



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

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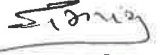
પરિપત્ર ક્રમાંક - ૧૦૮ / ૨૦૧૬

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 પટર્ન 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: ૭/૦૭/૨૦૧૬

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

Email : regi@ngu.ac.in

Website : www.ngu.ac.in

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 102 C :: Distribution Management

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 C
Course Name	Distribution Management
Course Type	CORE ELECTIVE
Effective From	DECEMBER - 2016

Unit No.	Content	Weightage	Credit
1	Distribution System: Introduction, Objectives of distribution, Developing channel design, Logistic Management, Concept and function of Physical distribution, Flows in channels of distribution, patterns of distribution.	25 %	0.75
2	Distribution costs, control, customer service, Selection and motivation of distribution channel: Introduction, Analysis of distribution cost, Elements of cost in distribution system, Control system, Channel Decisions, Factors in selection of distribution channel, Motivation of intermediaries (tools and control areas).	25 %	0.75
3	Selection of distribution Channel and Ideal Channel Partners: Introduction, Need for channel partners, Types of channels, Channel selection criteria, Checklist for selection most appropriate channel, Channel decision.	25 %	0.75
4	Designing customer oriented marketing channels: Introduction, channel design process, capturing customer requirements, channel flows, linking service output objectives to flows, comparing channel designs.	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)



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 107 : Accountancy - II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CC 108
Course Name	Accountancy - II
Course Type	CORE
Effective From	DECEMBER - 2016
Objective	To provide sound understanding of the intricacies of solving practical problems relating to Advanced Accounting.

Unit No.	Content	Waitage	Credit
1	Investment Accounts: Accounting for interest bearing (Fixed Earning) securities in the Books of Investor only.	25 %	0.75
2	Joint Venture (Excluding Conversion of Consignment into Joint Venture.)	25 %	0.75
3	Accounts from Incomplete Records: Conversion Method only (Use of ratios to find out missing data is not expected)	25 %	0.75
4	Hire Purchase Account	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, Himalaya Publication.
- Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
- Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt.

CE 102 A :: Financial Accounting – II

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	CE 102 A
Course Name	Financial Accounting - II
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2016
Objective	To expose students to corporate accounting issues and practices such as company final accounts, share capital transactions etc.

Unit No.	Content	Weightage	Credit
1	(A) Purchase of Business by a Company (Accounting Treatments in the Books of Company) (B) Indian Accounting Standards AS – 2 Valuation of Inventories AS – 6 Depreciation Accounting AS – 10 Accounting for fixed Assets	25 %	0.75
2	Redemption of Debentures (Own debentures from open market)	25 %	0.75
3	Capital Reduction (Excluding preparation of Scheme of internal resolution)	25 %	0.75
4	Underwriting of Shares and Debentures	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.

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

CC 105 :: Fundamentals of Business Economics - II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CC 105
Course Name	Fundamentals of Business Economics - II
Course Type	CORE
Effective From	DECEMBER – 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	Perfect Competition : Characteristics of perfect competition, Revenue curves of firm under perfect competition, Profit maximization and equilibrium of firm and industry; Short-run and long-run supply curves.	25 %	0.75
2	Monopoly : Characteristics of Monopoly, Revenue curves of firm under Monopoly, Determination of price under monopoly, Equilibrium of a firm, Comparison between perfect competition and monopoly. Multi-plant monopoly, price discrimination – Profitability & possibility.	25 %	0.75
3	Monopolistic Competition : Meaning and characteristics, Revenue curves of firm under Monopolistic competition, Price and output determination under monopolistic competition, Product differentiations , selling costs, comparison with perfect competition, Excess capacity under monopolistic competition.	25 %	0.75
4	Factor Pricing : Marginal productivity theory and demand for factors, Determination of wage rates under perfect competition and monopoly, Exploitation of labor, Ricardian and modern theories of rent, Classical and modern theories of interest, Innovation risk and uncertainty theories of profit.	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 Jacquenlence M: Microeconomic Theory and Applications; Kalyani, Delhi.
3. Koutsoyianni A. : Modern Microeconomics; Macmillan, New Delhi.
4. Richard G, Lipsey : An Introduction to positive Economics; ELBS, Oxford.
5. Ahuja H.L.: Business Economics; S. Chand & Co., New Delhi.
- 6.Dewett K.K: Modern Economic Theory, S. Chand, & Co. Ltd. New Delhi.
- 7.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 106 :: Fundamentals of Marketing Management

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CC 106
Course Name	Fundamentals of Marketing Management
Course Type	CORE
Effective From	DECEMBER – 2011
Objective	To provide basic knowledge of functional areas of Marketing management and marketing research.

Unit No.	Content	Marks	Credit
1	Marketing: Meaning – nature - Scope - Different Approaches - Marketing Mix Market Demand : Meaning - Factors affecting - Marketing in different situation of market demand.	25 %	0.75
2	Main functions of Marketing: (1) Branding: Meaning-Types - Policy decisions - Importance of Branding (2) Pricing: Meaning – Objectives - factors affecting –Types - Importance (3) Advertising: Meaning – Objectives – Importance - disadvantages - Difference between advertisement and Publicity.	25 %	0.75
3	Consumer Behaviour: Factors influencing consumes behaviour - Buying behaviour Process Market Segmentation: Meaning - Basis and importance of Market Segmentation – Target Market	25 %	0.75
4	Marketing research: Meaning of Market Research and Marketing Research – Objectives and Scope of Marketing Research - Stages of Marketing research – Importance and limitations of Marketing Research Ethical issue in Marketing research: From the view point of Respondents- Customers and Researchers	25 %	0.75

Recommended Reading:

1. Marketing Management-Philip Kotler- Prentice Hall of India
2. Fundamentals of Marketing- Stanton-Tata McGraw Hill.
3. Basics of Marketing Management – Dr. R.B.Rudani- S.Chand & Co.
4. Modern Marketing - R.S.N. Pillai & Bagawathi – S.Chand & Co.

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

CC 107 : Accountancy – II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CC 108
Course Name	Accountancy - II
Course Type	CORE
Effective From	DECEMBER – 2011
Objective	To provide sound understanding of the intricacies of solving practical problems relating to Advanced Accounting.

Unit No.	Content	Waitage	Credit
1	Investment Accounts: Accounting for interest bearing (Fixed Earning) securities in the Books of Investor only.	25 %	0.75
2	Joint Venture (Excluding Conversion of Consignment into Joint Venture.)	25 %	0.75
3	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
4	Hire Purchase Account	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, Himalaya Publication.
- Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
- Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt.
- Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CE 102 A :: Financial Accounting – II

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	CE 102 A
Course Name	Financial Accounting - II
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011
Objective	To expose students to corporate accounting issues and practices such as company final accounts, share capital transactions etc.

Unit No.	Content	Waitage	Credit
1	(A) Purchase of Business by a Company (Accounting Treatments in the Books of Company) (B) Indian Accounting Standards AS – 2 Valuation of Inventories AS – 6 Depreciation Accounting AS – 10 Accounting for fixed Assets	25 %	0.75
2	(A) Underwriting of Shares and Debentures (Computation for fixing the liabilities of underwriters) (B) Redemption of Debentures (Own debentures from open market)	25 %	0.75
3	(A) Capital Reduction (Excluding preparation of Scheme of internal resolution) (B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion	25 %	0.75
4	Revenue Accounts of General insurance company (In vertical form)	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

1. CE 102 B :: Operations Research

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 B
Course Name	Operations Research
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011
Objective	To make the students familiar with basic knowledge of Operation Research.

Unit No.	Content	Waitage	Credit
1	Linear Programming Problem: Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).	25 %	0.75
2	Transportation Problem: Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods	25 %	0.75
3	Assignment and Replacement Problems: Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.	25 %	0.75
4	PERT and CPM Techniques: Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.	25 %	0.75

Recommended Reading :

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw Hill, New Delhi.
3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.
5. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

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

6. CE 102 C :: Distribution Management

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 C
Course Name	Distribution Management
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011

Unit No.	Content	Waitage	Credit
1	Distribution System <ul style="list-style-type: none"> • Distribution Channels why are they required? • Activities that a typical distribution channel perform • Distribution Channel Strategy • Distribution Channel Management 	25 %	0.75
2	Distribution costs, control & customer service <ul style="list-style-type: none"> • Designing customer oriented marketing channels • Conceiving the Channel Flows • Linking the Service Output objectives to the flows • Conducting Cost Analysis • Designing the Ideal Channel • Comparing the Ideal with the reality 	25 %	0.75
3	Selection of Channel & Selection of Ideal Channel Partners <ul style="list-style-type: none"> • Channel Relationships • Channel Control • Channel Power • Channel Positioning 	25 %	0.75
4	Motivational Tools of Distribution Channels <ul style="list-style-type: none"> • Channel Influence Strategies • Managing Channel Conflicts • Promotion and Payment systems as a tool of Motivating Channel Members 	25 %	0.75

Text Books :

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

Recommended Reading:

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

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

CE 102 D Computer Application - II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 D
Course Name	Computer Application - II
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011
Objective	To acquaint the student with Basic anatomy of computer, Internet, Word Processing and HTML.

Unit No.	Content	Weightage	Credit
1	Advanced Word –I <ul style="list-style-type: none"> ○ Checking Spelling and Grammar ○ Auto Correct and Auto Text ○ Opening and Closing Toolbars ○ Using Tabs <ul style="list-style-type: none"> ○ Defining Tabs using ruler bar and mouse ○ Defining Tabs using dialog box ○ Enhancing a Document <ul style="list-style-type: none"> ○ Page set-up, Page break, Looking at a document in different views, Header and Footer, Zoom, Changing case, Print options ○ Tables <ul style="list-style-type: none"> ○ Creating a Table, formatting a table, Auto format, Calculation in Table and Sorting 	33 %	1.0
2	Advanced Word – II <ul style="list-style-type: none"> ○ Using multiple columns, Format painter, Auto format ○ Graphics, Drawing toolbar, Word art, Inserting graphics ○ Mail merge: What is Mail merge? ○ Creating and printing merged letters ○ Using Mail merge to print Envelop and Mailing labels 	33 %	1.0
3	Web Design Using Flash. <ul style="list-style-type: none"> ● Multimedia authoring software ● Advantages of Flash. ● What is Animation? ● Parts of screen of Flash 8.0 <ul style="list-style-type: none"> Stage Time line Panel Tool Box Library Window ● Web Animation. ● To publish Animation. 	17%	0.5
4	Important terms related to Computer. Algorithm, Artificial Intelligence, ASCII, ATM, Automated office, Backup, BIOS, Bit, Byte, Boot, Bug, Client/server, Encryption, Flow chart, GIGO, POST, Password, Program, Modem, Web, Virus, Configuration of a PC – computer.	17 %	0.5

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

Recommended Reading:

- Fundamentals of Computer & Its Application Part-II, Dr.A.M.Patel , Pankaj Pandya, Kiran Desai
- IT Tools & Applications, Taxali R.K., TMH.
- Flash in simple steps, Shalini Gupta & Others, Dreamtech

Structure of University question paper

Theory (35 Marks , 2 Hours)	Question	Type	Unit	Marks
	1	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	1	6 6
	2	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	2	6 6
	3	(A) Short Notes (1 out of 2) (B) Procedure (3 out of 5)	3	3 3
	4	Terms (Any 5 out of 7)	4	5
Practical (35 Marks, 2 Hours)		(A) One from Word (Out of 2) (B) One From Flash (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

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 E
Course Name	Fundamentals of Banking - II
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011

Unit No.	Content	Waitage	Credit
1	Modern functions of a bank: development banking, merchant banking and investment banking, agency functions, advisory functions, leasing, hire purchase. Factoring services.	25 %	0.75
2	Organizational structure of banks: unit banks-advantages and disadvantages, branch banking – advantages and disadvantages, subsidiaries, correspondent banks, joint ventures, amalgamations, mergers of banks.	25 %	0.75
3	Sources of bank funds, principles of lending, classification of assets, basic idea of asset-liability management in banks, need for a-l management.	25 %	0.75
4	Meaning and interpretation of solvency, liquidity, profitability and efficiency of banks. Ratio analysis for solvency, liquidity, profitability and efficiency of banks.	25 %	0.75

Recommended Reading :

1. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing House.
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 Publications
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 102 F :: Fundamentals of Insurance

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 F
Course Name	Fundamentals of Insurance
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011

Unit No.	Content	Waitage	Credit
1	Basic idea of risk: concept of risk, risk versus uncertainty, risk and exposure, types of risks, pure risks, financial risks, rationale for risk management.	25 %	0.75
2	Definition of insurance, nature of insurance as a business, risk transfer and risk mitigation role of insurance, costs and benefits of insurance, elements of insurable risk, insurance as a macroeconomic issue, kinds of insurance.	25 %	0.75
3	Basic principles of insurance: principle of utmost good faith, principle of insurable interest, principle of indemnity, principle of subrogation, principle of proximate cause, other related principles and terms, IAIS core principles.	25 %	0.75
4	Brief history of evolution and development of insurance services in the world and in India. Role of insurance in economic development.	25 %	0.75

Recommended Reading:

1. Fundamentals of insurance, P.K.Gupta, Himalaya Publishing House.
2. General Insurance Principles and Practice, K.C.Misra and G.E.Thomas, Cengage Learning
3. Insurance Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand
4. Insurance and Risk Management, P.K.Gupta, Himalaya Publishing House

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

CE 102 G :: Foreign Exchange and Balance of Payments

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 G
Course Name	Foreign Exchange and Balance of Payments
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011

Unit No.	Content	Waitage	Credit
1	Definition of foreign exchange, foreign exchange rate, calculation of exchange rates, direct indirect and cross exchange rates. Currencies of the major countries of the world including Euro. Special features of Euro. Exchange rate quotations by forex dealers: spot rates, buying and selling rates, forward rates, currency rates, bill rates, tt rates. Fixed and flexible exchange rates (concept only)	25 %	0.75
2	Exchange rate determination theories, mint parity theory and the rules of the gold standard, purchasing power parity theory, balance of payment theory. Modern theory of forex rate determination.	25 %	0.75
3	The balance payment account of a country, method of maintenance of balance of payment account, sources of information of forex transaction for entering into the balance of payment account, components of the balance of payment account, entries in the balance of payment account.	25 %	0.75
4	The balances in the trade, current capital and official reserve parts of the balance payment accounts, disequilibrium in the balance of payment account, causes of the disequilibrium in the BOP account and their implications. Study of Indian balance of payment account for the latest year available.	25 %	0.75

Recommended Reading:

1. Introductions to International Economics by D.M.Mithani, Vora Publications.
2. International Finance by V.A. Avadhani, Himalaya Publications.
3. Foreign Exchange & Risk Management by C.Jeevanandam, Sultan Publications.
4. International Economics by M.C. Vaish, IBH & Oxford Publishing Co.

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

CE 102 H :: Personal Selling

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	CE 102 H
Course Name	Personal Selling
Course Type	CORE ELECTIVE
Effective From	DECEMBER – 2011

Unit No.	Content	Waitage	Credit
1	Personal Selling : Nature and importance; Functions of a salesman; Types of selling; Personal selling as a career	25 %	0.75
2	Salesmanship and Qualities of Salesman : Buyer - seller dyads; Product Knowledge; Customer knowledge - buying motives and selling points.	25 %	0.75
3	Scientific Selling Process : Basic steps in personal selling – prospecting, pre - approach, and qualifying. Approach and Presentation : Methods of approaching a customer; Presentation process and styles; presentation planning.	25 %	0.75
4	Objection Handling : Types of Objections; Handling customer objections. Closing Sales and follow up : Methods of closing sale; Executing sales order - Follow - up - importance and process.	25 %	0.75

Recommended Reading:

1. Condiff, Still and Govani et.al : Sales Management, : Prentice Hall India, New Delhi.
2. Smith R. Sales Management : Prentice Hall of India, New Delhi.
3. Vaccaro J.P. : Sales Management - Text : Cases & Readings : Prentice Hall, New Delhi.
4. Harper H.W : Modern Advertising : Practice and Principles; McGraw Hill, New York.
5. Condiff E.W. and Still R.R. Basic Marketing - Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
6. Brink Edwar L. and Kelly W. T.: The Management of Promotion; Prentice Hall, New York.
7. Kotler Philip : Marketing Management: Prentice Hall, New Jersey.

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

SE 102 A :: Financial Accounting - II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SE 102 A
Course Name	Financial Accounting - II
Course Type	SUBJECT ELECTIVE
Effective From	DECEMBER – 2011
Objective	To expose students to corporate accounting issues and practices such as company final accounts, share capital transactions etc.

Unit No.	Content	Waitage	Credit
1	(A) Purchase of Business by a Company (Accounting Treatments in the Books of Company) (B) Indian Accounting Standards AS – 2 Valuation of Inventories AS – 6 Depreciation Accounting AS – 10 Accounting for fixed Assets	25 %	0.75
2	(A) Underwriting of Shares and Debentures (Computation for fixing the liabilities of underwriters) (B) Redemption of Debentures (Own debentures from open market)	25 %	0.75
3	(A) Capital Reduction (Excluding preparation of Scheme of internal resolution) (B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion	25 %	0.75
4	Revenue Accounts of General insurance company (In vertical form)	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

SE 102 B :: Operations Research

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SE 102 B
Course Name	Operations Research
Course Type	SUBJECT ELECTIVE
Effective From	DECEMBER – 2011
Objective	To make the students familiar with basic knowledge of Operation Research.

Unit No.	Content	Waitage	Credit
1	Linear Programming Problem: Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).	25 %	0.75
2	Transportation Problem: Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods	25 %	0.75
3	Assignment and Replacement Problems: Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.	25 %	0.75
4	PERT and CPM Techniques: Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.	25 %	0.75

Recommended Reading :

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw Hill, New Delhi.
3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.

SE 102 C :: Computer Application - II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SE 102 C
Course Name	Computer Application - II
Course Type	SUBJECT ELECTIVE
Effective From	DECEMBER – 2011
Objective	To acquaint the student with Basic anatomy of computer, Internet, Word Processing and HTML.

Unit No.	Content	Waitage	Credit
1	Advanced Word –I <ul style="list-style-type: none"> ○ Checking Spelling and Grammar ○ Auto Correct and Auto Text ○ Opening and Closing Toolbars ○ Using Tabs <ul style="list-style-type: none"> ○ Defining Tabs using ruler bar and mouse ○ Defining Tabs using dialog box ○ Enhancing a Document <ul style="list-style-type: none"> ○ Page set-up, Page break, Looking at a document in different views, Header and Footer, Zoom, Changing case, Print options ○ Tables <ul style="list-style-type: none"> ○ Creating a Table, formatting a table, Auto format, Calculation in Table and Sorting 	33 %	1.0
2	Advanced Word – II <ul style="list-style-type: none"> ○ Using multiple columns, Format painter, Auto format ○ Graphics, Drawing toolbar, Word art, Inserting graphics ○ Mail merge: What is Mail merge? ○ Creating and printing merged letters ○ Using Mail merge to print Envelop and Mailing labels 	33 %	1.0
3	Web Design Using Flash. <ul style="list-style-type: none"> ● Multimedia authoring software ● Advantages of Flash. ● What is Animation? ● Parts of screen of Flash 8.0 <ul style="list-style-type: none"> Stage Time line Panel Tool Box Library Window ● Web Animation. ● To publish Animation. 	17%	0.5
4	Important terms related to Computer. Algorithm, Artificial Intelligence, ASCII, ATM, Automated office, Backup, BIOS, Bit, Byte, Boot, Bug, Client/server, Encryption, Flow chart, GIGO, POST, Password, Program, Modem, Web, Virus, Configuration of a PC – computer.	17 %	0.5

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

Recommended Reading:

- Fundamentals of Computer & Its Application Part-II, Dr.A.M.Patel , Pankaj Pandya, Kiran Desai
- IT Tools & Applications, Taxali R.K., TMH.
- Flash in simple steps, Shalini Gupta & Others, Dreamtech

Structure of University question paper

Theory (35 Marks , 2 Hours)	Question	Type	Unit	Marks
	1	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	1	6 6
	2	(A) Short Notes (3 out of 4) (B) Procedure (6 out of 8)	2	6 6
	3	(A) Short Notes (1 out of 2) (B) Procedure (3 out of 5)	3	3 3
	4	Terms (Any 5 out of 7)	4	5
Practical (35 Marks, 2 Hours)		(A) One from Word (Out of 2) (B) One From Flash (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 102 D :: Secretarial Practice-II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SE 102 D
Course Name	Secretarial Practice-II
Course Type	SUBJECT ELECTIVE
Effective From	DECEMBER – 2011
Objective	To make the student familiar with the basic provisions of the Companies Act.

Unit No.	Content	Waitage	Credit
1	Alteration in Share Capital: Modes of alteration ion share capital as per Company Law-procedure and provisions of reduction in share capital-Legal provisions for Right Shares and Bonus Shares and its Guiding Principles. Debenture: Meaning and types of debenture –procedure and legal provisions of Company law Board to issue debenture-Methods of redemption of debenture-Guiding Principles of SEBI.	25 %	0.75
2	Administration of Company Law: Department of Company affairs-The Company Law Board- regional directors- The company registrar. Investigation of Company's Administration: Provisions of Company Law regarding investigation of company's administration – Appointment of Inspector by Central Government it's provisions , his power and report. Corporate Governance: Meaning-its development in India – contents of corporate governance report –Importance of corporate governance.	25 %	0.75
3	Capital Market: Meaning of Primary and Secondary Capital Market – Share Market-meaning and organization – Types – BSE,NSE,NIFTY,OTCE-Types of trading in share market – Derivatives –Demate Account-Main Provisions of Securities Contract Regulation Act. Mutual Fund: Definition-Types-Advantages and Disadvantages.	25 %	0.75
4	Winding up/Liquidation of the Company: Meaning and modes of winding up and liquidation of the company-Provisions regarding compulsory liquidation- meaning and procedure of voluntary winding up of a company-Provisions regarding company's voluntary winding up by members and creditors – appointment – Powers and duties of liquidator.	25 %	0.75

Recommended Reading:

1. Manual of Secretary Practice-B.N.tondon- S.Chand & Co.
2. A Textbook of Company law- P.P.S.Gogna- S.Chand & Co.
3. Secretarial Practice –M.C.Kuchal –Vikas Publication.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C B C S : FOR B.COM PROGRAMME
SE 102 E :: Distribution Management

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SE 102 E
Course Name	Distribution Management
Course Type	SUBJECT ELECTIVE
Effective From	DECEMBER – 2011
Objective	

Unit No.	Content	Waitage	Credit
1	Distribution System <ul style="list-style-type: none"> • Distribution Channels why are they required? • Activities that a typical distribution channel perform • Distribution Channel Strategy • Distribution Channel Management 	25 %	0.75
2	Distribution costs, control & customer service <ul style="list-style-type: none"> • Designing customer oriented marketing channels • Conceiving the Channel Flows • Linking the Service Output objectives to the flows • Conducting Cost Analysis • Designing the Ideal Channel • Comparing the Ideal with the reality 	25 %	0.75
3	Selection of Channel & Selection of Ideal Channel Partners <ul style="list-style-type: none"> • Channel Relationships • Channel Control • Channel Power • Channel Positioning 	25 %	0.75
4	Motivational Tools of Distribution Channels <ul style="list-style-type: none"> • Channel Influence Strategies • Managing Channel Conflicts • Promotion and Payment systems as a tool of Motivating Channel Members 	25 %	0.75

Text Books :

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

Recommended Reading:

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

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

SE 102 F :: Co-operation- II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SE 102 F
Course Name	Co-operation- II
Course Type	SUBJECT ELECTIVE
Effective From	DECEMBER – 2011

Unit No.	Content	Waitage	Credit
1	Beginning and development of Co-operative Movement in India 'Amul' GCMMF	25 %	0.75
2	Co-Operative Movement in Developing Economy States and Co-operative Movement	25 %	0.75
3	Co-operative Agricultural and rural development Bank Urban Co-operative Bank and Urban Co-operative credit societies	25 %	0.75
4	Achievements and drawbacks of Co-operation Conditions for success of Co-operative Movement	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 K. R. Kulkarni
and Abroad
- 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

FC 102 A :: Environment Studies

Unit:- 1

Meaning of environment - kinds - Importance of its study. The measures taken for the protection of environment by the Indian Government. The Narmada agitation.

Unit:- 2

(II) Meaning of pollution and its kinds. pollution of water air, and sound- remedies and its effects

- Meaning of land pollution and its effects.

Unit:- 3

Stalwart centers of bio-diversity-condition of Bio- diversity in India and its risk points

- Remedies for the protection of bio - diversity Legal protection of bio-diversity Legal provision for their protection.
- Important centuries in Gujarat.

Unit:- 4

Growth of population in India effects of population growth on environment Diseases caused by the pollution of environment

- HIV/ AIDS their reasons and precautions to be free from them.
- Care of new born babies.

References:

- Ecology & Environment : Issue & Challenges 2008. G. Madan Mohan
- Environment Awareness, L.R.Patni 2010.
- Environmental Biouniversity P.R.Yadav 2010.
- Environmental Pollution and ID Control S.A.Abbasi 2010.
- Environmental Law and Pollution Control P. N.Prasad 2010.
- પર્યાવરણ શિક્ષા બી. ડી. શર્મા ૨૦૦૮
- પર્યાવરણ અધ્યન વંદના બોહરા ૨૦૦૮
- જલ પ્રદૂષણ : સમસ્યા ઓર સમાધાન મધુસુદન ત્રિપાઠી ૨૦૦૬
- વાયુ પ્રદૂષણ : સમસ્યા ઓર સમાધાન મધુસુદન ત્રિપાઠી ૨૦૦૬
- પર્યાવરણ અને આપત્તિ વયવસ્થાપન ડૉ. લીલાબેન સ્વામી.

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SS 102 F
Course Name	Fundamental of Entrepreneurship -II
Course Type	Soft Skill
Effective From	DECEMBER – 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	Waitage	Credit
1	1. Achievement theory of entrepreneur: Meaning and characteristics/elements of achievement motivation, classification of necessity of achievements, McClland's achievement theory of motivation, suggestions for development of achievement motivation, tests for achievement motivation. 2. Social responsibility: Meaning, characteristics, importance and scope of social responsibility.	25 %	0.75
2	1. Project report: Meaning, importance, contents, importance and imaginary form of project report. 2. Entrepreneurship Development Program (EDP): Meaning, types and importance of EDP, government organization for EDP, role of government for EDP and Entrepreneurship Development Institution of India (EDII). 3. Small Scale Industry: Meaning and characteristics of cottage industry, tiny industry, ancillary industry and small scale industry, importance and problems of small scale industry.	25 %	0.75
3	Role of an entrepreneur: Role of entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability, balanced regional development of industries, role of export promotion and import substitution, forex earning and augmenting and meeting local demand.	25 %	0.75
4	Crisis in entrepreneurship: Meaning, reasons and how to beat starting crisis, cash crisis, delegation of authority crisis, leadership crisis, financial crisis, prosperity crisis and management succession crisis.	25 %	0.75

Suggested Readings:

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. Susha 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 :: General Insurance

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	FC 1
Course Name	General Insurance
Course Type	FOUNDATION
Effective From	December 2013

Unit No.	Content	Waitage	Credit
1	Basic idea of risk: concept of risk, risk versus uncertainty, risk and exposure, types of risks, pure risks, financial risks, rationale for risk management.	25 %	0.50
2	Definition of insurance, nature of insurance as a business, risk transfer and risk mitigation role of insurance, costs and benefits of insurance, elements of insurable risk, insurance as a macroeconomic issue, kinds of insurance.	25 %	0.50
3	Basic principles of insurance: principle of utmost good faith, principle of insurable interest, principle of indemnity, principle of subrogation, principle of proximate cause, other related principles and terms, IAIS core principles.	25 %	0.50
4	Brief history of evolution and development of insurance services in the world and in India. Role of insurance in economic development.	25 %	0.50

Recommended Reading:

1. Fundamentals of insurance, P.K.Gupta, Himalaya Publishing House.
2. General Insurance Principles and Practice, K.C.Misra and G.E.Thomas, Cengage Learning
3. Insurance Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand
4. Insurance and Risk Management, P.K.Gupta, Himalaya Publishing House

FC 2 :: Sports and Practice

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	FC 2
Course Name	Sports and Practice
Course Type	FOUNDATION
Effective From	December 2013

Unit No.	Content	Waitage	Credit
1	Meaning, Aim & Objectives of Physical Education Meaning of Sports, Significance of Play for a Child	25 %	0.50
2	Physical Fitness Meaning of Physical Fitness. Components of Physical Fitness Aahpered Physical Fitness Test	25 %	0.50
3	Health Meaning, W.H.O. Definition Dimension of Health (Physical Dimension, Mental Dimension, Social Dimension)	25 %	0.50
4	Olympic & Asian Games Introduction, Historical Back Ground, Aims of Olympic Games.: Opening and Closing Ceremony. Asian Games Introduction, Historical Back Ground, Aims of Asian Games. India in Olympic & Asian Games.	25 %	0.50

SS 1 :: Indian Constitution – II

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	SS 101 B (Soft Skill)
Course Name	Indian Constitution - II
Course Type	SOFT SKILL
Effective From	December 2013

Unit No.	Content	Weightage	Credit
1	Local Governments	25 %	0.50
2	Constitution as a Living Document	25 %	0.50
3	The Philosophy of the Constitution	25 %	0.50
4	Miscellaneous Provisions in Indian Constitution	25 %	0.50

Reference :

- Indian Constitution : C. Jammadas Publication

SS 2 :: General English : Grammar & Composition

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	SS 2
Course Name	General English : Grammar & Composition
Course Type	SOFT SKILL
Effective From	December 2013

Unit No.	Content	Credit
1	Lesson : 6 to 10 Fantasy a Collection of short stories Edited by V. Sasikumar (Orient Black Swan)	2.00
2	Vocabulary (Text Based)	
3	Grammar Preposition (Time / Place / Action) Concord (Subject Verb Agreement) Pronouns	
4	Composition (Paragraph Writing)	

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 3 :: Fundamental of Entrepreneurship –II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SS 3
Course Name	Fundamental of Entrepreneurship -II
Course Type	Soft Skill
Effective From	DECEMBER – 2013

Unit No.	Content	Waitage	Credit
1	<ol style="list-style-type: none"> 1. Achievement theory of entrepreneur: Meaning and characteristics/elements of achievement motivation, classification of necessity of achievements, McClland's achievement theory of motivation, suggestions for development of achievement motivation, tests for achievement motivation. 2. Social responsibility: Meaning, characteristics, importance and scope of social responsibility. 	25 %	0.50
2	<ol style="list-style-type: none"> 1. Project report: Meaning, importance, contents, importance and imaginary form of project report. 2. Entrepreneurship Development Program (EDP): Meaning, types and importance of EDP, government organization for EDP, role of government for EDP and Entrepreneurship Development Institution of India (EDII). 3. Small Scale Industry: Meaning and characteristics of cottage industry, tiny industry, ancillary industry and small scale industry, importance and problems of small scale industry. 	25 %	0.50
3	<p>Role of an entrepreneur: Role of entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability, balanced regional development of industries, role of export promotion and import substitution, forex earning and augmenting and meeting local demand.</p>	25 %	0.50
4	<p>Crisis in entrepreneurship: Meaning, reasons and how to beat starting crisis, cash crisis, delegation of authority crisis, leadership crisis, financial crisis, prosperity crisis and management succession crisis.</p>	25 %	0.50

Suggested Readings:

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. Sussha G.S., Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur

NAAC Accreditation Grade - "B"

Programme:- Bachelor of Commerce

Semester- II

Computer Practical List

Course Type	Subject Elective
Paper No	SE 102 C
Course Name	Computer Application - II

Total Practical :- 08

(Page - 1 to 7)

Hemchandracharya North Gujarat University, PATAN
Programme:- Bachelor of Commerce
Semester- II
Subject Elective : Computer Application- II (SE 102 C)

Practical No. - 1

- (1) Word માં નીચેનો પત્ર તૈયાર કરો.
Meena Raj Goswami
Dwarkesh Society
Near Railway Station
Jaipur
July 01, 2011

To,
Managing Director,
Ganpat Vidhyanager,
Kherva,
Dist.:- Mehsana

Dear Mr./Ms.

Thank you so much for hiring me for the teaching assistant position. I appreciate the time you took to interview me, and I am very glad to be working for you.

I look forward to starting my position and, once again, I had like to thank you for the great opportunity.

Thanking You,

Yours Sincerely,

Meena Raj Goswami
Company Secretary

- (2) પત્રની સજાવટ કરો.
(3) સ્પેલીંગ ચેકીંગ અને ગ્રામર ચેકીંગ કરો.
(4) પત્રને અંતે Page Break દાખલ કરો.
(5) પત્રની પાંચ વખત Copy કરો.
(6) Page Setup નીચે પ્રમાણે ગોઠવો.
Top Margin 2" Bottom Margin 2"
Left Margin 1" Right Margin 1"
Header Margin 0.8" Footer Margin 0.7"
Gutter Margin 0.5"
(7) પત્રમાં નીચેનું Header સેટ કરો.
“North Gujarat University, PATAN”
(8) પત્રમાં નીચે પ્રમાણે Footer સેટ કરો.
Footer તરીકે (a) Date ને ડાબી બાજુ સેટ કરો.
(b) Page Number ને મધ્યમાં સેટ કરો.
(9) પત્રને Print Preview કરો અને Zoom કમાન્ડનો ઉપયોગ કરો.
(10) પત્રને પ્રિન્ટ કરો. પ્રિન્ટ ડાયલોગ બોક્સના વિવિધ વિકલ્પો ચકાસો.

Hemchandracharya North Gujarat University, PATAN
Programme:- Bachelor of Commerce
Semester- II
Subject Elective : Computer Application - II (SE 102 C)

Practical No - 2

- (1) Word માં Tab નો ઉપયોગ કરી નીચે પ્રમાણે ડોક્યુમેન્ટ તૈયાર કરો.

Sahyog Dairy, Mehsana

No	Particular	Product Code	Quantity	Rate
1.	Milda Milk	MM01	252	11.50
2.	Kesar Milk	KM01	1425	13.00
3.	Ghee.....	GH02	30	275.00
4.	Butter Milk.....	BM03	1210	7.50
5.	Curd.....	CD04	110	112.00

નોંધ : નીચે પ્રમાણે Tab Setting કરવાનું છે.

	Column	Alignment (Tab Type)	Tab Stop Position	Leader
1	No	Left	0.5"	None
2	Particular	Left	1.0"	None
3	Product Code	Left	3.0"
4	Quantity	Right	4.5"	None
5	Rate	Decimal	5.5"	None

- (2) Drawing ટુલબારને કાર્યાન્વિત કરો.
વર્ડઆર્ટની મદદથી નીચે પ્રમાણેનું ટાઈટલ તૈયાર કરી ઉપરના લખાણ પર મૂકો.

SAHYOG DAIRY, MEHSANA
STOCK POSITION

- (3) Drawing ટુલબારને બંધ કરો.
(4) ઉપરોક્ત ડોક્યુમેન્ટને SEM2-P2 નામ પર સંગ્રહ (Save) કરો.
(5) રૂલર બાર પર માઉસના ઉપયોગથી ટેબ સેટ કરવાની પ્રક્રિયા ટૂંકમાં લખો.

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Hemchandracharya North Gujarat University, PATAN
Programme:- Bachelor of Commerce
Semester- II
Subject Elective : Computer Application - II (SE 102 C)

Practical No - 3

- (1) Word માં નીચે મુજબ ટેબલ તૈયાર કરો.

MANISHA FRUITS CENTRE
HIMMATNAGER

No.	Name of Fruits	January	February	March	April	Total
1	Banana	5000	8000	4500	4400	
2	Mango	7500	7000	4400	4500	
3	Apple	6200	7500	4300	5100	
4	Grapes	6300	5600	4600	6200	
5	Pineapple	6500	6700	6100	6000	

- (2) છેલ્લી લાઈન પછી નવી લાઈન ઉમેરો. જેમાં નીચેની વિગતો લખો.

6	Orange	6300	6500	6000	5500	
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- (3) January નામના કોલમ આગળ નવું કોલમ ઉમેરો તેને Code એવું નામ આપો. તેમાં અનુક્રમે Ba, Ma, Ap, Gr, Pi, Or વિગત (કોડ) લખો.
- (4) Formula નો ઉપયોગ કરી દરેક Row (હરોળ)નો સરવાળો Totalના કોલમમાં મૂકો.
- (5) Code વાળું કોલમ દૂર કરો.
- (6) Code નામનું કોલમ પુનઃસ્થાપિત કરો.
- (7) Apple વાળી રો દૂર (Delete) કરો.
- (8) Total નામના કોલમને આધારે ટેબલને ઉતરતા ક્રમ (Descending) માં ગોઠવો.
- (9) Name of Fruits નામના કોલમને આધારે ટેબલને ચઢતાક્રમ (Ascending) માં ગોઠવો.
- (10) Auto Format સવલતનો ઉપયોગ કરી ટેબલને આકર્ષક બનાવો.

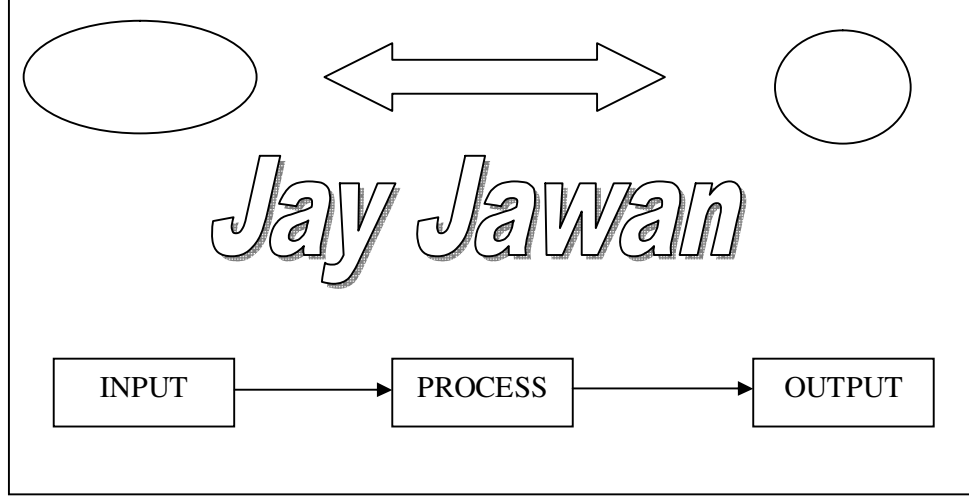
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Practical No - 4

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- (1) Drawing Toolbar ની મદદથી નીચે પ્રમાણે હેન્ડબીલ તૈયાર કરો અને તમને ગમતા રંગ પૂરો.



- (2) "AMA" ઉપર Auto Text Entry એવી રીતે તૈયાર કરો કે જ્યારે તમે AMA અથવા ama ટાઈપ કરો ત્યારે આપોઆપ Ahmedabad Management Association લખાઈ જાય.
- (3) એક એવી Auto Correct Entry તૈયાર કરો કે જ્યારે તમે 'Shri' ટાઈપ કરો ત્યારે વર્ડ તેને આપોઆપ 'Shree' માં ફેરવે.
- (4) Hemchandracharya North Gujarat University, Patan ટાઈપ કરો.
ત્યારબાદ આ લખાણ ઉપર Change Case ના જુદાજુદા વિકલ્પોની થતી અસરો ચકાસો.

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Practical No - 5

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- (1) Word માં નીચેનું લખાણ તૈયાર કરો.

Random-Access Memory (RAM)

The memory unit of the microcomputer is often referred to as a random-access memory or RAM. Like the main memory of the traditional computer, information can be placed into this memory by input devices; information can be taken out and reproduced in human-readable format by output devices; and information inside the RAM can be processed. RAM memories, because they enable information to be "read out" from them and "written into" them are really Read/Write memories. Information can be stored or changed according to the requirement of an application program.

Read-only Memory (ROM)

- (2) શિર્ષકને [Random-Access Memory (RAM)] નીચે પ્રમાણે સેટ કરો.

Font : Arial Style : Bold Size : 14 Color : Red

- (3) શિર્ષકને [Random-Access Memory (RAM)] મધ્યમાં ગોઠવો.

- (4) The memory unit ... થી ... an application program. સુધીના લખાણને બે કોલમમાં ગોઠવો.

- (5) અંતિમ લીટી (Read-only Memory) માટે શિર્ષક [Random-Access Memory (RAM)] મુજબનું ફોર્મેટિંગ ફોરમેટ પેઈન્ટરની મદદથી કરો.

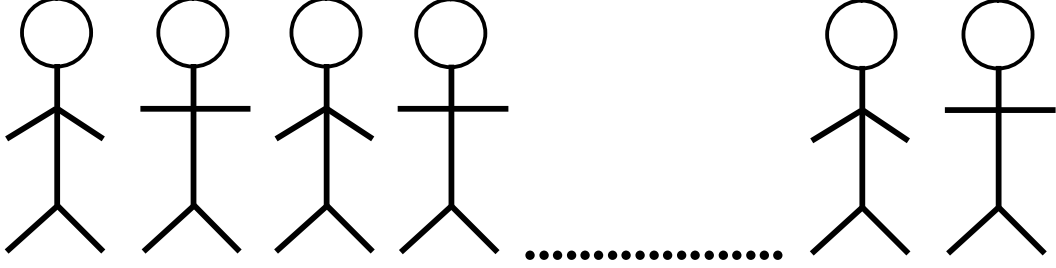
- (6) Mail Merge ના સ્ટેપ ટૂંકમાં સમજાવો.

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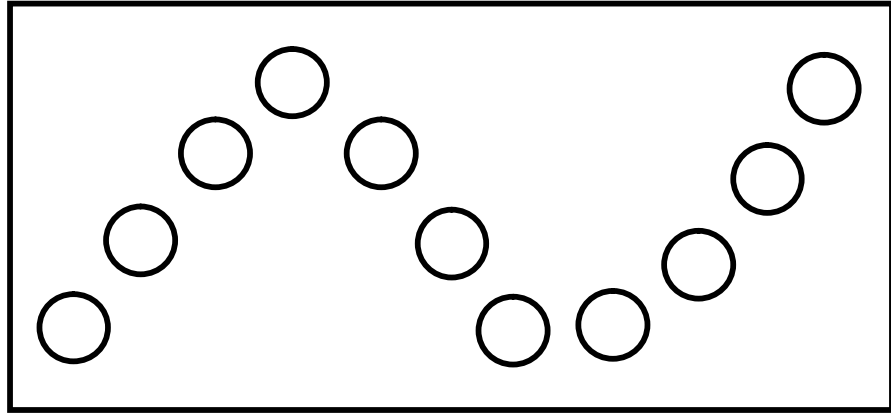
Practical No - 6

Flash Document માં નીચે પ્રમાણે કરસત કરતો બાળક દોરો તથા તેને Publish કરો.



Practical No - 7

Flash Document માં નીચે પ્રમાણે ઉછળતો દડો દર્શાવો તથા તેને Publish કરો.



Practical No - 8

Flash Document માં ડાબેથી જમણી તરફ ગતિ કરતું તીર —————> દર્શાવો તથા તેને Publish કરો.

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