



FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - II

CODE : UGBC201

NAME : Business Economics – II

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 Students of Commerce to the Basic Concepts and Tools of Macro Economics.

Prerequisite : Basic Understanding of Transactions (Income)

Course outline

Sr. No.	Course Contents	Number of Hours
1	Pricing analysis: I Equilibrium and Pricing of Firm and Group of Short run and Long run under Perfect Competition Monopoly – Types, Equilibrium and Pricing of Firm, Multiplan Monopoly Pricing and Equilibrium of Firm During Different time Perspective	10
2	Pricing Analysis – II Price Discrimination, Types, Conditions/Possibility, Profitability, Evaluation of Price Discrimination Monopolistic Competition, Equilibrium and Pricing of Firm and Group During Short and Long Period under Monopolistic Competition, Excess Capacity, Evils	5
3	Pricing Analysis – III Selling Costs – Nature, Inter-Relationship of Production Cost and Selling Cost, Effects of Selling Cost on Demand Curve. Oligopoly – Definition, Features, Kinked Demand Curve and Price Rigidity.	10



5	Distribution of national income – II Interest – Meaning, Definition, Gross & Net Interest, Factors Affecting Interest. Profit– Nature, Principles of Profit – Risk, Uncertainty, Dynamic, Market Imperfection Monopoly	10
Total Hours		45

Learning Outcomes:

Theoretical Outcome : The Student, after Studying this Paper, will get a Clear Understanding of Various Concepts used in Macroeconomic. They will be able to understand the Importance and Relevance of various Macroeconomic aggregates used for Measuring Economic Development.

Practical Outcome : Implementation of Idea of Demand, Supply and Elasticity and make Understand about basic Market Condition

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. 'Economics' *Samuleson, Paul A. & Nordhaus*
2. 'A Reconsthuction 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.cimaglobal.com/Students/Exam-preparation/Certificate/C04/>
- http://www.b-u.ac.in/sde_book/bcom_be.pdf



FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - II

CODE : UGBC202

NAME : Business Administration - II

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 Management Concepts and their Applications.

Prerequisite : Basic Understanding of Concepts of Principles of Management

Course outline

Sr. No.	Course Contents	Number of Hours
1	Motivation: Definition, Importance, Types of Motivation and Motivational Theories	5
2	Communication: Definition, Elements, Characteristics, Importance and Types	10
3	Leadership: Meaning, Definition, Importance and Qualities of Leader	10
4	Group Dynamics: Definition, Importance, Factors Influencing Group Dynamics	10
5	Decision – Making: Definition, Characteristics, Elements, Steps, Principles, Types and Importance of Decision-Making	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 Business like Motivating, Communicating, leading and Decision Making

Practical Outcome : Develop basic Skills to Deal with the on going Group Dynamics and Decision Making

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. 'Essentials of management' *Koontz & Weilhrich ,*
2. 'Principles of management' *L.M.Prasad ,*
3. 'Principles of Management' *C.B.Gupta,*
4. 'Principles of Management' *Sherlekar & Sherlekar,*

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 - II
NAME : Accountancy - II

CODE : UGBC203

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 : Only Basic Knowledge is Required

Course outline

Sr. No.	Course Contents	Number of Hours
1	Consignment Accounts	8
2	Joint Venture Accounts	9
3	Accounts of Purchase (Acquisition) of Business	8
4	Accounts of Conversion of Partnership Firm into Company (sale of firm's business)	9
5	Preliminary Knowledge of Indian Accounting Standards – 6 to 10	5
6	Accounting with the help of Accounting Software	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 Accounting.

Practical Outcome : Students can be able to Solve Problems of Business as well as can have the Knowledge of the Company Purchase



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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. '**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. '**Financial Accounting and Analysis**' *Himalaya Publication*, P. Premchand Babu on Madan Mohan

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 - II
NAME : English - II

CODE : UGBC204

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 Communication Skill and the Fundamentals of Grammer

Prerequisite : Understanding of Basic English Language and Different Basic of English Grammer

Course outline

Sr. No.	Course Contents	Number of Hours
1	Organizational Communication : Importance of Communication in Management , Need for Communication in Management , Corporate Communication , Formal Communication , Informal Communication Case Study : Closing the Fifth Floor	8
2	Effective Written Communication:7 Cs of Business Communication , Profile of an Effective Communicator Case Study	8
3	Business Letters and Memos :Writing Routine Pleasant Letters , Writing a Persuasive Letter , Writing Memos	5
4	Report Writing : What is Report , Difference between Report and Other Forms of Writing , Purpose of a Report , Kinds of Report , Objectives of Report , Writing Reports , Basic and Subsidiary Parts of Report , Writing Elements of a Long Formal Report , Abstract and Executive Summary	5
5	Effective Presentation Strategies: Defining Purpose , Analysis of Audience and Locate , Organizing Contents , Preparing an Outline of the Presentation. Visual Aids ,Nuance of Delivery , Body Language and Effective Presentation	5
6	Negotiation Skill : What is Negotiation , The Nature of Negotiation , Need to Negotiate , Factor affecting Negotiation , Stages of Negotiation Process , Negotiation strategies	5
7	Job Application , Group Discussion and Interviews	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 Grammer and Formation of Effective English Statement 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

E-Resources :

- <http://managementhelp.org/>
- <http://ebookbrowse.com/en/english-business-correspondence>



FACULTY OF : Commerce
Bachelor of Commerce
SEMESTER : Sem - II
NAME : Secretarial Practice - II

CODE : UGBC205

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: Required Basic Knowledge of Share Capital Market

Course outline

Sr. No.	Course Contents	Number of Hours
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	6
2	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	6
3	Administration of Company Law: Department of Company Affairs-The Company Law Board- Regional Directors- The Company Registrar	5
4	Investigation of Company’s Administration: Provisions of Company Law Regarding Investigation of Company’s Administration – Appointment of Inspector by Central Government its Provisions, His Power and Report. Corporate	6
5	Governance: Meaning-Its Development in India –Contents of Corporate Governance Report –Importance of Corporate Governance	5
6	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	6



7	Mutual Fund: Definition-Types-Advantages and Disadvantages	5
8	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.	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 : Students have the Knowledge of Share capital Market as well as Alteration of Share Capital

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 - II

CODE : UGBC206

NAME : Distribution Management & Personal Selling

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 Course is to Enable Students Learn the Fundamentals of Personal selling and Steps Involved in the Selling Process.

Prerequisite: Required Basic Knowledge of Marketing Management

Course outline

Sr. No.	Course Contents	Number of Hours
1	Distribution System: Distribution Channels why are they required?, Activities that a typical distribution channel perform, Distribution Channel Strategy, Distribution Channel Management	6
2	Distribution Costs, Control & Customer Service: 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	6
3	Selection of Channel & Selection of Ideal Channel Partners: Channel Relationships, Channel Control, Channel Power, Channel Positioning	6
4	Motivational Tools of Distribution Channels: Channel Influence Strategies, Managing Channel Conflicts, Promotion and Payment systems as a tool of Motivating Channel Members	4
5	Personal Selling : Nature and Importance; Functions of a Salesman; Types of Selling; Personal selling as a Career	4
6	Salesmanship and Qualities of Salesman : Buyer - Seller Dyads; Product Knowledge; Customer Knowledge - Buying Motives and Selling Points	4
7	Scientific Selling Process : Basic steps in Personal Selling – Prospecting, Pre - Approach, and Qualifying	4
8	Approach and Presentation : Methods of Approaching a Customer; Presentation Process and Styles; Presentation Planning	4



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9	Objection Handling : Types of Objections; Handling Customer Objections	3
10	Closing Sales and Follow Up : Methods of Closing Sale; Executing Sales order - Follow - up - Importance, and Process	4
	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 : Students have Practical Implementation of Sales Process and have Follow up of it

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. 'Sales & Distribution Management' *Dr. S. L. Gupta* , Excell Book
2. 'Sales & Distribution Management' *Tapan. K. Panda & Sunil Sahadev*, Oxford University Press, 2005
3. 'Sales Management - Text : Cases & Readings' *Vaccaro J.P* , Prentice Hall, New Delhi.

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 - II
NAME : Office Automation - II

CODE :UGBC207

Teaching & Evaluation Scheme

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

Objective: To make Students Familiar with Word Process, Help to deal with Word Processor and Workbook

Prerequisite: Basic Operation of Operating System

Course outline

Sr. No.	Course Contents	Number of Hours
Advance Excel (Functions and Formulas)		
1	Mathematical: ROUND, CEIL, FLOOR, FACT, SUBTOTAL, SUM IF	5
2	Statistical: AVERAGE, COUNT, COUNTA, COUNTIF, MAX, MIN	5
3	Logical: AND, OR, NOT, IF, TRUE, FALSE	6
4	String: LEFT, RIGHT, MID, LEN, LOWER, UPPER, PROPER, REPLACE, TRIM	7
5	Date & Time: DATE, DATEVALUE, DAY, DAYS360, HOUR, MINUTE, MONTH, NOW, SECOND, TIME, TODAY, WEEKDAY, YEAR	8
MS-PowerPoint		
7	Creating, Browsing and Saving	2
8	Presentation Editing & Formatting Slides, Linking Multiple Slides using Hyperlinks	3
9	Using Slide Layouts, Adding Notes to the Slides, Editing and Formatting Slides	3
10	Inserting Objects on the Slide, Slide Transitions and Choosing Preset Animations	3
11	Triggering Animations, Applying Sound Effects to Animation Effects	3
Total Hours		45



Learning Outcomes:

Theoretical outcome : Understanding basic operation of Workbook and Power Point

Practical Outcome: Deal with worksheet & able to work with Mathematical, Statistical, Logical, string and Date & Time functions. And able to work with Power Point

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 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 - II
NAME :Accounting & Finance - II

CODE : UGBC218

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	Accounts of Professional Firms Like Doctors, CA, Architects (Practices)	12
2	Branch Accounting (excluding foreign branch) (Practices)	10
3	Replacement Account(Practices)	8
4	Capital Structure: (only theory) Meaning, Types, Planning for Capital Structure, Characteristics, Alteration of Capital Structure.	8
	Cost of Capital (Only theory)	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 can 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. '**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.

E-Resources :

- <http://hbsp.harvard.edu/discipline/accounting>
- <http://businessmajors.about.com/b/2011/05/31/free-financial-accounting-course.htm>
- <http://www.saylor.org/courses/bus103/>



FACULTY OF : Commerce
Bachelor of Commerce
SEMESTER : Sem - II
NAME : Computer Science - II

CODE : UGBC228

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 Impart Information Technology Related skills to the Students

Prerequisite: Required fundamental knowledge of Computer Application

Course outline

Sr. No.	Course contents	Number of Hours
1	Introduction Access Database and Its Objects including Table , Query , Form Reports , Macros and Modules , Page , Creating Database, Working with Data Including Inserting , Modifying and Deleting Records, Navigating Database Including Records , Find and Replace, Access Data Types, Object Naming Rules , Normalization of Table, E.F. Cod Rules	10
2	Creating tables through wizard and design view , datasheet view, Understanding field properties: field size , input mask , format , indexed , required , Allow zero length , Validation rule , Validation text , Caption, Default value, Working with primary Keys , foreign key , composite key and candidate key, Defining relationship and setting up the referential integrity (Cascade update and Cascade Delete), Importing Exporting and Linking objects with another application	10
3	Understanding and creating different queries including select , Action (append, delete, update, make-table), using wizard (cross-tab query , find duplicate query), parameter query, Understanding and implementing calculations and functions in queries	10
4	Understanding forms and its properties :Creating forms through different ways including wizard and design view, Understanding and implementing necessary controls and their properties available in access, Creating Multiple-table and linked forms(sub forms), Adding calculated controls into form, Validating Switch Board, Creating charts and pivot tables reports , Free-standing chart, Embedded chart	10



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5	Understanding and designing macros ,Utilizing macro with form and reports, Conditional Macro, Macro errors	5
	Total Hours	45

Learning Outcomes:

Theoretical Outcome: Use Internet for Information Retrieval & Data Transfer.

Practical Outcome :Students can Prepare Spreadsheets and Apply Various Tools of Excel and Internet Communication

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) '**Computer Fundamentals and Information Technology**' - *bharat and co.*
- 2) '**Computer Fundamentals**' - *P. K. Sinha*
- 3) '**Fundamental of IT for BCA**' - *S Jaiswal*
- 4) '**Internet the Complete Reference**' - *young*
- 5) '**Internet of every one Teach World**' - *Leon*

E-Resources :

<http://ocw.usu.edu/instructional-technology-learning-sciences/computer-applications-for-instruction-and-training/>