

# Veer Narmad South Gujarat University

## syllabus for COMMUNICATION SKILLS PAPER II

FYBBA Semester II

Effective from Dec 2010

### Objectives:

1. To introduce students to higher level of comprehension, develop oral and written communication skills, bring awareness about personality development, time management and how to work in groups to achieve a desired goal.
2. The course is designed to prepare students to use language and skills in real life and work situations.
3. To prepare students to give presentations in effective manner.

Unit	Topic	No. of Lectures	Wheightage
1	<p><b>Text:</b> Nilanjana Gupta. Ed. <i>English for All</i>. India: Macmillan, 1998.</p> <p>Five prose pieces given below are to be used for advance level of comprehension, dictionary and reference skills, punctuations, note-taking and note-making.</p> <ol style="list-style-type: none"><li>1. <b>Dear as the Moon</b> by Verrier Elwin</li><li>2. <b>Scientific Research for Amateurs</b> by J.B.S. Haldane</li><li>3. <b>Shakespeare's Sister</b> by Virginia Woolf</li><li>4. <b>After Twenty Years</b> by O' Henry</li><li>5. <b>The Barber's Trade Union</b> by MR Anand</li></ol> <p>(Note: Teachers need to develop their own questions for comprehension for the above chapters.)</p> <p><b>Grammar:</b> Adjectives, Adverbs, and Prepositions</p>	20	20%
2	<p><b>Oral Communication:</b></p> <p>Telephonic Communication Telephonic Messages Dialogues/Conversations Presentations and Speeches Interview skills</p> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"><li>1. Rajendra Pal and J.S. Korlahalli. <i>Essentials of Business Communication</i>. New Delhi: Sultan Chand &amp; Sons, 2004.</li><li>2. Asha Kaul. <i>Effective Business Communication</i>. New Delhi: Prentice-Hall of India, 2001</li></ol>	2 1 3 3 1	20%

Unit	Topic	No. of Lectures	Wheightage
3	<p><b>Written Communication:</b></p> <ul style="list-style-type: none"> <li>• Job Application Letter</li> <li>• Biodata/CV/Resume</li> <li>• Interview Letter</li> <li>• Job-offer Letter</li> <li>• Resignation Letter</li> </ul> <p><b>Reference Books:</b></p> <p>1. Rajendra Pal and J.S. Korlahalli. <i>Essentials of Business Communication</i>. New Delhi: Sultan Chand &amp; Sons, 2004.</p> <p>2. Asha Kaul. <i>Effective Business Communication</i>. New Delhi: Prentice-Hall of India, 2001</p>	<p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p>	20%
4	<p><b>Soft Skills Development:</b></p> <p><b>1. How to Conduct Meetings?</b></p> <ul style="list-style-type: none"> <li>• Drafting of Notices and Circulars</li> <li>• Drafting of Agendas</li> <li>• Drafting of Minutes</li> <li>• Role of Chairperson</li> <li>• Role of Members</li> <li>• Role of Convener/ Moderator/ Secretary</li> </ul> <p><b>2. Goal Setting</b></p> <ul style="list-style-type: none"> <li>• Significance of goals to individuals</li> <li>• Concept of SMART Goals</li> <li>• Difference between dreams and goals</li> <li>• Significance of written goals</li> </ul> <p><b>3. Assertiveness and Confidence</b></p> <ul style="list-style-type: none"> <li>• Significance of Assertiveness</li> <li>• Ways to develop Assertiveness</li> <li>• Significance of positive self-talks or Autosuggestions</li> <li>• Ways to develop confidence</li> </ul> <p><b>4. Time Management:</b></p> <ul style="list-style-type: none"> <li>• Objective and Significance of Time Management</li> <li>• Steps of Effective Time Management</li> <li>• Time Wasters/ Stealers and ways to overcome them</li> <li>• Procrastination and ways to avoid it.</li> </ul> <p><b>Reference Books:</b></p> <p>1. Shiv Khera. <i>YOU CAN WIN</i>. New Delhi: Macmillan, 1998.</p> <p>2. Graham Roberts-Phelps. <i>Handbook of Time Management</i>. New Delhi: Viva Books, 2003.</p>	<p>1</p> <p>2</p> <p>2</p> <p>1/2</p> <p>1/2</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p> <p>2</p> <p>1</p> <p>1</p> <p>1</p> <p>2</p>	40%

**Total Number of Lectures Required: 60**

# Veer Narmad South Gujarat University

syllabus for **Financial Accounting and Elements of Costing**  
FYBBA Semester II  
Effective from Dec 2010

<b>1 INTRODUCTION OF FINANCIAL ACCOUNTING AND ITS CONCEPTS</b>	<b>10%</b>
<ul style="list-style-type: none"><li>• Meaning, Function and Limitation of Financial Accounting</li><li>• Meaning of Accounting Concepts and Conventions</li><li>• Basic Accounting Concepts and Conventions</li><li>• Fundamental Accounting Assumptions</li></ul>	
<b>2 STOCK/INVENTORY VALUATION</b>	<b>10%</b>
<ul style="list-style-type: none"><li>• Methods of Valuation of Inventory</li><li>• FIFO, LIFO and Average Method of Stock/Inventory Valuation</li></ul>	
<b>3 DEPRICIATION</b>	<b>15%</b>
<ul style="list-style-type: none"><li>• Meaning, Objectives and Methods of Depreciation</li><li>• Examples of Depreciation calculation (only Straight Line and Diminishing Balance Method)</li></ul>	
<b>4 BOOK KEEPING</b>	<b>20%</b>
<ul style="list-style-type: none"><li>• Journal</li><li>• Ledger</li><li>• Various Subsidiary Books</li><li>• Bank Reconciliation Statement</li><li>• Trial Balance</li></ul>	
<b>5 FINAL ACCOUNTS</b>	<b>15%</b>
<ul style="list-style-type: none"><li>• Final Accounts of Sole Proprietorship</li><li>• Horizontal and Vertical form of Balance sheet</li></ul>	
<b>6 COMPUTER ACCOUNTING</b>	<b>10%</b>
<ul style="list-style-type: none"><li>• Introduction and framework of Computer Accounting</li><li>• Accounting Packages (Tally Only)</li></ul>	
<b>7 ELEMENTS OF COSTING</b>	<b>20%</b>
<ul style="list-style-type: none"><li>• Conceptual and Meaning of Cost Accounting (CA).</li><li>• Advantages and Limitations of CA.</li><li>• Concepts of Costs</li><li>• Classification of Costs</li><li>• Cost-Sheet</li><li>• Cost Controlling</li><li>• Cost Centers</li></ul>	

## NOTE:

1. Problem carrying not less than 70% of marks shall be asked.
2. Practical in the Computer accounting is prescribed i.e. one period per week
3. Practical Exam of Accounting Package is recommended

## **BOOKS FOR REFERENCE:**

### **BOOKS**

- Introduction of Accounting
- Principles of Accounting
- Modern Accounting
- Financial Accounting
- Advanced Accountancy
- Accounting with Tally
- How to use Tally?
  
- Tally Tutorial Accountancy Vol.-I  
Delhi

### **AUTHORS**

T.S.Grewal, Sultan Chand & Co.  
Rupram Gupta, Sultan Chand & Co.  
Hanif and Mukharjee, Tata MacGrohill  
Shukla & Grewal  
S.N.Maheshwari  
K.K.Nandhni, B.P.B Publication, Delhi  
Sanjiv Garg, Mashbra Ind. P. Ltd  
& B.M.Agrawal (Publication Division)  
Delhi  
K.K.Nandahani, B.P.B Publication,  
  
A.K.Nadhani

# Veer Narmad South Gujarat University

syllabus for MANAGERIAL ECONOMICS  
FYBBA Semester II  
Effective from Dec 2010

## OBJECTIVES: -

To give a complete and rigorous introduction to basic principles of microeconomics and to Demonstrate how applications of economic theory can improve decision making. This subject also aims at giving the preliminary idea of the forms of the business organization.

## PADAGOGIC TOOLS: -

Lectures, Practical examples from corporate & business world, Case studies, assignments & presentations.

## EVALUATION:-

70 Marks External + 30 Marks Internal (10 Internal tests, 10 Assignment, 10 Attendance and Participation)

## COURSE CONTENT:-

Topics	Weigtage
<b>I NATURE &amp; SCOPE OF MANAGERIAL ECONOMICS</b> 1 Introduction – What Managerial Economics is about <ul style="list-style-type: none"><li>➤ Definition of Managerial Economics</li><li>➤ Managerial Economics and Economic Theory</li><li>➤ Managerial Economics and Decision Sciences</li></ul> 2. Decision Making and Forward Planning <ul style="list-style-type: none"><li>➤ The Nature and Types of Business Decisions</li><li>➤ Managerial Decision Making Process</li></ul> 3. Nature & Scope of Managerial Economics	20%
<b>II PRODUCTION ANALYSIS</b> 1. Introduction – Theory of Production <ul style="list-style-type: none"><li>➤ Meaning &amp; classification of Factors of Production</li></ul> 2. Meaning &significance of Production Function in Business <ul style="list-style-type: none"><li>➤ Linear Homogeneous Production function</li><li>➤ Short-run &amp; Long-run Production function</li><li>➤ Cobb-Douglas Production function</li><li>➤ Constant elasticity of substitution (CES) Production function</li></ul> 3. Theory of Production: Returns to a Variable Factors <ul style="list-style-type: none"><li>➤ Concept of Total Product, Average Product and</li></ul>	20%

<p>Marginal Product</p> <ul style="list-style-type: none"> <li>➤ Laws of Diminishing Returns</li> <li>Assumptions of the Law of Diminishing Returns</li> <li>Three stages of Production</li> <li>Stage 1: Increasing Returns</li> <li>Stage 2: Diminishing Returns</li> <li>Stage 3: Negative Returns</li> <li>Applicability of the Law of Diminishing Returns</li> </ul> <p>4. Production Function with Two Variable Inputs</p> <ul style="list-style-type: none"> <li>➤ Meaning &amp; general properties of Isoquants</li> <li>➤ Marginal Rate of Technical Substitution (MRTS)</li> <li>➤ The Economic Region of Production</li> <li>➤ Ridge lines</li> <li>➤ Laws of Returns to Scale</li> <li>Constant Returns to Scale</li> <li>Increasing Returns to Scale</li> <li>Decreasing Returns to Scale</li> </ul> <p>5. Optimum Factor Combination</p> <ul style="list-style-type: none"> <li>➤ Iso-Cost Line</li> <li>➤ Least-cost combination of Factors: Choice of Inputs</li> <li>➤ Expansion Path</li> </ul>	
<p><b>III BUSINESS ORGANISATION</b></p> <p><b>Kinds of Business Organisation :</b></p> <ul style="list-style-type: none"> <li>➤ Sole Proprietorship</li> <li>Meaning, Features, Merits &amp; Demerits</li> <li>➤ Partnership</li> <li>1. Meaning, Features, Merits &amp; Demerits</li> <li>2. Kinds of Partners. Partnership deed and Process of Registration</li> <li>3. Distinction between Partnership &amp; Proprietorship</li> <li>➤ Joint Stock Company</li> <li>1. Meaning, Features, Merits &amp; Demerits</li> <li>2. Kinds of Company (Brief introduction only)</li> <li>3. Distinction between Public Company &amp; Private Company</li> <li>➤ Co-operative Sector</li> <li>1. Meaning, Features, Merits &amp; Demerits</li> <li>2. Brief introduction of types of Co-operative Sector</li> <li>3. Distinction between Co-operative and Companies</li> <li>➤ Public Enterprise</li> <li>Meaning, Features, Merits &amp; Demerits</li> <li>➤ Joint Venture</li> <li>Meaning, Features, Merits &amp; Demerits</li> <li>➤ Multinational Corporations</li> <li>Meaning, Features, Merits &amp; Demerits</li> </ul>	<p>20%</p>

<p><b>IV MARKET STRUCTURE ANALYSIS</b></p> <p>1.Introduction to Theory of Market Structure</p> <ul style="list-style-type: none"> <li>➤ Features of Market</li> <li>➤ Classification of Market</li> <li>➤ Factors affecting size of Market</li> </ul> <p>2. Price Determination under Perfect Competition</p> <ul style="list-style-type: none"> <li>➤ Features of a Perfectly competitive market</li> <li>➤ Demand curve facing the Firm &amp; Industry under Perfect competition</li> <li>➤ Equilibrium of the Firm &amp; Industry under Perfect competition in Short-run &amp; Long-run</li> </ul> <p>3. Price Determination under Monopoly</p> <ul style="list-style-type: none"> <li>➤ Features &amp; causes of Monopoly</li> <li>➤ Nature of Demand curve &amp; Marginal revenue curve under Monopoly</li> <li>➤ Price &amp; output under Monopoly in Short-run &amp; Long-run</li> <li>➤ Price Discrimination <ul style="list-style-type: none"> <li>Meaning of Price discrimination</li> <li>Forms of Price discrimination</li> <li>Degrees of Price discrimination</li> <li>Conditions under which Price discrimination is possible &amp; profitable</li> <li>Effects of Price discrimination</li> </ul> </li> <li>➤ Dumping <ul style="list-style-type: none"> <li>Meaning of Dumping</li> <li>Motives of Dumping</li> </ul> </li> </ul> <p>4. Price Determination under Monopolistic Competition</p> <ul style="list-style-type: none"> <li>➤ Features of Monopolistic competition</li> <li>➤ Nature of Demand curve</li> <li>➤ Concept of Group Equilibrium</li> <li>➤ Price &amp; output determination in short-run &amp; Long-run under Monopolistic competition</li> <li>➤ Selling cost</li> </ul> <p>5. Pricing under Oligopoly</p> <ul style="list-style-type: none"> <li>➤ Features of oligopoly</li> <li>➤ Kinky Demand curve</li> <li>Price Leadership</li> </ul>	20%
<p><b>V PROFIT PLANNING &amp; INVESTMENT ANALYSIS</b></p> <p>1.Introduction on Profit planning &amp; Investment</p> <p>2.Gross profit, Net profit, Normal profit, Supernormal profit, Accounting profit, Economic profit</p> <ul style="list-style-type: none"> <li>➤ Characteristics of profit</li> <li>➤ Profit Management , Profit Policy, Profit Forecasting</li> <li>➤ Concept of Risk &amp; Uncertainty</li> <li>➤ Theories of Profit <ul style="list-style-type: none"> <li>Francis Walker, FB Hawley, JB Clark, FH Knight, JA Schumpeter, Prof. Taussig</li> </ul> </li> </ul> <p>3.Meaning of Capital Budgeting</p>	15%

<ul style="list-style-type: none"> <li>➤ Nature of Capital Budgeting <ul style="list-style-type: none"> <li>Demand for Capital</li> <li>Supply of Capital</li> <li>Capital Rationing</li> </ul> </li> <li>➤ Methods of evaluating Investment proposals:</li> <li>➤ Modern techniques of Investment Appraisal <ul style="list-style-type: none"> <li>Net Present Value criterion (NPV)</li> <li>Profitability Index criterion (PI)</li> <li>Internal Rate of Return criterion(IRR)</li> </ul> </li> <li>➤ Traditional Methods of Investment Appraisal <ul style="list-style-type: none"> <li>Pay back period method</li> <li>Average Rate of Return (ARR) or</li> <li>Return on Investment (ROI)</li> </ul> </li> </ul> <p>4. Cost-Benefit Analysis</p>	
<p><b>VI CASE STUDIES</b></p> <p>Meaning &amp; Nature of Case study Usefulness of a Case study method</p>	10%

**Text and Reference Books:-**

- 1) Managerial Economics in a Global Economy – Dominick Salvatore, *Thomson South-Western*
- 2) Managerial Economics: Application, Strategy & Tactics – Moyers, Harris
- 3) Managerial Economics – D M Mithani, *Himalaya Publishing House*
- 4) Managerial Economics – Analysis, Problems and Cases – P. L. Mehta, *Sultan Chand*
- 5) Essentials of Managerial Economics – P. N. Reddy, *Himalaya Publishing House*
- 6) Managerial Economics – G S Gupta, *Tata McGraw-Hill*
- 7) Modern Microeconomics: Theory & Application – H L Ahuja, *Sultan Chand*
- 8) Advanced Economic Theory: Microeconomic Analysis – H L Ahuja, *Sultan Chand*
- 9) Principles of Microeconomics-H L Ahuja, *Sultan Chand*
- 10) Business Economics – H. L. Ahuja, *Sultan Chand*
- 11) Advanced Microeconomic Theory – M J Kennedy , *Himalaya Publishing House*
- 12) Economics – Paul Samuelson, William Nordhaus , *Tata McGraw-Hill*
- 13) ‘Business Organisation & Management ‘ by V.K.Bhushan, *Sultan Chand & Sons.*
- 14) ‘Business Organisation’ by Acharya Govekar

## Veer Narmad South Gujarat University

### syllabus for **Quantitative Methods-I** (Mathematics Oriented)

FYBBA Semester II  
Effective from Dec 2010

#### Objectives:

- The course is designed to impart the basic knowledge of mathematics, to acquaint the students with the practical utility of the subject with special reference to business and commerce and equip them with those mathematical tools and techniques which shall provide them the necessary background for the applications of these techniques in different areas of management.

#### Pedagogic Tools:

Lectures, Practical examples from business world, assignments & presentations.

#### Evaluation Process:

University Exam	Internal Evaluation		
	Internal Tests	Assignments	Attendance & Class Participation
70 marks	10 marks	10 marks	10 marks

Chapter No	Chapter Title & Weightage	Sub Topic	No of Lectures
1	Set Theory 10%	<ol style="list-style-type: none"> <li>Definition of set and different types of sets</li> <li>Venn Diagram, De Morgan's law</li> <li>Law of algebra of sets and Cartesian product of two sets</li> <li>Natural Numbers, Rational members, Real numbers, Absolute values and its properties</li> <li>Examples</li> </ol>	1 1 1 1 2
2	Functions 10%	<ol style="list-style-type: none"> <li>Relation</li> <li>Functions and different types of functions</li> <li>Graphs of function</li> <li>Function used in Economics</li> <li>Examples</li> </ol>	1 1 1 1 2
3	Matrix 20%	<ol style="list-style-type: none"> <li>Definition of Matrix and Different types of Matrix.</li> <li>Addition, Subtraction, Multiplication of two Matrices</li> <li>Determinant of Matrix and its properties (without proof)</li> <li>Minors, Cofactor Matrix, Adjoint of a Matrix, Inverse of a Matrix</li> <li>Cramer's Rule</li> <li>Practical Examples</li> </ol>	1 2 1 2 2 2
4	Calculus 35%	<p><b>Limit</b></p> <ol style="list-style-type: none"> <li>Limit of a function, Limit of a addition, subtraction, product, quotient of two functions</li> <li>Some special types of limit</li> <li>Examples</li> </ol>	1 1 3

		<p style="text-align: center;"><b><u>Differentiation</u></b></p> <ol style="list-style-type: none"> <li>1. Derivative of different types of functions. 3</li> <li>2. Rules of differentiation (without proof) 3</li> <li>3. Higher order derivatives 2</li> <li>4. Maxima &amp; Minima 3</li> </ol> <p style="text-align: center;"><b><u>Integration</u></b></p> <ol style="list-style-type: none"> <li>1. Indefinite integrals 1</li> <li>2. Standard integral and basic rules of integrals 1</li> <li>3. Integration by parts 1</li> <li>4. Integration by substitution 1</li> <li>5. Definite integrals 1</li> <li>6. Simple properties of definite integrals 1</li> <li>7. Total revenue from marginal revenue &amp; total cost from marginal cost 2</li> </ol>	
5	Operation Research 25%	<p style="text-align: center;"><b><u>Linear Programming Problem</u></b></p> <ol style="list-style-type: none"> <li>1. What is LPP and different Definitions 1</li> <li>2. Graphical Method 3</li> </ol> <p style="text-align: center;"><b><u>Transportation Problem</u></b></p> <ol style="list-style-type: none"> <li>1. What is Transportation Problem? 1</li> <li>2. Matrix notation of Transportation Problem 1</li> <li>3. N-W Corner Rule 1</li> <li>4. Vogel's Method 2</li> <li>5. Modified Method 2</li> </ol> <p style="text-align: center;"><b><u>Assignment Problem</u></b></p> <ol style="list-style-type: none"> <li>1. Solution of simple assignment problems in production function of management by Hungarian Method 3</li> </ol>	

**Reference Books:-**

1. Business mathematics - D.C.Sancheti  
V.K.Kapoor
2. Operation Research - Goyal & Mittal
3. Mathematics for Business Studies  
- J.K. Thakral
4. Operation Research - J. K. Sharma