development
Course Type	SOFT SKILL
Effective From	June 2011
Objective	To develop basic personality, communication skill and stress management.

Unit No.	Content	Weightage	Credit
1	Introduction to Personality a) Basic of Personality b) Human growth and Behavior c) Theories in Personality d) Motivation	25 %	0.75
2	Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking	25 %	0.75
3	Techniques in Personality Development I a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning	25 %	0.75
4	Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Self hypnotism d) Self acceptance and self growth	25 %	0.75

Major readings:

Personality Development by Rajiv K. Mishra. Rupa & Co.

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 B (Soft Skill)
Course Name	Indian Constitution - I
Course Type	SOFT SKILL
Effective From	June 2011
Objective	To teach basic Indian Constitution.

Unit No.	Content	Weightage	Credit
1	<ul style="list-style-type: none"> • CONSTITUTION: WHY AND HOW? • ELECTION AND REPRESENTATION 	25 %	0.75
2	<ul style="list-style-type: none"> • EXECUTIVE • LEGISLATURE 	25 %	0.75
3	<ul style="list-style-type: none"> • JUDICIARY • FEDERALISM 	25 %	0.75
4	<ul style="list-style-type: none"> • RIGHTS and Duties IN THE INDIAN CONSTITUTION 	25 %	0.75

Major readings:

- NCERT Book For Class XI : Indian Constitution at Work

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 C
Course Name	Stress Management
Course Type	SOFT SKILL
Effective From	June 2011
Objective	To develop the skill how to reduce the stress and work efficiently in all field.

Unit No.	Content	Weightage	Credit
1	Concept, Nature and Dimensions of Stress	25 %	0.75
2	Stress : Its Effects, Causes and Ways of Coping	25 %	0.75
3	Stress Management Tips Relaxation Techniques Stress and Faith Healing	25 %	0.75
4	Common Meditation Techniques: 1. Positive Forces of Nature 2. Relaxation BY Music 3. Exercise , yoga and meditation	25 %	0.75

Reference books:

- **Title:** Stress Management **Publisher:** Himalaya **Author:** Dr Satish Pai, Dr S Ravishankar, Dr H L Kaila, Shri S V Kamat **Edition:** Students Edition
- **Title:** Stress & Management **Publisher:** Nikunj **Author:** Dr N.M.tajpuria **Edition:** Students Edition

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SS 101 D :: National Ethics

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 D
Course Name	National Ethics
Course Type	SOFT SKILL
Effective From	June 2011
Objective	To develop national ethics and morality.

Unit No.	Content	Weightage	Credit
1	Ethics & Morality	25 %	0.75
2	Morality and Character	25 %	0.75
3	Nation and Ethics	25 %	0.75
4	Money, politicians, power and Ethics	25 %	0.75

Major readings:

Morality And Ethics In Public Life By Ravindra Kumar. Mittal Publications

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 E
Course Name	Indian Culture & Heritage
Course Type	SOFT SKILL
Effective From	June 2011
Objective	To familiar students about the Indian culture, historical perspective, growth of modern Indian languages and literature.

Unit No.	Content	Waitage	Credit
1	Salient Features of Indian Culture – Spirituality, Universality, Unity in Diversity, Scientific Outlook, Theory of Karma, Love for Nature, Reverence for Women, Value Based Society	25 %	0.75
2	Historical Perspective : Roots of Indian Culture in Sindhu-Saraswati Civilization and Vedic Culture: The Vedas – The Upnishads Ramayan and MahaIndia – The Bhagvat Gita, Puranas _ Buddhist and Jain Literature in Pali, Prakrit and Sanskrit	25 %	0.75
3	Rise of the West and its Impact on India Social and Religious Reformers – Raja Ram Mohan Roy, Swami Dayanand, Jyotiba Govindraro Phule, Narayan Guru, Pandita Rama Bai	25 %	0.75
4	Press and the growth of Modern Indian Languages and Literature – Since Independence, India Today	25 %	0.75

Major readings:

Indian Culture and Heritage: Bhartiya Vidya Bhavan Publication

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

SS 101 F :: Fundamentals of Entrepreneurship - I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 F
Course Name	Fundamentals of Entrepreneurship
Course Type	SOFT SKILL
Effective From	JUNE – 2011
Objective	It provides exposure to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

Unit No.	Content	Marks	Credit
1	<ul style="list-style-type: none"> The entrepreneur : Definition, Characteristics and Importance of entrepreneur and entrepreneurship, Functions and types of entrepreneur, Essential qualities for good entrepreneur, Factors affecting entrepreneurship, Comparative study of the term Entrepreneur with entrepreneurship, intrapreneur and manager. 	25 %	0.75
2	<ul style="list-style-type: none"> Business Opportunities: Meaning, characteristics, results, types, sources and areas of the study of business opportunities. Business Environment: Meaning of business environment, factors affecting to business environment and importance of business environment. Entrepreneur and risk bearing: Meaning of risk bearing, types/sources of risk and risk management techniques. 	25 %	0.75
3	<ul style="list-style-type: none"> Various types of business units: Sole proprietorship, Partnership, Co-operative society and Joint stock company - Meaning, characteristics, advantages and disadvantages, Comparative study of various types of business units. Sources of business capital: Sources of owned capital - share capital (Equity share and preference share) and ploughing back of profit, Sources of borrowed capital - debenture, term loan, public deposit, commercial banks and intern company deposits, owned capital v/s borrowed capital. 	25 %	0.75
4	<ul style="list-style-type: none"> Venture capital: Meaning, characteristics, importance, types of venture capital and stages venture capital lending. Innovation: Meaning, characteristics and types of innovation. 	25 %	0.75

Recommended Reading :

1. Viramgami H. S., Entrepreneurship Development, APH Publishing Corporation, New Delhi.
2. Prasanna Chandra, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi.
3. Holt H. David, Entrepreneurship - New Venture Creation, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Desai Vasant, Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, New Delhi.
5. Sudha G.S., Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME

Structure of Foundation and Soft Skill courses is modified as follows.
(To be effective from June 2013 onwards accordingly)

Sem.	Effective From	COURSE NO.	COURSE TYPE	TITLE OF COURSE	CREDITS	Page
					LECTURE	No.
I	June 2013	FC 1	Foundation	Tally Accounting	2	2
		FC 2		Yoga & Meditation		3
		FC 3		Fundamentals of Banking - I		4
		SS 1	Soft Skill	Indian Constitution - I	2	5
		SS 2		General English : Text & Composition		6
		SS 3		Fundamentals of Entrepreneurship - I		7
II	December. 2013	FC 1	Foundation	General Insurance	2	8
		FC 2		Sports & Practice		9
		SS 1	Soft Skill	Indian Constitution - II	2	10
		SS 2		General English : Grammar & Composition		11
		SS 3		Fundamentals of Entrepreneurship - II		12
III	June 2014		Foundation	Environmental Studies (Compulsory)	3	13
IV	December 2014	FC 1	Foundation	Disaster Management	3	14
		FC 2		Advertising & Retailing		15
V	June 2015	FC 1	Foundation	General Knowledge – I (Gujarat Level)	3	16
		FC 2		Total Quality Management		17
VI	December 2015	FC 1	Foundation	General Knowledge – II (India Level)	3	18
		FC 2		Recent Trends in Management		19

Please note that where

1. Course Credit = 2, there will not be any internal examination. University will only conduct examination carrying 50 marks weightage. (duration 2 Hours)
2. Course Credit = 3, there will be internal examination of 30 marks and University will conduct examination of 70 marks and if not specifically specified the normal duration period will be 3 Hours.

FC 1 :: Tally Accounting

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 1
Course Name	Tally Accounting
Course Type	FOUNDATION
Effective From	June 2013

Unit No.	Content	Waitage	Credit
1	Fundamentals of Business process outsourcing and Tally ○ What is Business process outsourcing? Advantages and Limitations ○ Types of outsourcing ○ Accounting as a BPO ○ Starting Tally 9 ○ Creating a company and Opening an existing company ○ Company features ○ Group creation and Multiple group ○ Single ledgers and Multiple ledgers	25 %	0.50
2	Voucher Entry ○ Voucher entry Purchase entry, Sales entry, Receipt entry, Payment entry, Journal entry	25 %	0.50
3	Reports ○ Financial statements	25 %	0.50
4	Some contemporary topics ○ Importance of information technology in new era ○ Internet and Intranet, E-commerce, Computer virus	25 %	0.50

Structure of question paper

Theory (50 Marks : 2 Hours) Only Theory Examination will be given. University will not give any practical Examination for this subject.	Question	Type	Unit	Marks
		1	Multiple choice (7 out of 10)	All
	2	(A) Short Notes (2 out of 3) (B) Procedure (4 out of 6)	1	4 6
	3	(A) Short Notes (2 out of 3) (B) Procedure (4 out of 6)	2	4 6
	4	(A) Short Notes (2 out of 3) (B) Procedure (4 out of 6)	3	4 6
	5	Short Notes (2 out of 3)	4	10

Recommended Books:

- Tally 9 : BPB Publication
- Tally 9 (Gujarati) : Books India

1. There should be ONE computer for every TWO students and the maximum number of students in a batch should be 30.
2. Practical should be asked based on the style of practical prepared by University.
3. The college may charge Rs. 500/- per student per semester for computer maintenance

FC 2 :: Yoga & Meditation

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 2
Course Name	Yoga & Meditation
Course Type	FOUNDATION
Effective From	June 2013

Unit No.	Content	Weightage	Credit
1	Yoga poses / Asana / Yoga positions - About 90 different yoga poses starting with poses for beginners and intermediate level, Breathing Exercise.	25 %	0.50
2	<i>Pranayama</i> – Anatomy of Respiratory System, Deep Breathing, Fast Breathing, Alternate Nostril Breathing (<i>Anuloma Viloma</i>), <i>Surya Bhedan</i> (Right nostril breathing), <i>Bhastrika</i> (Bellow's breath), <i>Bhramari</i> (Humming bee <i>pranayama</i>), <i>Ujjayi</i> (Psychic breath), <i>Shitali</i> , <i>Sitkari</i> (Cooling <i>pranayama</i>).	25 %	0.50
3	Meditation - including Chakra Meditation, <i>Prana</i> Meditation, <i>So Ham</i> Meditation and Revitalizing Meditation.	25 %	0.50
4	<i>Surya Namaskar</i> - Sun Salutations. A dynamic series of Yoga poses to revitalize the body and mind.	25 %	0.50

Major readings:

Light on Yoga BY B. K. S. IYENGAR. PUB: GOVINDRAM HASANAND

FC 3 :: Fundamental of Banking-I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 3
Course Code	Foundation
Course Name	Fundamental of Banking-I
Course Type	FOUNDATION
Effective From	June 2013

Unit No.	Content	Weightage	Credit
1	Banking - Introduction Definition, Types of Banking, Traditional functions of banks, Modern functions of banks, Limitation of banks.	25 %	0.50
2	Co-Operative Bank Primary co-operative banks State co-operative banks- its functions and managements, limitations.	25 %	0.50
3	Types of Accounts Current account, Savings account, Recurring account, Fixed deposits and non resident's account Cheque : its meaning and characteristics, types of cheque, crossing and endorsement.	25 %	0.50
4	Remittances Demand draft, mail transfer, Telephonic and telegraphic transfer, MICR cheque ATM, Tele banking, core banking Marketing of banking services	25 %	0.50

Recommended Reading :

1. Elements of Banking : Sudhir Prakashan
2. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing
3. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
4. Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing
5. Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications
6. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

SS 1 :: Indian Constitution – I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 B (Soft Skill)
Course Name	Indian Constitution - I
Course Type	SOFT SKILL
Effective From	June 2011

Unit No.	Content	Weightage	Credit
1	<ul style="list-style-type: none">• CONSTITUTION: WHY AND HOW?• ELECTION AND REPRESENTATION	25 %	0.50
2	<ul style="list-style-type: none">• EXECUTIVE• LEGISLATURE	25 %	0.50
3	<ul style="list-style-type: none">• JUDICIARY• FEDERALISM	25 %	0.50
4	<ul style="list-style-type: none">• RIGHTS and Duties IN THE INDIAN CONSTITUTION	25 %	0.50

Reference :

- NCERT Book For Class XI : Indian Constitution at Work
- Indian Constitution : C. Jammadas Publication

SS 2 :: General English : Text & Composition

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 2
Course Name	General English : Text & Composition
Course Type	SOFT SKILL
Effective From	June 2011

Unit No.	Content	Credit
1	Lesson : 1 to 5 Fantasy a Collection of short stories Edited by V. Sasikumar (Orient Black Swan)	2.00
2	Vocabulary (Text Based)	
3	Grammar Tenses Primary Auxiliaries Articles	
4	Comprehension of an unseen Passage	

Recommended Reading

1. Business Communication (ed) S D. Sharma & Jyostna Prabhakar
2. High School English Grammar – Wrenn & Martin
3. Contemporary English Grammar – David Green

SS 2 :: Fundamentals of Entrepreneurship – I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 F
Course Name	Fundamentals of Entrepreneurship
Course Type	SOFT SKILL
Effective From	JUNE – 2011

Unit No.	Content	Marks	Credit
1	<ul style="list-style-type: none"> The entrepreneur : Definition, Characteristics and Importance of entrepreneur and entrepreneurship, Functions and types of entrepreneur, Essential qualities for good entrepreneur, Factors affecting entrepreneurship, Comparative study of the term Entrepreneur with entrepreneurship, entrepreneur and manager. 	25 %	0.50
2	<ul style="list-style-type: none"> Business Opportunities: Meaning, characteristics, results, types, sources and areas of the study of business opportunities. Business Environment: Meaning of business environment, factors affecting to business environment and importance of business environment. Entrepreneur and risk bearing: Meaning of risk bearing, types/sources of risk and risk management techniques. 	25 %	0.50
3	<ul style="list-style-type: none"> Various types of business units: Sole proprietorship, Partnership, Co-operative society and Joint stock company - Meaning, characteristics, advantages and disadvantages, Comparative study of various types of business units. Sources of business capital: Sources of owned capital - share capital (Equity share and preference share) and ploughing back of profit, Sources of borrowed capital - debenture, term loan, public deposit, commercial banks and intern company deposits, owned capital v/s borrowed capital. 	25 %	0.50
4	<ul style="list-style-type: none"> Venture capital: Meaning, characteristics, importance, types of venture capital and stages venture capital lending. Innovation: Meaning, characteristics and types of innovation. 	25 %	0.50

Recommended Reading :

1. Viramgami H. S., Entrepreneurship Development, APH Publishing Corporation, New Delhi.
2. Prasanna Chandra, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi.
3. Holt H. David, Entrepreneurship - New Venture Creation, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Desai Vasant, Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, New Delhi.
5. Sudha G.S., Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur

પ્રેક્ટીકલ-૧

૧. કોમ્પ્યુટરને શરૂ કરો.

૨. Desktop ના નીચેના ભાગે ઓળખી બતાવો.

- (a) Desktop (ડેસ્કટોપ) (b) Icons (આઈકોન) (c) Taskbar (ટાસ્કબાર)
(d) Wall paper (વોલપેપર) (e) Start button (સ્ટાર્ટ બટન)

૩. Recycle bin નામની Window ખોલો તથા તેના નીચેના ભાગે ઓળખી બતાવો.
દરેક ભાગનો ઉપયોગ એક વાક્યમાં જણાવો.

- (a) Titlebar (b) Minimise button (c) Close button
(d) Maximize button (e) Scroll bar (f) Scroll button
(g) Window frame

૪. Start Menu ના જુદા-જુદા વિકલ્પોની યાદી બનાવી દરેકનો ઉપયોગ એક વાક્યમાં જણાવો.

૫. Start Menu નો ઉપયોગ કરી નીચેના પ્રોગ્રામ શરૂ કરો.

- (a) Calculator (b) Paint (c) Notepad

૬. ઉપરોક્ત ત્રણેય Window ને Cascade અને Title સ્વરૂપે ગોઠવો.

૭. Calculator, Paint અને Notepad ની Windows બંધ કરો.

૮. Desktop પર આવેલ Icon ને Name પ્રમાણે, Type પ્રમાણે Size પ્રમાણે Date પ્રમાણે ગોઠવો.

૯. Desktop નું Wall paper બદલો.

૧૦. Desktop નું Wall paper બદલો.

૧૧. કોમ્પ્યુટર બંધ કરો.

પ્રેક્ટીકલ-૨

૧. Windows Explorer શરૂ કરો.

૨. Windows Explorer ના જુદા-જુદા ભાગે ઓળખી બતાવો. દરેકનું કાર્ય એક વાક્યમાં જણાવો.

- (a) Title bar (b) Menu bar (c) Tool bar (d) Address bar

૩. windows Explorer નો ઉપયોગ કરી HNGU નામનું એક Folder નવું બનાવો.

૪. HNGU નામના Folder નુ નામ બદલી UNI એવું નામ આપો.

૫. "My Document" નામનું ફોલ્ડર કાર્યોન્વિત કરો. તેમાંથી કોઈપણ ફાઈલ UNI ફોલ્ડરમાં કોપી કરો.

૬. UNI ફોલ્ડરમાંથી ફાઈલ નામ બદલો.

૭. Windows Explorer બંધ કરો.

૮. Notepad exe નામની ફાઈલ શોધો.

૯. Control Panel નો ઉપયોગ કરી Date અને Time બદલો.

પ્રેક્ટીકલ- ૩

- (૧) વડે પોગ્રામ શરૂ કરો.
- (૨) વડે સ્ક્રીનના નીચે જણાવેલ ભાગો ઓળખી દરેક ભાગના કાર્યો એક લીટીમાં લખો.
- | | |
|--|-----------------------------------|
| Title bar (ટાઈટલ બાર) | Minimize Button (મીનીમાઈઝ બટન) |
| Maximize Button (મેક્ઝીમાઈઝ બટન) | Close Button (ક્લોઝ બટન) |
| Menu Bar (મેનુ બાર) | Standard Toolbar (સ્ટાન્ડર્ડ બટન) |
| Formatting Toolbar (ફોર્મેટીંગ ટુલબાર) | Ruler (રૂલર) |
| Document Window (ડોક્યુમેન્ટ વિન્ડો) | Status Bar (સ્ટેટસ બાર) |
| Scroll Bar (સ્ક્રોલ બટન) | Scroll Button (સ્ક્રોલ બટન) |

- (૩) નીચેનું લખાણ ટાઈપ કરો.

A laptop computer or simply laptop. Also called a notebook Computer, is a small personal computer designed for portability usually All of the interface hardware needed to operate the laptop, such as USB Ports, graphics cards, sound channel are built in to a single unit.

Laptops contain high capacity batteries that can power the device For extensive periods of time, enhancing portability. Once the battery charge is depleted, it will have to be recharged through a power outlet. In the interest of saving power, weight and space, they usually share RAM With the video channel, slowing their performance compared to a equivalent Desktop machine.

- (૪) ઉપરના લખાણને PRACT3 નામ પર સંગ્રહ (Save) કરો.
- (૫) ઉપરના લખાણનો પ્રિન્ટ પ્રિન્ટુ કરો.
- (૬) ઉપરના લખાણને પ્રિન્ટ કરો.
- (૭) ડોક્યુમેન્ટ બંધ (Close) કરો.
- (૮) વડે પોગ્રામ બંધ કરો.
- (૯) વડે પોગ્રામને ફરીથી શરૂ કરો.
- (૧૦) ઉપરોક્ત ડોક્યુમેન્ટ PRACT3 ને કાર્યોન્વિત (Open) કરો.
- (૧૧) ઉપરોક્ત ડોક્યુમેન્ટ TEST નામ પર સંગ્રહ કરો.
- (૧૨) નીચે પ્રમાણેની કસેર મૂવમેન્ટ કરો.
- | | |
|-----------------------------|--------------------------------|
| a. અગાઉના શબ્દ પર જવા. | e. લાઈનની શરૂઆતમાં જવા. |
| b. પછીના શબ્દ પર જવા. | f. લાઈનના અંતે જવા. |
| c. અગાઉના પેરેગ્રાફ પર જવા. | g. ડોક્યુમેન્ટની શરૂઆતમાં જવા. |
| d. પછીના પેરેગ્રાફ પર જવા. | h. ડોક્યુમેન્ટની અંતમા જવા. |

પ્રેક્ટીકલ- ૪

વડે પ્રોગ્રામ શરૂ કરી નીચેનો પત્ર ટાઈપ કરો.

The Pricipal
Commerce College,
Mehsana.
June 27,2011

To,
Patel Infotech,
21,Super Market,
C.G Road,
Modasa.

Dear Sir,

I shall be if you can send the following item as soon as possible

- | | | |
|---|------------------------------|---------|
| 1 | Keyboard (Multimedia) | 15 Nos. |
| 2 | Mouse optical | 18 Nos. |
| 3 | Inkjet Printer Model AB 1020 | 10 Nos. |

You may send these by rail parcel to the above address. I assure
You that you will be paid within 25 days on receipt.

Yours Faithfully

J.C Patel

(Principal)

- (૧) પત્રને PRACT4 નામ પર સંગ્રહ (Save) કરો.
- (૨) પત્રમાં નીચે દર્શાવેલ સુધારા કરો.
 - (a) Modasa શબ્દની જગ્યાએ khedbrahma શબ્દ મૂકો.
 - (b) છેલ્લા પેરેગ્રાફમાંથી within શબ્દ દૂર (ડીલીટ) કરો.
 - (c) You may send... પેરેગ્રાફમાં rail parcel પછી or by truck લખાણ ઉમેરો.
- (૩) પત્રને પુનઃ સંગ્રહ કરો.
- (૪) Go To ડાયલોગ બોક્સનો ઉપયોગ કરી કસેરને પાંચમસ લીટી પર લઈ જાવો.
- (૫)
 - (a) College શબ્દ પસંદ (Select) કરો.
 - (b) I shall be.... લીટી પસંદ કરો.
 - (c) You may send.... પેરેગ્રાફ પસંદ કરો.
 - (d) સમગ્ર પત્ર પસંદ કરો.
 - (e) I assure you... વાળુ વાક્ય પસંદ કરો.
- (૬) પત્રની પ્રથમ ત્રણ લીટીને મધ્ય (Center) માં લાવો.
- (૭) તારીખને જમણી બાજુ ગોઠવો.
- (૮) પેરેગ્રાફના લખાણને (Justify) કરો.
- (૯) પત્રની છેલ્લી ત્રણ લીટીઓ પસંદ કરી કોપી (Copy) કરો અને ચાર વખત પેસ્ટ (Paste) કરો.
- (૧૦) ઉપરોક્ત કોપી કરેલ લખાણને દૂર (Delete) કરો.
- (૧૧) પત્રને પુનઃ સંગ્રહ કરો.
- (૧૨) વડે પ્રોગ્રામ બંધ કરો.

પ્રેક્ટીકલ - ૫

વડ પ્રોગ્રામ શૈલ્ડ કરી નીચેનો પત્ર ટાઈપ કરો

Ganesh Engineering Works
M.G.Road
Talod.

June 23,2011

To
Mr Prem Desai
21,Ram Society
Idar

Dear Mr .Desai

This is with reference to your application for the post of a computer programmer

You are requested to appear for an interview for the said post .on 5 July,2011 at 11:30 a.m. in the office of the undersigned . You will be paid first class railway fare from your city to Talod . For claiming the fare, you will have to produce the ticket or railway money receipt.

Please bring your original certificates and testimonials for verification
Thanks.

Yours sincerely
for Ganesh Engg Works.
Manager

- (૧) પત્ર ને PRACT5 નામ પર સંગ્રહ (Save) કરો
- (૨) (a) પત્ર ની પ્રથમ લીટીઓ મધ્યમાં ગોઠવો અને તેમને Bold (ગાઢી) કરો
(b) પત્ર ની પ્રથમ લીટીના Font ની ગોઠવણી નીચે મુજબ કરો
Font : Arial Style : Bold Size :18 Color : Red

- (૩) તારીખ ને જમણી બાજુ ગોઠવો
- (૪) Please bring..... વાળી લીટી નીચે અંડરલાઈન કરો
- (૫) પત્ર ની અતિમ ત્રણ લીટીઓ જમણી બાજુ ગોઠવો
- (૬) છેલ્લે કરેલ સુધારો કાઠી નાખો
- (૭) કાઠી નાખેલ સુધારા ને પુન સ્થાપિત કરો
- (૮) પેરેગ્રાફ ની લીટી ઓ વચ્ચે લાઈન સ્પેસીંગ ૧.૫ ની કરો
- (૯) પત્રમાંથી You શબ્દ જ શોધો
- (૧૦) “ Ganesh ” શબ્દ ની જગ્યા એ "Shiv" શબ્દ કરો

(૧૧) પત્ર ને પુનઃ સ્પષ્ટ કરો

પ્રેક્ટીકલ - ૬

નીચેનું લખાણ વડ માં ટાઈપ કરો

Printer

In computer , a printer is a peripheral which produces a text and/ or graphics of documents stored electronic form, usually on physical print media such as paper or transparencies .Many printers are primarily used as local peripherals, and attached by a printer cable

- Dot-matrix printer
- Inkjet printer
- Line printer

(૧) (a) શીષક (Printer) મધ્ય (Center) માં ગોઠવો

(b)શીષકના Font:Arial,Style:Bold,Size:18Point,color:red કરો

(c) પેરેગ્રાફ લખાણ માં Fontનીચે પ્રમાણે ગોઠવો

(૨) લખાણ માં બુલેટ ના પ્રકાર (Style) બદલો

(૩) બુલેટેડ લિસ્ટને નબંરીગ લિસ્ટ માં ફેરવો

(૪) શીષક (Printer) પછી 12 Points ની જગ્યા રાખો

(૫) પેરેગ્રાફ ની ડાબી બાજુ 0.5" અને જમણી બાજુ 1.0" જગ્યા રાખો

(૬) નબરની લિસ્ટ માટે ડાબી બાજુ 1.00" માર્જીન રાખો

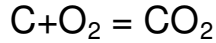
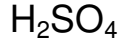
(૭) Line Printer લખાણ ને 0કી નાખો (Line Printer)

(૮)લખાણ ના અંતે વતમાન તારીખ દાખલ (Insert) કરો

(૯) પેરેગ્રાફ ની આજુબાજુ યોગ્ય બોડર ગોઠવો

(૧૦) નીચે પ્રમાણે ની લાઈન ટાઈપ કરો

$$(A+B)_2 = A^2+2AB+B^2$$



પ્રેક્ટીકલ -૭

HTML નો ઉપયોગ કરી નીચે પ્રમાણે નું Web Page

Introduction to computer

The word ' computer ' has been derived from computer ' that means to calculate

Computer has following characteristics

- Accuracy
- Speed
- No intelligence
- No emotions

It is used each and every field of life

- (1) વેબ પેજ નું Title ' computer fundamental ' સેટ કરવું
- (2) શીર્ષક (introduction to computer) નું નીચે મુજબ ફોર્મેટીંગ કરો
(Heading = H2, Font = Arial, Align = Center)
- (3) it is used each and every field of life . લીટી નું નીચે મુજબ ફોર્મેટીંગ કરો
(Font size = +2 , Color = Blue, Alignment = Center, Style = Bold)
- (4) તૈયાર કરેલ પ્રોગ્રામ ને Pract7.html પર સંગ્રહ કરો

પ્રેક્ટીકલ - ૮

નીચે પ્રમાણે નું Web Page તૈયાર કરવા માટે HTML પ્રોગ્રામ લખો

1 input Devices

- key Board
- Mouse
- Scanner

2. output Devices

- Printer
- Moniter
- Speaker

- (1) વેબ પેજ નું Title ' Device list ' કરવું
- (2) લખાણ ના Font = Arial સેટ કરો
- (3) તૈયાર કરેલ પ્રોગ્રામ ને Pract .html પર સંગ્રહ કરો

પ્રેક્ટીકલ - ૯

નીચે પ્રમાણે નો એક ડોક્યુમેન્ટ HTML માં તૈયાર કરો કે જેમાં ડોક્યુમેન્ટ ની નીચે આપેલ બે ડોક્યુમેન્ટ સાથે External Link હોય

(1) Main Document નીચે પ્રમાણે તૈયાર કરો

JAY GANESH CORPORATION.Ltd

- About Us
- Contact Us

- (a) વેબ પેજનું Title ' JAY GANESH CORPORATION ' સેટ કરવું
- (b) Aboutus ની લીક નું નામ Aboutus . html આપવું
- (c) Contact us ની લીક નું નામ Contact.html આપવું
- (d) તૈયાર કરેલ પ્રોગ્રામ ને Main.html પર સંગ્રહ કરો

(2) નીચે પ્રમાણે નો પ્રથમ External document તૈયાર કરો કે જે About Us ની Link પર ક્લિક કરવા થી જોઈ શકાય

About Us

We are hundred years old book publishing company . we have published more than five thousands books during last fifty years. We have published books on Accountancy , Management science and Statistics . in next year we are going to publish two hundred books.

- (a) વેબ પેજનું Title ' Aboutus ' સેટ કરવું
- (b) તૈયાર કરેલ પ્રોગ્રામ ને Aboutus.html પર સંગ્રહ કરો

(3) નીચે પ્રમાણે બીજો External document તૈયાર કરો કે જે Contact Us ની Link પર ક્લિક કરવા થી જોઈ શકાય

CONTACT US

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101 , Publisher Chambers
Hariman Point
Vadodara -51
Tel . 54567