



FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

CODE : 4CO01BEC1

NAME :Business Economics – I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
4	0	0	4	30	70	100

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

Prerequisite : 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



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4	Production Function Nature, Types, Laws of Production, Increasing, Diminishing and Constant Return, Optimum Input, Combination, Iso Quant.	10
5	Production Cost Analysis Significance of Production Cost Analysis, Inter – Relation of Cost/Output with reference to time perspective, Use of cost analysis in business 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

Recommended Books:

1. 'Economics', Samuleson, Paul A. & Nordhaus
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 : 4CO01BAD1

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
4	0	0	4	30	70	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.

Recommended Books:

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>



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FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

NAME : Accountancy – I

CODE : 4CO01ACC1

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
4	0	0	4	30	70	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.

Recommended Books:

- (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>



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FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem – I

CODE: 4CO01ENG2

NAME : English – I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)				
Th	Tu	P	Total	Internal	External	Practical		Total
						Viva	TW	
2	4	0	4	30	70	30	20	150

Objective:

- To train students in/for basic fundamentals skills of Communication – LSRW in English
- To provide them the value education for better society
- To make them able to communicate well in the Professional world

Prerequisite :

- Students should have basic knowledge of English Language and grammar.
- Students should have ability to speak and write correct sentences in their day to day language.
- Students should be familiar with correct usage of language.

Course outline

Sr. No.	Course Contents	Number of Hours
0	Prerequisites	02
1	Basic Concepts of Grammar – Parts of Speech	06
2	Determiners	04
3	Basic Sentence Pattern in English	01
4	Modal Auxiliaries	04
5	Tenses	06
6	Reading Skill	04
7	Speaking Skill	08
8	Listening Skill	04
9	Leave Report Writing	03
	Part-B Literature	
10	Prose	18



Total Hours (Theory): 30 Total Hours (Lab) : 30 Total Hours : 60

Detail Course Content of different above mention topics

Unit No.	Content In details including Its Sub Topics
1	Part-A LSRW Skills Basic Concepts of Grammar – Parts Of Speech <ul style="list-style-type: none"> • Noun • Pronoun • Verb • Adverb • Adjective • Preposition • Conjunction • Interjection
2	Determiners Articles : A, An, The Indefinite Pronouns
3	Basic Sentence Pattern in English Language
4	Modal Auxiliaries Simple Auxiliaries: Be, Do, Have, Modals: Shall, Will, Should, Would, Can, Could, May, Might, Must, Ought to, Need, Dare to, Used to
5	Tenses <ul style="list-style-type: none"> • Simple Present, Simple Past, Simple Future, Present Continuous, Past Continuous, Future Continuous, Present Perfect, Past Perfect, Future Perfect, Present Perfect Continuous
6	Listening Skill <ul style="list-style-type: none"> • Students will watch and listen selected videos and after that either they will discuss what about the watched video and can be asked question on the basis of videos • Video based teaching (Educational Movies will be shown to the students during the semester)
7	Speaking Skill Students will speak on the following situations: Talking about Present, Past & Future, Meeting & Greeting People, Talking about Time, Describe the things around you
8	Reading Skill Selected text will be read and various aspects of the texts will be discussed on the basis of students' understanding.
9	Writing Skill Leave Report writing
	Part-B Literature
10	Selected Stories from “Wise and Otherwise” by Sudha Murthy 1) A Lesson in Life from a Beggar 2) Death without Grief 3) Idealists at Twenty Realists at Forty 4) Think Positive, Be Happy



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| 5) Crisis of Confidence
6) Sorry, The line is Busy
7) Oh Teacher, I Salute Thee
8) Life is an Examination |
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Resources:

- Wise and Otherwise, Sudha Murty, Penguin Books India Pvt. Ltd. Delhi
- An Intermediate English Grammar, Raymond Murphy, Cambridge University Press
- A High School English Grammar, Wren & Martin, S. Chand Publication

Reference Reading:

Note: To develop the LSRW skills of the students, it is suggested the following texts should be read as reference books.

- Tagore Rabindranath, Selected Short Stories of Tagore
- Short Stories of R. K. Narayana
- Small articles from daily newspaper: The Indian Express & The Times of India
- Readers Digest, an English Magazine



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FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

CODE : 4CO01SPR1

NAME : Secretarial Practice - I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
4	0	0	4	30	70	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



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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.

Recommended Books:

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 : 4CO01SMA1

NAME : Sales Management

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
4	0	0	4	30	70	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.

Recommended Books:

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

CODE :4CO010AU1

NAME : Office Automation - I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
2	0	4	4	30	70	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

Recommended Books:

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/>



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FACULTY OF : Commerce

Bachelor of Commerce

SEMESTER : Sem - I

CODE : 4CO01AFI1

NAME : Accounting & Finance - I

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
4	0	0	4	30	70	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



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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.

Recommended Books:

- (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 : 4CO01CSC1

Teaching & Evaluation Scheme

Teaching Scheme(Hours)				Evaluation Scheme(Marks)		
Th	Tu	P	Total	Internal	External	Total
2	0	4	4	30	70	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.

Recommended Books:

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/>