



FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

CODE :UGBC101

NAME :Business Economics – I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
45	0	0	45	70	30	100

Objective: To familiar the students with various Macro and Micro Economics concepts and their application in the Decision – making.

Prerequisite: Required basic understanding of Money Economy

Course outline

Sr. No.	Course Contents	Number of Hours
1	Business Economics: Definitions, nature and scope, Business Economics and Economics theories. Types of Business Decisions.	10
2	Basic concept - Economic and Non-Economic activities -Goods & Services -Wealth - Value and Price -Consumption -Production -Exchange -Firm & Industry	5
3	Concept of Price Elasticity Definition, factors, importance, Average Revenue, Marginal Revenue, Price Elasticity, Income Elasticity, Cross Elasticity, Use of Elasticity, Concept of business decisions.	10
4	Production Function Nature, Types, Laws of Production, Increasing, Diminishing and Constant Return, Optimum Input, Combination, Iso Quant.	10



5	Production Cost AnalysisSignificance of Production Cost Analysis, Inter – Relation of CostOutput with reference to time perspective, Use of cost analysis inbusiness decisions.	10
Total Hours		45

Learning Outcomes:

Theoretical outcome: The students after studying this paper will get a clear understanding of various basic concepts used in Economics.

Practical Outcome: They will get a clear understanding of the Demand and Supply and factors affecting them and how the price is determined in different types of Markets.

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A) Lectures
- (B) Case Discussions
- (C) Quiz/Class Participation/Assignment

Books Recommended:

1. 'Economics' , *Samuleson, Paul A. & Nordhaaus*
2. 'A Reconstruction of Economics' , *K.E. Boulding*
3. 'Value and Capital' , *J.R. Hicks*
4. 'The Nature & Significance of Economic Science' , *Lionel Robbins*

E-Resources :

- http://www.b-u.ac.in/sde_book/bcom_be.pdf
- <http://financial.kaplan.co.uk/trainingandquals/accountancy/cima/cima-syllabus/pages/cima-c04.aspx>



FACULTY OF : Commerce
Bachelor of Commerce
SEMESTER : Sem - I
NAME : Business Administration - I

CODE : UGBC102

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
45	0	0	45	70	30	100

Objective: The objective of this paper is to familiarize the student with Basic Management concepts and processes in the Organization.

Prerequisite : Requires Basic knowledge Management

Course outline

Sr. No.	Course Contents	Number of Hours
1	Introduction to Management: Meaning, Nature, Purpose, Functions, Managerial Process	5
2	Planning: Nature & Purpose, Objectives	5
3	Strategies, Policies and Planning Premises	5
4	Organizing: Nature & Purpose of Organizing, Basic Departmentation	5
5	Line & Staff Authority, Centralization & Decentralization	5
6	Staffing : Nature of Staffing , Purpose and its important of Staffing	5
7	Directing :Scope of Direction and Supervision	5
8	Controlling: Basic Control Process, System and Process of Controlling, Requirements for Effective Control, Types of Control, Resistance of Control, and Overcoming Resistance to Control	5
9	Conceptual Knowledge of Control Techniques – (Budget, Traditional Non-Budgetary Control Devices) Preventive & Direct Control	5
	Total Hours	45



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Learning Outcomes:

Theoretical Outcome: The students after studying this paper, will get a clear understanding of various basic concepts used in Business for the Planning, Organizing, Staffing and Directing .

Practical Outcome: Student have the Knowledge of Budgeting Process and have Budgetary Control over the firm

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

(A)

Lectures

(B)Case discussions

(C)Quiz/Class Participation/Assignment, etc.

Books Recommended:

1. '**Principles of Management**', *Dr Neeru Vshishth* , Taxmann

2. '**Principles of Management**', *Tripathi P C and Reddy PN* , Tata McGraw - Hill

E-Resources :

http://www.ct.tamus.edu/departments/syllabi/summer2012/MGMT30112B_060412.pdf

<http://www.mindtools.com/pages/article/henri-fayol.htm>



FACULTY OF : Commerce
Bachelor of Commerce
SEMESTER : Sem - I
NAME : Accountancy - I

CODE : UGBC103

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
45	0	0	45	70	30	100

Objective: To impart Basic Accounting Knowledge

Prerequisite: Required Basic Knowledge of Accounting Concepts

Course outline

Sr. No.	Course Contents	Number of Hours
1	Introduction: Meaning and Scope of Accounting: Need, Development and Preliminary Knowledge of Indian Accounting Standards 1 to 5	5
2	Amalgamation of Partnership Firms	9
3	Accounts of Non Profit Organizations	9
4	Accounts of Piecemeal Distribution of Cash among Partners	9
5	Accounts of Joint Life Policy	9
6	Self Balancing Ledger	4
	Total Hours	45

Learning Outcomes:

Theoretical Outcome: Students can learn Theoretical aspect of Accounting

Practical Outcome : Students can solve the problem from journal entries to final Accounts



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Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A) Lectures
- (B) Case discussions
- (C) Quiz/Class Participation/Assignment, etc.

Books Recommended:

- (1) '**Financial Accounting**' *Narayan swamy*
- (2) '**Financial Accounting**' *Ashish Bhattacharya*
- (3) '**Principles & Practices of Accounting**' *Gupta & Gupta*
- (4) '**Introduction to Accountancy**' *S.N. Maheshwari*
- (5) '**Financial Accounting**' *P.C. Tulsian*
- (6) '**Principles & Practice of Accountancy**' *S.P. Shah*

E-Resources :

<http://www.mbaprograms.org/accounting/>

<http://businessmajors.about.com/b/2011/11/08/free-mba-accounting-course.htm>



FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

CODE : UGBC104

NAME : English - I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
45	0	0	45	70	30	100

Objective: The objective of this Subject is to familiarize the student with Communication Skills and the Fundamentals of Grammar

Prerequisite : Understanding of basic English Language

Course outline

Sr. No.	Course Contents	Number of Hours
1	Grammar : Intermediate English Grammar	9
2	Paragraph Development : Definition - Components of Paragraph development - Topic Sentence, Cohesion, Coherence, Unity, Adequate development - Approaches of Paragraph-Inductive , Deductive, Expository - Characteristics of Good Paragraph	9
3	Comprehension Precise writing Vocabulary	9
4	Basic Concept of Communication : Introduction - Definition - Objectives - Process - Feedback - Characteristics Principles of Effective Communication , Forms of Communication : Verbal , Non-verbal , Oral & Written Communication - Types of Non-verbal Communication - Body Language, Sign Language , Paralanguage , Time & Space Language	9
5	Written Communication and Letter Writing , Case study	9
	Total Hours	45



Learning Outcomes:

Theoretical Outcome: The students after studying this paper, will get a clear idea about Communication, Precise Writing & Comprehension

Practical Outcome: Usage of Grammar and Formation of Effective English statements for making Communication effective

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

(A) Lectures

(B) Case discussions

(C) Quiz/Class Participation/Assignment, etc.

Books Recommended:

1. '**Business Communication**' *Urmila Rai & S. M. Rai*, Himalaya Publishing House
2. '**Business Communication**' *Asha Kaul*, Prentice-Hall
3. '**Essentials of Business Communication**' *Rajendra Pal & J. S. Korlahalli*, Sultan Chand & Sons
4. '**Business Communication**' *P D Chaturvedi Mukesh Chaturvedi*, Pearson Education

E-Resources :

<http://www.handoutsonline.com/>

<http://eleaston.com/materials.html>

<http://businessenglishmaterials.com/>



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FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

CODE : UGBC105

NAME : Secretarial Practice - I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
45	0	0	45	70	30	100

Objective: The Objective of this Paper is to familiarize the student with Basic Concepts of Company Law and Corporate Governance in the Organization.

Prerequisite : Basic Concepts of Secretarial Practices

Course outline

Sr. No.	Course Contents	Number of Hours
1	Secretary: Meaning-Types of Secretary-general and Legal Qualification of Company Secretary-Pre-incorporation and Post Incorporation Duties of Company Secretary-Powers and Responsibilities of Company Secretary.	6
2	Company and its Characteristics: Meaning and Characteristics Types of Company-Foreign Company-Multinational Company-Illegal Association-Advantages and Limitations of Public Limited Company, Private Limited Company. Privileges of Private Limited Company, Conversion of Private Limited Company in to Public Limited Company and Public Limited Company to Private Limited Company	6
3	Memorandum of Association, Articles of Association and Their Alteration, Doctrine of Ultra Virus, Doctrine of Indoor Management. Prospectus – Definition, Abridged Prospectus, Statement of Lieu in Prospectus – Its Content, Form and Registration Misstatement or Misrepresentation in Prospectus and Penalties Thereof, Recent SEBI Guidelines in Respect of issue of Prospectus	10
4	Promoters of public Limited Company : Meaning-Functions of Promoters-Preliminary Contract-Liabilities of Promoters	6
5	Allotment of Shares, Calls on Shares and Forfeiture of Shares -Meaning, Procedure and Secretaries Duty	5



6	Listing Securities: Meaning-Legal provisions for Listing of Securities- Documents required for Listing of Securities-Advantages of Listing of Securities	6
7	Office Management: Meaning and Characteristics-Functions, Procedure of Inward and Outward letters-Importance of Correspondence Brief idea of Modern Office equipments-Importance of Office Management	6
Total Hours		45

Learning Outcomes:

Theoretical Outcome : The students after studying this paper, will get a clear understanding of various basic concepts used in Business like Alteration Capital Market Mutual Fund etc.

Practical Outcome : Basic Concepts of Secretarial Practices

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A) Lectures
- (B) Case discussions
- (C) Quiz/Class Participation/Assignment, etc.

Books Recommended:

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*, S.Chand & Co.
4. 'Office Management' *R.K.Chopra*, Himalaya Publishing House.
5. 'Taxbook of Office Management' *William H. Leffingwell abd Edwin Robinson*, Tata McGraw Hill

E-Resources :

- <http://www.icsi.in/Study%20Material%20Professional/COMPANY%20SECRETARIAL%20PRACTICE%20-%20PART%20A.pdf>
- <http://www.cpdwise.com/tutorial/Company-Secretarial-Practice-an-Introduction.html>
- <http://www.gobookee.net/text-in-corporate-secretarial-practice/>



FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

CODE : UGBC106

NAME : Sales Management

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
45	0	0	45	70	30	100

Objective : Help to Understand the Behavioral Dynamics of Consumers

Prerequisite: Basic Understanding of Concepts of Management and Organizational Dynamics.

Course outline

Sr. No.	Course Contents	Number of Hours
1	Salesmanship Introduction: Evolution of the Concept, Meaning & Definition, Features of Good Salesmanship, Scope & Utility, Is Salesmanship an Art or a Science or a Profession, Counter Salesmanship & Creative Salesmanship	10
2	Personal Selling: Introduction, Definitions, Role and Significance, Objectives, Functions, Theories of Selling, Advantages and Limitations, Personal Selling and Advertising, Types of Personal Selling	7
3	Process of Selling, Psychology of Salesmanship, Attracting Attention, Approaching and Welcoming Prospects, Sales Talk, Awakening Interest, Creating Desire, Securing Action, Prospecting, The Approach – Overcoming Objections Closing the Sale, Services after Sales	8
4	Sales Promotion concepts: Significance, Forms, Sales Promotion programmed, Setting the Objectives, Sales Promotion targets, Implementation, Sales Promotion, Research & Evaluation, Sales Promotion of Industrial Products, Services and Mechanisms, Promotion in Developing Countries, Sales Promotion Strategy	10



5	Sales Organization: Definitions, Objects, Significance, Need, Size, Types and Structure of Sales Organization, Functions of Sales Organization, Sales Manager – Importance, Qualities, Qualification, Functions, Types, Administrative Operating, Administrative cum Operating – Duties & Responsibility, Sales Routine – Meaning, Handling Incoming, Mail, Handling Customers and Traveler’s Order	10
Total Hours		45

Learning Outcomes:

Theoretical Outcome : The students after studying this paper, will have a clarity of various basic concepts used in Marketing like Attracting Attention , Advertising, Promotional Activity etc.

Practical Outcome : Develop basic skills to deal with the Marketing Strategy and implementation of the same

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A)Lectures
- (B)Case discussions
- (C)Quiz/Class Participation/Assignment, etc.

Books Recommended:

1. 'Salesmanship' *Russel*
2. 'Salesmanship of Publicity' *R.S.Davar*
3. 'Successful Selling' *J.E.S. Dawson*
4. 'Sales Management' *Pradipkumar Mallik*

E-Resources :

- <http://www.managementparadise.com/forums/articles/170085-whole-syllabus-sales-management-ppt-format.html>
- <http://freepdfdb.org/ppt/customer-service-training-materials-powerpoint>



FACULTY OF : Commerce
Bachelor of Commerce
SEMESTER : Sem - I
NAME : Office Automation - I

CODE :UGBC107

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
10	0	35	45	70	30	100

Objective: Introduce Information Technology and Computers, To make Students Familiar with Word Processor and help them to deal with Word Processor and Workbook

Prerequisite: Basic Operation of Operating System

Course outline

Sr. No.	Course Contents	Number of Hours
MS-Word		
1	Creating, Navigating and Editing Word Documents, Formatting Text of a Document, Viewing and Printing a Document	4
2	Inserting and Removing Page Breaks, Header and Footers, Viewing a Document	4
3	Document Page Set-up, Printing and Working with Tables and Graphics	4
4	Working with Objects, Mail Merge and Labels, Spelling and Grammar Tools	7
5	Autocorrect, Auto text and Auto Format	2
6	Inserting Endnotes And Footnotes, Working With Columns And Inserting Comments, Counting Words	4
Ms-Excel		
7	Concept Of Workbook, Worksheet and Workspace	2
8	Types Of Data, Entering Data, Formatting Data i.e. Applying Borders, Various Formats (Currency Formats, Number Formats Etc.), Fonts, etc	4
9	Creating Custom Lists, Using Auto Fill, Find & Replace and Editing Text (Cut, Copy, Paste And Paste Special)	3
10	Working With Formulae and Functions (SUM, AVERAGE, MIN, MAX)	4
11	Conditional Formatting, Filtering Data	3



12	Different Types Of Charts	4
	Total Hours	45

Learning Outcomes:

Theoretical outcome : Understanding basic operation of Word Processor and Workbook

Practical Outcome : Deal with Word Processing and the basic tools of Microsoft Word. Deal with Workbook and Worksheet

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A) Lectures and Practical Exercise on Computer
- (B) Practical exercise

Books Recommended:

1. '**Working with Personal Computer Software**', *R.P. Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications*
2. '**Office 2007 in Simple Steps**', *Michael Price, Dreamtech Press*
3. '**MS Office**', *Pierce, Prentice Hall of India, New Delhi, 2007*
4. '**MS Office Plain & Simple**', *Jerry Joyce, and Marianne Moon, Prentice Hall of India, New Delhi, 2007.*
5. '**MS Office Step by Step**', *Joyce Cox, Prentice Hall of India, New Delhi, 2007.*

E-Resources :

1. <http://www.microsoft.com/enable/training/>
2. <http://www.baycongroup.com/word.htm>
3. <http://excelexposure.com/>



FACULTY OF : Commerce
Bachelor of Commerce
SEMESTER : Sem - I
NAME : Accounting & Finance - I

CODE : UGBC118

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	Internal	Total
45	0	0	45	70	30	100

Objective: The Main Objective of this paper is to Introduce the Basic Fundamental Concept of Distribution of Cash and Issue of Shares as well as Company Final Accounting

Prerequisite: Required Basic Knowledge of Financial and Accounting Fundamental Concepts

Course outline

Sr. No.	Course Contents	Number of Hours
1	Single Entry Accounting System (only conversions of single entry into double entry) (Practical)	12
2	Royalty Accounts (Practical)	10
3	Voyage Accounts (Practical)	8
4	Finance: Meaning, Nature, Scope, Importance, Objectives and Sources of Finance, Finance Functions, Financial Forecasting.	8
5	Sources of Finance: Classification of Sources, Security Finance, Internal Financing, Loan Financing, Bridge Financing, Loan Syndication, Book-building, Promoter’s Contribution, New Financial Institutions and Instruments.	7
	Total Hours	45

Learning Outcomes:

Theoretical outcome : It helps students to have a theoretical clarity of Company Final Accounting , Provision of Preference Share as well as Piecemeal Distribution of Cash

Practical outcome : Students will be able to Prepare Company Final Accounts



Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A) Lectures
- (B) Case discussions
- (C) Quiz/Class Participation/Assignment, etc.

Books Recommended:

- (1) 'Financial Management' *I.M. Pandey*
- (2) 'Financial Management' *G.C. Maheshwari*
- (3) 'Advanced Accounting' *M.C. Shukla & Grewal*

E-Resources :

- <http://hbsp.harvard.edu/discipline/accounting>
- <http://businessmajors.about.com/b/2011/05/31/free-financial-accounting-course.htm>



FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

NAME : Computer Science - I

CODE : UGBC128

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	External	internal	Total
15	0	30	45	70	30	100

Objective: To create Awareness of Basics of Computers, Introduce Information Technology and Computers.

Prerequisite: Basic Operation On / Off

Course outline

Sr. No.	Course contents	Number of Hours
Introduction to Computer and Component		
1	Characteristics of Computers, Evolution of Computers, Computers Generations	5
2	Input Devices: Keyboard Devices, Point & Draw Devices : Mouse, Scanner	5
3	Output Devices : Display Units : Monitors, Projectors, Printers	5
4	Memory Storage Devices : Pen drive, Memory Card	5
Window		
5	Working with windows : Desktop, Start Button, Taskbar, Icons, Shortcut, Logging off, Shut Down	2
6	Desktop properties, Program & Accessories	2
7	My Computer, Explore, Files & Folder, Cut & Paste, Recycle Bin	2
8	Searching File, Folder, Sound, Movie & Media Player	2
9	Overview of Notepad, Overview Of Paint , Word Pad	7
10	Use of Internet, Web Browser, Finding a document on Google	2
11	Application of Internet: E-mail Creation	2
Customizing Window		
12	Appearance and Themes	1
13	Add or Remove Program, Sound Speech and Audio Devices	1
14	Printers and Other Hardware Option	1



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15	Manage User Accounts	1
16	Control Panel Property	1
17	Setting of Date, Time	1
	Total Hours	45

Learning

Outcomes:

Theoretical Outcome :Understanding basic aspects of Computer and its Component

Practical Outcome : Basic Understanding of Computer Component, Device and Web Surfing

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A)Lectures
- (B)Case discussions
- (C)Quiz/Class Participation/Assignment, etc.

Books Recommended:

1. **'Working with Personal Computer Software'**, R.P. Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications
2. **'Office 2007 in simple steps'**, Michael Price, Dreamtech Press0
3. **'MS Office'**, Pierce, Prentice Hall of India, New Delhi, 2007
4. **'MS Office Plain & Simple'**, Jerry Joyce, and Marianne Moon, Prentice Hall of India, New Delhi, 2007.
5. **'MS Office Step by Step'**, Joyce Cox, Prentice Hall of India, New Delhi, 2007.

E-Resources :

1. <http://www.microsoft.com/enable/training/>