પરિપત્ર ક્રમાંક – ૧૧૦     /૨૦૧૬

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વિષય:–વાણિજ્ય વિદ્યાશાખામાં આંકડાશાસ્ત્ર વિષયના સ્નાતક કક્ષાના સેમેસ્ટર/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 પટર્ન 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 સબંધિત સર્વેની જાણ તથા અમલ સારૂ આ સાથે મોકલવામાં આવે છે.

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

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

કા.કુલસચિવ

બિડાણ : ઉપર મજબ

નં.–એ કે / અ× સ /        /૨૦૧૬
તારીખ: ૬ /૦૭/૨૦૧૬

પ્રતિ,

૧. સંલગ્ન વાણિજ્ય કોલેજોના આચાર્યશ્રીઓ
૨. પ્રિ. ડા.એસ.જી. જોષી, (ચેરમેનશ્રી–આંકડાશાસ્ત્ર વિષયની અભ્યાસસ સમિતિ)શ્રી એચ.એસ. શાહ કોમર્સ કોલેજ, કોલેજ કેમ્પસ, ધનસુરા રોડ, મોડાસા, જિ.–અરવલ્લી
૩. ડૉ.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 ફાઇલ માટે )
૬. સિસ્ટમ એનાલીસ્ટશ્રી, કોમ્પ્યુટર (રીઝલ્ટ) સેન્ટર, હેમ.ઉ.ગુ.યુનિવર્સિટી, પાટણ. તરફ પરિણામ માટે તથા વેબસાઇટ 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 ફાઇલ અર્થ

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# આંકડાશાસ્ત્ર

(૧) બી.કોમ.સેમ-૧ ના વિષય બેઝીક સ્ટેટેસ્ટિકસ – ૧ (CE-101 B અને SE-101 B) ના યુનિટ ૪ માંથી Matrix Algebra દૂર 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 સ્ટેટેસ્ટિકસ – ૪ (CE-203 B અને SE-202 B) ના યુનિટ 1 માંથી Linear Regression (For Two Variables) દૂર 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.

(3) બી.કોમ.સેમ-૫ ના વિષય બિઝનેસ સ્ટેટેસ્ટિકસ – ૧ (CC-304) ના યુનિટ 3 માંથી Interpolation and Extrapolation દૂર 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.

**SEMESTER –V**
(Effective from June 2013)

| COURSE NO. | COURSE TYPE | TITLE OF COURSE | CREDITS LECTURE | Page No. |
|---|---|---|---|---|
| CC 301 | CORE | Economics of International Trade | 3 | |
| CC 302 | CORE | Marketing Management Practices | 3 | 3 |
| CC 303 | CORE | Corporate Communication | 3 | |
| CC 304 | CORE | Business Statistics - I | 3 | 4 |
| CC 305 | CORE | Business Laws – I | 3 | |
| | **Any ONE Group from the following** | | 6 | |
| CE 301 A | Core Elective Accounting | Cost & Financial Accounting | | 5 |
| CE 302 A | Core Elective Accounting | Management Accounting - I | | 6 |
| | **OR** | | | |
| CE 301 B | Core Elective Statistics | Fundamentals of Statistics - III | | 8 |
| CE 302 B | Core Elective Statistics | Fundamentals of Statistics - IV | | 9 |
| | **OR** | | | |
| CE 301 C | Core Elective Advance Business Management | Industrial Psychology & Management | | 10 |
| CE 302 C | Core Elective Advance Business Management | Export Marketing | | 11 |
| | **Any ONE Course from the following** | | | |
| FC 301 A | Foundation | General Knowledge - III | | 12 |
| FC 301 B | Foundation | Disaster Management | 3 | 13 |
| | | **TOTAL CREDITS** | **24** | |

**SEMESTER – VI**
(Effective from December 2013)

| COURSE NO. | COURSE TYPE | TITLE OF COURSE | CREDITS LECTURE | Page No. |
|---|---|---|---|---|
| CC 306 | CORE | Indian Business and Economic Environment | 3 | |
| CC 307 | CORE | Fundamentals of Financial Management | 3 | 14 |
| CC 308 | CORE | Media and Public Relation Communication | 3 | |
| CC 309 | CORE | Business Statistics - II | 3 | 15 |
| CC 310 | CORE | Business Laws - II | 3 | |
| | **Any ONE Group from the following** | | | |
| CE 303 A | Core Elective Accounting | Management Accounting - II | | 16 |
| CE 304 A | Core Elective Accounting | Auditing - II | | 17 |
| | **OR** | | | |
| CE 303 B | Core Elective Statistics | Fundamentals of Statistics - V | 6 | 18 |
| CE 304 B | Core Elective Statistics | Fundamentals of Statistics - VI | | 19 |
| | **OR** | | | |
| CE 303 C | Core Elective Advance Business Management | International Marketing | | 20 |
| CE 304 C | Core Elective Advance Business Management | Stress Management | | 21 |
| | **Any ONE Course from the following** | | | |
| FC 302 A | Foundation | General Knowledge - IV | 3 | 22 |
| FC 302 B | Foundation | Recent Trends in Management | | 23 |
| | | **TOTAL CREDITS** | 24 | |

## CC 302 :: Marketing Management Practices

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CC 302 |
| Course Name | **Marketing Management Practices** |
| Course Type | CORE |
| Effective From | JUNE – 2013 |

| Unit No. | | Content | Marks | Credit |
|---|---|---|---|---|
| 1 | A | Marketing Environment : Meaning, Internal Environment and External Environment, Micro Environment and Macro Environment | 25 % | 0.75 |
| | B | Strategic Marketing : Meaning, significance, Process of Strategic Marketing, Factors affecting to market Mix, Managing the marketing efforts, Growth strategy | | |
| 2 | A | Product Innovations : Product : Meaning, classification, Product innovation : Meaning, types, Productivity life cycle, product policy | 25 % | 0.75 |
| | B | Product Line : Meaning, Product Line, Length, Line Sitreatching, decision, Line filling decision, Line modernization decision, product mix strategy, | | |
| 3 | A | Marketing channel and communication Intermediaries of distribution channel, usefulness of Intermediaries, types of channel of distribution, selection of marketing channel. | 25 % | 0.75 |
| | B | Marketing communication Meaning, significance, process of marketing communication, decision of marketing communication, | | |
| 4 | A | International Marketing Meaning, International marketing environment, Economic environment, Political, Legal and Cultural environment. | 25 % | 0.75 |
| | B | International Marketing decision, market selection decision, entry in international market decision, Direct investment in international market, Marketing mix decision. | | |

References :
1.  Marketing Management R. C. Patel : Vir Narmad South Gujarat University
2.  Marketing Management : T. J. Rana : B. S. Shah Prakashana, Ahmedabad
3.  Marketing Management : Kumar Prakashan, Ahmedabad.

## CC 304 :: Business Statistics - I

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CC 304 |
| Course Name | **Business Statistics - I** |
| Course Type | CORE |
| Effective From | JUNE – 2013 |

| Unit No. | Content | Marks | Credit |
|---|---|---|---|
| 1 | Differentiation<br>Definition of derivatives of function f(x). Derivative of definition. Derivatives of function of the type $x^n$, $e^x$, $a^x$ and log x (without proof). Rules of differentiation (without proof), Derivatives of composite and implicit functions. Logarithmic differentiation. Maxima and Minima. Cases of one variable involving second order derivative. | 25 % | 0.75 |
| 2 | Index Numbers<br>Meaning, Definition, Characteristics, Uses and Limitations of Index Number, Methods of constructing price and quantity indices – Laspeyre's, Paache's, Fisher's, Dorbish – Bowley's and Marshal – Edgeworth's index numbers, Cost of Living Index Number of Consumer price index number, Test of adequacy – Time and Factor reversal tests, Chain-base index numbers, Base shifting splicing. | 25 % | 0.75 |
| 3 | Interpolation and Extrapolation.<br>Meaning of interpolation and extrapolation, Assumptions, its importance, Methods of interpolation and extrapolation – Newton's method, Binomial expansion method and Lagrange's method. | 25 % | 0.75 |
| 4 | Business Applications of Derivatives.<br>Mathematical functions of demand and supply, price elasticity of demand and supply, Cost functions – average cost, marginal cost, marginal revenue and average revenue and their relationship with elasticity of demand. Market equilibrium, Monopoly problems. | 25 % | 0.75 |

References:
1. Business Statistics by Rana , Dalal and others By Sudhir Prakashan, Ahmedabad
2. Hooda R. P. : Statistics for Business and Economics, Macmillan, New Delhi
3. Levin and Rubin : Statistics of Management, Prentice-Hall of India, New Delhi

## CE 301 A :: Cost & Financial Accounting

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CE 301 A |
| Course Name | **Cost & Financial Accounting** |
| Course Type | CORE Elective |
| Effective From | JUNE – 2013 |

| Unit No. | Content | Marks | Credit |
|---|---|---|---|
| 1 | **Process Costing** <br> 1. Introduction <br> 2. Process of ascertaining Process Cost <br> 3. Difference between process costing and Job costing <br> 4. Features of Process costing <br> 5. Elements of cost of each process <br> 6. Process loss and wastage, Normal Loss, Abnormal Loss, Abnormal Gain <br> 7. Inter process profit | 25 % | 0.75 |
| 2 | **Marginal Costing** <br> 1. Introduction, Definition and Characteristics of Marginal Costing, Advantages and Limitations of Marginal costing <br> 2. Marginal Costing vs. Absorption Costing <br> 3. Certain Terms : Contribution, Profit Volume Ratio, Break Even Point, Margin of Safety, Key Factor, Break Even Chart, <br> 4. Decision Making techniques : Make or Buy, Optimizing of Sales Mix, Sale in Foreign Market, Problems when Material or Labour is a key factor <br> 5. Graphical method of Break Even Point | 25 % | 0.75 |
| 3 | **Amalgamation of Companies in the nature of merger:** <br> Under Pooling of Interests Method (AS 14). | 25 % | 0.75 |
| 4 | **Amalgamation of Companies in the nature of purchase:** <br> **Note**: Includes additional points arising on Amalgamation/Absorption: Inter-company transactions (except Inter-company Holdings and exchange of shares based on 'intrinsic values) | 25 % | 0.75 |

References:
1. Advanced Accountancy : Rana, Dalal and others : Sudhir Prakashan, Ahmedabad
2. Cost Accounting : Tulsian P. C. : S. Chand, New Delhi
3. Accountancy : Tulsian P. C. : S. Chand, New Delhi
4. Advanced Accountancy Vol. I and II : Maheshwari S. N. : Vikas Publishing House

## CE 302 A :: Management Accounting - I

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CE 302 A |
| Course Name | **Management Accounting - I** |
| Course Type | CORE Elective |
| Effective From | JUNE – 2013 |

| Unit No. | Content | Marks | Credit |
|---|---|---|---|
| 1 | **Management Accountancy**<br>1. Meaning, Definition, Characteristics, and various functions of Management Accounting<br>2. Role of Management Accounting in decision Making<br>3. Management Accounting, Cost Accounting and Financial Accounting<br>4. Scope of Management Accountancy<br>5. Limitations of Management Accounting<br><br>**Analysis of Financial Statements**<br>1. Meaning, Characteristics, Nature, Limitations of Financial Statements.<br>2. Essentials of good Financial Statements<br>3. Analysis and Interpretation, Tools of Financial Analysis (Methods, Comparative financial statement, procedure for interpretation, Objectives, Common size statement, Trend Analysis. | 25 % | 0.75 |
| 2 | **Interpretation and Analysis through Financial Ratios:**<br>Meaning, Importance and limitations of ratio analysis;<br>Calculation and interpretation of the following ratios only.<br>1. Gross Profit Ratio<br>2. Net Profit Ratio<br>3. Expense Ratio<br>4. Operating Ratio<br>5. Stock Turnover Ratio<br>6. Current Ratio<br>7. Liquid Ratio<br>8. Proprietary Ratio<br>9. Debt Equity Ratio<br>10. Capital Gearing Ratio<br>11. Debtors Ratio (Velocity)<br>12. Creditors Ratio (Velocity)<br>13. Return on Capital Employed<br>14. Return on Shareholders' Funds<br>15. Return on Equity Shareholders' Fund<br>16. Earnings Per Share (EPS)<br>17. Fixed Assets to Turnover Ratio<br>18. Total Assets to Turnover Ratio<br>19. Interest Coverage Ration<br>20. Price Earnings Ratio | 25 % | 0.75 |

| | | | |
|---|---|---|---|
| 3 | **Cash Flow Statement:**<br>　1. Concept and significance of Funds Flow Statement<br>　2. Sources and Application of Cash; Cash from Operation<br>　3. Income and Expenditure Approach<br>　4. Net Profit Approach<br>　5. Difference between Fund Flow Statement and Cash Flow Statement<br>　6. Preparation of Cash Flow Statement as per AS 3. | 25 % | 0.75 |
| 4 | **Budgets and Budgetary Control**<br>　1. Meaning, Advantages, Limitations<br>　2. Elements of successful Budgeting plan<br>　3. Types of Budget<br>　4. Practical problems on<br>　　• Cash Budget<br>　　　Introduction, Advantages and limitations of Cash Budget, Methods of preparing Cash Budget: Cash Receipts and Disbursement Method, Adjusted Earnings Method, Balance Sheet Projection Method and Working Capital Differential Method.<br>　　• Flexible Budget<br>　　　Classification of Costs, Utilities | 25 % | 0.75 |

References:
1. Advanced Accountancy : Rana, Dalal and others : Sudhir Prakashan, Ahmedabad
2. Cost Accounting : Tulsian P. C. : S. Chand, New Delhi
3. Accountancy : Tulsian P. C. : S. Chand, New Delhi
4. Advanced Accountancy Vol. I and II : Maheshwari S. N. : Vikas Publishing House

**CE 301 B :: Fundamentals of Statistics - III**

| Programme Name | Bachelor of Commerce |
| --- | --- |
| Semester | Fifth |
| Course No | CE 301 B |
| Course Name | **Fundamentals of Statistics - III** |
| Course Type | CORE Elective |
| Effective From | JUNE – 2013 |
| Objective | |

| Unit No. | Content | Marks | Credit |
| --- | --- | --- | --- |
| 1 | Partial Differentiation<br>Definition of partial derivative involving two variables only up to first and second order. Idea of liner homogeneous function, Euler's theorem (statement only) and its applications, Use of partial derivatives in problems relating to utility functions and cost minimization under constraints. | 25 % | 0.75 |
| 2 | Chi-square Test for large samples.<br>Definition of chi-square, limitations of chi-square test, chi-square test as test of goodness of fit and as a test of independence, Yate's correction and its application. | 25 % | 0.75 |
| 3 | Linear programming and Simplex method<br>Elementary theory of convex sets, definition of general linear programming problems (LPP), examples of LPP, Problems occurring in various fields, Graphical method of solving LPP<br><br>Simplex Method<br>Mathematical form of Linear Programming problem, Slack, Surplus and Artificial variables, Simplex method for optimizing the objective function, Artificial variables method or Big-M method, Degeneracy duality in linear programming – Definition of dual problem, Conversion of primal problem in to dual problem, Obtainqing dual of an LPP with mixed restrictions, Comparing the optimal solutions of the primal and dual with the help of Simplex method | 50 % | 1.50 |

References:
1. Fundamentals of Statistics : D. N. Elhance
2. Introduction to Statistics : Weatherburn
3. Experiments Design : Cochran & Cox
4. Mathematical Statistics : G. R. Desai and G. M. Patel (Gujarati)

## CE 302 B :: Fundamentals of Statistics - IV

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CE 302 B |
| Course Name | **Fundamentals of Statistics - IV** |
| Course Type | CORE Elective |
| Effective From | JUNE – 2013 |

| Unit No. | Content | Marks | Credit |
|---|---|---|---|
| 1 | Game Theory<br>Game, Pay off matrix, Two person zero-sum game, Competitive games, Maximum principle, Minimum Principle, saddle point, Games without saddle point, Maximum principle for mixed strategy, Minimum principle for mixed strategy, 2 x 2 zero sum game without saddle point, principles of Dominance, conversion of game theory problem in to LPP, Limitations of the Game theory, Examples. | 25 % | 0.75 |
| 2 | Total Quality Management (TQM)<br>Introduction, various definition of Quality, Total Quality Management, 9understanding, definition and elements) six basic concepts of TQM, David Garvin approaches to quality – Quality planning – quality costs, Benefits of TQM, Tagauchi Method (introduction, Nominal the best, Smaller the better and larger the better loss function and its examples) ISO 9000 (Introduction, benefits, standards, requirements, implementation, documentation, Internal Audits, Registration) | 25 % | 0.75 |
| 3 | Replacement Problem and Reality Theory.<br>Meaning, Importance of replacement problems for items that deteriorates with time without change in money value, Replacement of items that deteriorates with time money value also change, Replacement of items that tail completely, Limitations , Examples. | 25 % | 0.75 |
| 4 | Non-parametric tests.<br>Idea of non-parametric tests, advantages and disadvantages of non-parametric tests, Sign, Wilcoxon Mann-Whitney, Median, run test for one and tow samples. | 25 % | 0.75 |

References:
1. Fundamentals of Statistics : D. N. Elhance
2. Introduction to Statistics : Weatherburn
3. Experiments Design : Cochran & Cox
4. Mathematical Statistics : G. R. Desai and G. M. Patel (Gujarati)

## CE 301 C :: Industrial Psychology and Management

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CE 301 C |
| Course Name | **Industrial Psychology and Management** |
| Course Type | CORE Elective |
| Effective From | JUNE – 2013 |

| Unit No. | | Content | Marks | Credit |
|---|---|---|---|---|
| 1 | A | Industrial psychology: meaning, nature, objectives of Industrial psychology. Span of Industrial psychology. Economical, Social and psychological viewpoint of Industrial psychology. | 25 % | 0.75 |
| | B | Basis of Industrial psychology: Individual differences, Nature of Individual differences. Importance of individual differences. Significance of Proper selection of profession. Effect of training on individual differences, cusses of individual differences. | | |
| 2 | A | Vocational selection and personnel selection: Result of improper selection. Need of proper selection. Methods for vocational selection. Vocational selection process. Components of personnel selection. Process of personnel selection. | 25 % | 0.75 |
| | B | Human Relation in Industry: Meaning, supervision and human relation. Industrial conflicts and strikes: characteristics of strikes causes and effects of strikes. Communication in industry. | | |
| 3 | A | Fatigue: meaning, Nature of fatigue, Dimensions of fatigue: Physiological, psychological, work performance and others. Necessary fatigue and unnecessary fatigue. Measurement of industrial fatigue. Factors affecting to fatigue. Nature and effects of monotony and boredom. | 25 % | 0.75 |
| | B | Industrial accident: meaning of industrial accidents, types of accidents, causes of industrial accidents. Concept of accident proneness. Factors affecting to accident proneness, industrial safety, Accident prevention and steps for accidents reduction. | | |
| 4 | A | Industrial stress and industrial health: Types of problems of employees. Factors creating stress in industry. Introduction of problematic employees. Instruments to find out problematic employee. Taking care and lookout of problematic employee. Instructions for preservation of psychological health in industry. | 25 % | 0.75 |
| | B | Job satisfaction and Industrial Morale: meaning, factors affecting to job satisfaction. Effects of job satisfactions on productivity. Theories of job satisfaction. Industrial Morale: meaning, deciding components of industrial morale. Measures to increase industrial morale. | | |

Books suggested:
1; Industrial psychology: Dr. B.A.Parikh. University: granth nirman board
2:Industrial psychology: Viteles. M.S.
3:Industrial psychology: B.S.Shah prakasan.

## CE 302 C :: Export Marketing

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CE 302 C |
| Course Name | **Export Marketing** |
| Course Type | CORE Elective |
| Effective From | JUNE – 2013 |

| Unit No. | | Content | Marks | Credit |
|---|---|---|---|---|
| 1 | A | Export Marketing: meaning, Export through middlemen, Direct Export system, Preparation for export, product development for exports, new product development strategy. | 25 % | 0.75 |
| | B | Export Procedure: Procedure of export, Preparation for export, custom and exchange, Bill of lading and its functions, Documents required for shipping. Bill of Exchange. Scope of export management. | | |
| 2 | A | Export environment: meaning, Economic environment, Political environment, legal environment, Cultural environment, control on foreign exchange. Selection of foreign market, Entry in foreign market. | 25 % | 0.75 |
| | B | Export Pricing: Cost concept for Export pricing, Objectives of pricing, Factors affecting to pricing, Methods of pricing, Information required for Export pricing, procedure for export pricing. | | |
| 3 | A | Branding: meaning, Brand value and Brand strategies, Advantages and disadvantages of branding, Brand positioning, Branding problems for export marketing. Trademark: meaning, listing of trademark, Benefits of trademark | 25 % | 0.75 |
| | B | Packing for Exports: Packing for export, Elements of packing, Technical consideration for packing, Packing in Developing countries, packing in Indian industries, How to reduce packing cost. | | |
| 4 | A | Advertising for Exports: Advertising message, Culture aspect of advertising, Advertising Agencies for Export market, media of advertising for Export market. | 25 % | 0.75 |
| | B | Personal selling: meaning, Method of personal selling, process of personal selling, advantages of personal selling, limitation of personal selling, sales force management, functions of salesmen. | | |

Suggested Books:
1. Export Management: P.K.Khurana.
2: Marketing management: Kumar prakasan
3: Marketing: Prin. R.C.Patel. Popular prakasan.

**FC 301 A :: General Knowledge – III**

(World Level)

| Programme Name | Bachelor of Commerce |
| --- | --- |
| Semester | Fifth |
| Paper No. | FC 301 A |
| Course Name | **General Knowledge – III** |
| Course Type | FOUNDATION |
| Effective From | JUNE – 2013 |

| Unit No. | Content | % | Credit |
| --- | --- | --- | --- |
| 1 | World<br>   1. Universe and Space<br>   2. Geography<br>   3. Countries of the World<br>   4. History<br>   5. UNO<br>   6. Science and Technology<br>   7. Eminent Personalities<br>   8. Literature and Culture<br>   9. Sports<br><br>Above point titles are taken from Navneet General Knowledge (Gujarati book). The depth of knowledge is required as specified in this book. | 100 | 3.0 |

References :

1. Navneet General Knowledge (Gujarati), Navneet Publication, Ahmedabad

2. General Knowledge book, Liberty Publication, Ahmedabad

3. Gujarat Government web site for General Knowledge Quiz

4. Any other book of General Knowledge

Structure of University Examination (70 Marks : 2 Hours)

**70 small questions one marks each are to be asked. Answer may be in one or two words.**

**FC 301 A  ::  Disaster Management**

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fourth |
| Paper No. | FC 301 A |
| Course Name | **Disaster Management** |
| Course Type | FOUNDATION |
| Effective From | June 2013 |

| Unit No. | Content | Waitage | Credit |
|---|---|---|---|
| 1 | Basic concept of Disaster Management and awareness about it, working of Gujarat State Disaster Management Authority. | 25 % | 0.75 |
| 2 | Various Disaster – Earthquake, Flood and Cyclone | 25 % | 0.75 |
| 3 | Various Disaster – Draught, Fire, Accident-Primary treatment | 25 % | 0.75 |
| 4 | Treatment and Mental Health of affected | 25 % | 0.75 |

References :
1. Environment and Disaster Management (in Gujarati): Dr. C. D. Modi, Dr. L. M. Swami and others, Swami Prakashan, Patan
2. Environment and Disaster Management (in Gujarati): Kumar Prakashan, Ahmedabad
3. Disaster Management (in Gujarati) : Dr. Ramnik J. Yadav : Navbharat Sahitya Mandir, Ahmedabad
4. Environment and Disaster Management (in Gujarati) : Jignesh Joshi : Pyramid Publication, Ahmedabad.

## FC  302 A  :: General Knowledge – IV

(World Level)

| Programme Name | Bachelor of Commerce |
| --- | --- |
| Semester | Fifth |
| Paper No. | FC 302 A |
| Course Name | **General Knowledge – IV** |
| Course Type | FOUNDATION |
| Effective From | December  – 2013 |

| Unit No. | Content | % | Credit |
| --- | --- | --- | --- |
| 1 | 1.  General Knowledge (Gujarat)<br>2.  General Knowledge (India)<br>3.  General Knowledge (World)<br><br>All the points covered by the 'Navneet General Knowledge<br><br>(Gujarati), Navneet Publication, Ahmedabad | 100 | 3.0 |

References :

1. Navneet General Knowledge (Gujarati), Navneet Publication, Ahmedabad

2. General Knowledge book, Liberty Publication, Ahmedabad

3. Gujarat Government web site for General Knowledge Quiz

4. Any other book of General Knowledge

Structure of University Examination (70 Marks : 2 Hours)

**70 small questions one marks each are to be asked. Answer may be in one or two words.**

# B.COM - ECONOMICS
# SEM - 5 & 6

## W.E.F. June - 2013

Hemchandracharay North Gujarat University, PATAN
C.B.C.S.: Eor B.Com. Programme

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth & Six |
| Paper No. | Compulsory Course |
| Course Name | Money, Financial systems and Indian Economy I &II |
| Course Type | CORE |
| Effective From | June 2013 |
| | |
| | |

# Structure of question paper :   ( 70 Marks Time : Three Hours )

## B.Com. Programme Semester- V & VI

| Question No. | Marks | Note | |
|---|---|---|---|
| 1 | 28 | There will be two essay type questions (Expected 300 wards), each with internal options. Each Question carries 14 Marks. | |
| 2 | 20 | Write two short notes of four. (Expected 200 Wards ). Each Question carries 10 Marks. | |
| 3 | 12 | Write six Short Question Out of Eight. Each Question carries 2 Marks. | |
| 4 | 10 | Multiple Choice Questions (Compulsory  10 MCQ ) Each Question carries  1 Marks | |

# B.Com. Semester 5
## Core Compulsory   ECONOMICS
## Money, Financial systems and Indian Economy-I

Unit.1    Money
Functions, Alternative measures to money supply in India - their different components. Factors affecting supply of money. High powered money – meaning and used sources of changes in high powered money.

Unit.2    Finance:-
Meaning of money market and its instruments - Meaning of Capital Market and its instruments
Indian Banking System: - Definition of bank, Commercial banks, its function- structure of commercial banks system in India - Meaning and importance of main liberties and assets.

Unit.3    Process of credit creation by Banks:-
Credit Creation process – Co-operative banks in India-I.D.B.I.Bank- EXIM Bank- NABARD.

Unit.4    Credit Cards and Debit Cards:-
Meaning and definition of credit card. Advantages and disadvantages of credit card- Concept of Kishan credit cards scheme (KCC Scheme) Debit card and its types – Benefits of Debit cards.

Basic Readings:-
1. Money, Banking, International TRADE & public Finance: D.M. Mithani – 2003 Himalaya Public House Mumbai.
2. Indian Banking System- Prof. I.V.Trivedi 2007 -08 Ramesh book depot. Jaipur.
3. Co-operative banks in India: Amit Basak -2010 New century Publication. New Delhi.
4. The Indian economy S.K. Ray 2007 prentice hall of India private limited, New Delhi.
5. Banking & Finance: Gupta 2007-08 Ramesh book depot. Jaipur.
6. Indian Banking & Financial system –B.P. Gupta.2005 Jaipur.
7. Indian Banking –S Natarajan -2001 –S.Chand & company LTD. New Delhi.
8. Banking & Finance-2009 Dr. N.K.Sharma Sunrise publication & Distributors'.

## CC 305 :: Business Laws - I

| Programme Name | Bachelor of Commerce |
|---|---|
| Semester | Fifth |
| Course No | CC 305 |
| Course Name | **Business Laws - I** |
| Course Type | CORE |
| Effective From | JUNE – 2013 |

| Unit No. | Content | Marks | Credit |
|---|---|---|---|
| 1 | Indian Contract Act, 1872 <br> 1. Introduction to Law of Contract <br> 2. Contract : Meaning and Nature <br> 3. Classifications of Contracts <br> 4. Proposal (offer), Acceptance and Communication <br> 5. Consideration <br> 6. Free Consent | 25 % | 0.75 |
| 2 | Indian Contract Act, 1872 <br> 1. Legality of object and consideration <br> 2. Void Agreements <br> 3. Contingent of Conditional Contract <br> 4. Performance of Contract, <br> 5. Discharge of Contract <br> 6. Remedies for Breach of Contract <br> 7. Quasi Contracts | 25 % | 0.75 |
| 3 | Sale of Goods Act, 1930 <br> 1. Introduction <br> 2. Conditions and Warranties <br> 3. Transfer of Ownership <br> 4. Performance of Contract of Sale <br> 5. Remedial Measures (Right of an Unpaid Seller) | 25 % | 0.75 |
| 4 | Consumer Protection Act, 1986 <br> 1. Introduction and Basic provisions <br> 2. Consumer protection Councils | 25 % | 0.75 |

References : 1. Business Laws : Rana, Desai and others : Sudhir Prakashan, Ahmedabad
2. Business Laws : Kumar Praksahan, Ahmedabad
3. Business Laws : Tulsian P C : S. Chand : New Delhi
4. Desai T.R. Indian Contract Act, Sales of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Mumbai.
5. Khergamwala J.S. The Negotiable Instrument Act, N.M. Tripathi Pvt. Ltd., Mumbai.
6. Kuchal M.C., Business Law, Vikas Publishing House, New Delhi.
7. Singh Avtar, The Principles of Mercantile Law, Eastern Book Company, Lucknow.
8. Kapoor N.D., Elements of Mercantile Law, Sulctan Chand & So ns, Delhi.

# HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN

## FOUNDATION COMPULSORY ENGLISH

### For

### B.A/ B.Sc / Fine Arts / Home Science/B.Com

### (SEM-V & VI)

COURSES OF READING

AND

SCHEME OF EXAMINATION

SEMESTER SYSTEM

( With effect from June 2013)

AS PER THE CBCS/ GRADING SYSTEM

## B.A/ B.Sc / Fine Arts / Home Science/B.Com  PROGRAMME

### Semester -V

### Foundation Compulsory

### (Com. English)

**Unit 1**

**Text**

Lesson. 1, 5, 6

The Joy of Reading – Selected Prose & Poetry

(Orient Longman)

Poems 11, 12, 13

**Unit 2**          **Grammar**

- Indirect Narration

- Conjunction

- Use of Phrasal Preposition and Verbs

| | | | |
|---|---|---|---|
| 1. Inspite of | 2. Instead of | 3. Owing to | 4. Due to |
| 5. Because of | 6. With a view to | 7. On account of | 8. According to |
| 9. In order to | 10. Account for | 11. Abide by | 12. Look for |
| 13. wind up | 14. Come across | 15. Break into | 16. Give in |
| 17. Keep up | 18. Look forward to | 19. Put off | 20. Set out |
| 21. Run into | 22. Look after | 23. Bring up | 24. Get off |
| 25. cut down | 26. Fall through | 27. Work out | 28. Shut down |
| 29. hand over | 30. Pull down | | |

**Unit 3**

Translation (From English to Gujarati/ Hindi)

**Unit 4**

Dialogue Writing

# SCHEME OF EXAMINATION

## SEMESTER – V

## ( FOUNDATION COMPULSORY ENGLISH )

## ARTS/ SCIENCE/ FINE ARTS/ HOME SCIENCE/B.Com

| | Marks |
|---|---|
| Q- I One very long question from prose section with an internal option from poetry section of unit - I | **(15)** |
| Q- II Short questions <u>Five out of Eight</u> from unit–I | **(20)** |
| Q- III Translation from English to Gujarati/ Hindi | **(10)** |
| Q-4 Grammar | **(18)** |

(A) Indirect Narration ( Six Out of Seven)

(B) Conjunction (Fill in the blanks with multiple choice- Six Out of Seven)

(C) Use of <u>Phrasal prepositions & Verbs</u> in meaningful sentences - Six Out of Seven

Q- V Dialogue writing on a given topic (One out of Two)        **(7)**