

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I.

Semester - 1

Paper No : 101

ECONOMICS OF GROWTH, DEVELOPMENT & PLANNING PAPER - 1

(Syllabus effective from Academic Year 2010-11 onwards)

1. Nature and Scope of Growth Economics - Economic growth & economic development - pre-requisites of economic growth - concept of sustainable growth. 25%
2. Theories Of Economic Growth –classical theories 25%
 - Prof. Adam Smith
 - Prof. Ricardo
 - Prof. Marx
3. Concept of human capital-human resources and economic development - human development index (HDI) - Non-monetary indicators of economic development. 25%
4. Market economy and planning - price mechanism Vs. planned economy - Globalisation - Liberalisation and role of state - WTO and India. 25%

Selected References:-

1. R.Nurke's: Problem of capital formation in development countries.
2. Domar : Essays in the theory of Economic growth
3. Laibenstein : Economic back ardess and economic growth
4. Lewis : The theory of Economic back ardness and economic growth.
5. Meade : A Neo-classical theory of Economic Growth.
6. Benjamin Higgin : Economic Development
7. Rostow W. W. : The Stage of Economic Growth.
8. Hirschman : The Strategy of Economic Development
9. Rosenstein : Rodan : Noteson the Theory
10. R.S. Mishra : Economics of Development
11. M.L.Jhingan : The Economics of Development & Planning
12. Taneja & Sharma: Economic Of Development & Planning.
13. Six Lectures Of Economic Growth: Simon Kuznet.
14. B.R.Sheney: Indian Planning & Economic Development.
15. Vakil & Brahmanand: Planning Of Expending Economy.
16. Tinbergen: Economic Of Underdeveloped countries.
17. Jagdish Bhagwati: Economic Of Underdeveloped countries.
18. Kindelberger: Economic Development & Planning.
19. Leading Issues in Economic Development – G.M.Meir.
20. T.N.Srinivasgan: Eight Lectures On Economic reforms.
21. T.N.Rao: Human Resource Development (oxford).
22. Human Development Reports.
23. Ward Development Resource
24. Ray Debendar 'Economic development , Oxford

25. Behrman S and Srinivasan T (1995), Handbook of Development Economics, Vo3,Elsevier Amsterdam.
26. Ghatak S (1986): An Introduction to Development Economics Allen and Unwin
27. Gillis M (et.al)(1992) Economics of Development WW Norton, New York
28. Barrell, R.; G Mason and M.O Mahoney (2000). Productivity Innovation and Economic Performance CUP , Cambridge
29. Sen. A.K(ed)(1990): Growth Economics,Penguin,Harmondsworth
30. Dasgupta,P (1993) : An Enquiry into Well Being and Destitution John Wiley New York
31. Mehrotra S And J Richard(1998): Development with a Human face OUP, New Delhi9. Meier G M and Seers D (1984): Pioneers in Development OUP, New York.
32. Ray Debraj (2009), 'Development Economics', Oxford India Paperbacks, New Delhi

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M.Com-I.

Semester - 1

Paper No : 101

PUBLIC FINANCE AND SOCIAL WELFARE PAPER - 1

(Syllabus effective from Academic Year 2010-11 onward)

1. **Nature And Scope Of public Finance:-** 25%
Meaning - scope & importance of the study of public finance - distinction between private & public finance - public goods Vs. private goods.
2. **Principles Of best System Of public Finance:-** 25%
3. Principle of maximum social advantage-criticism-norms of social welfare(i.e. objective criteria)-Musgrave's approach- government's role and performance in India's mixed economy.
4. **Public expenditure:-** 25%
Meaning & nature of public expenditure- classification of public Expenditure – growth of public expenditure -Wagner's law of increasing state activities-comparison between private & public expenditure.
5. **Public Debt:-** 25%
Meaning & classification of debts- importance of public debt – public debt & India

References:

1. Hough Dalton (1964) - Principles of public finance-Routledge and kagan paul ltd. , London
2. Philip e. taylor (1965) – The economics of public finance oxford & IBH Pub.co. N.D.
3. Herbert E. Newman (1968) – An Introduction to Public Finance. John wiley & Sons Inc. London
4. Harber B.P.(1976) – Modern Public Finance Richard D. Irwin, Homewood
5. Musgrave R.A.(1959) – The Theory Of Public Finance McGraw Hill, Tokyo.
6. Musgrave R.A. & Musgrave P.B.(1976) – Public Finance in Theory & Practice. McGraw Hill, Tokyo.
7. Due J.F. (1963) – Government Finance, Irwin, Homewood.
8. Mithani D.M. (1998) – Modern Public Finance Himdaya Pub. House, Mumbai.
9. Bhatia H.L.(1998)- Public Finance, Vikas Publishing house, Mumbai.
10. Andley K.K. and Sundharam K.P.M. Public Finance(1998) S Chand & Co. ltd, N.D.
11. V.G. Mankar(1992) – Public Finance- theory & Practice, himalaya pub. House, Mumbai.
12. Pigou A.C.(1947)-A Study In Public Finance McMillan

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14. Buchanan J.M.(1965)- The public Finance Richard D. Irwin.
15. plank E. H. & Jackson J.W.(1953) – Public Finance Richard D. Irwin.
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17. N.C.A. E.R.- Economic & Functional Classification of the Central & State Government Budgets -1957-'58.
18. H. Glennester & Hills J.(1998) – The State of Welfare: The Economic & Social Spending- Oxford Uni. Press. London.
19. Baumol W.J.S(Ed)(2001) – Welfare Economics, Edward Elgar Pub. Ltd. U.K.
20. R.W.Brouday & Bruce N.(1984) – Welfare Economics, Basil Balckwell, Oxford.
21. Pigou A.C.(1962) – The Economics Of Welfare MacMillan.
22. Myint H.(1948) – Theories Of Welfare Economics – Longmans, London.
23. Feldman A.M.(1980) – Welfare Economics & Social Choice Theory, Martinus Nijhoff boston.
24. Nicholas B.(ed)(2001) – Economic Theory and The Welfare State-Edward Elgar Pub.Ltd.,U.K.
25. Little I.M.D. (1939) – A Critique of Welfare Economics, Oxford Uni. Press, Oxford.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I.

Semester - 1

Paper No : 102

MANAGEMENT THEORY AND PRACTICE PAPER - 1

(Syllabus effective from Academic Year 2010-11 onwards)

Course Contents:

1. An overview of the historical context of today's management thinking (Different Theories in the history is to be studied with reference to modern management thinking. Any of these theories is not to be set in the question paper as an independent question). 25%
 2. Basic understanding of Culture, Power and Politics- Basis of Power. 25%
 - 3 . Performance Appraisal and Maintaining Human Resources- Introduction, Importance of Performance Appraisal- Definition of Performance Appraisal -Objectives of Performance Appraisal- Who will Appraise- Performance Appraisal Process- Methods of Performance Appraisal- Overcoming Performance Appraisal Problem- Essential characteristics of an Effective Appraisal system- Limitation of Performance Appraisal- Maintaining of Human Resource- Compensation- Fringe Benefits- Types of fringe benefits- Career Planning And Career Development. 35%
 4. Case Study (Cases are to be framed from the above mentioned Topics). 15%
- 100%**

Reference Books :

- 1) Management Text & Cases
V.S.P. Rao & V.Hari Krishna Excel Books
- 2) Human Resource Management and Industrial Relations
Mahajan Publishing House
- 3) Organisational Behaviour
Dr. K. Aswa Thappa

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I.

Semester - 1

Paper No : 103

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 1

(Syllabus effective from Academic Year 2010-11 onwards)

Objective: The basic objective of this course is to acquaint students with the theory and practice of advertising, as well as management of a firm's sales operations.

Unit I: Advertising: Defined, Advertising as a tool of marketing, Advertising effects-economic and social, Advertising as a powerful tool for consumer welfare, Role of advertising in modern business, Advertising objective and advertising budgets.

25%

Unit II: Advertising Media, Print media, Broadcasting media, Non-media advertising, media planning and scheduling, Advertising on internet, Media selection decisions.

20%

Unit III: Selling: Concept, Objectives and Functions of Sales Management, Fundamentals of selling, Selling Process, Salesmanship, Product and customer knowledge.

25%

Unit IV: Sales Planning: Importance and Types of sales planning, Sales planning process, Forecasting, Determining sales territories, Sales quota and Sales Budget.

20%

Case Study

10%

References:

1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair, Bush: Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
4. Ford, Churchill, Walker: Management of Sales Force, McGraw Hill, Singapore.
5. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
6. Jonnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singadapore.
7. Krik C. A. Salesmanship, Taraporewala, Bombay
8. Norris, James S. Advertising, Prentice Hall, New Delhi
9. Patrick, Forsynth: Sales Management Handbook, Jaico Publiations, Bombay
10. Sandage C.H. and Fry Burger: Advertising- Theory and Practice, Rechar D. Irwin, Illinois.
11. Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co. New Delhi.
12. Stanton, W.J and Spiro, R.: Management of Sales Force, McGraw Hill, Singadapore.
13. Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall, New Delhi

VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I.

Semester - 2

Paper No : 201

ECONOMICS OF GROWTH, DEVELOPMENT & PLANNING PAPER - 2

(Syllabus effective from Academic Year 2010-11 onwards)

1. Nature, Scope And Limitations of Growth Models: 20%
Some important growth models
 - Prof. Schumpeter
 - Prof. Harrod - Domar
2. Growth Models For Under Developed Countries 25%
 - Prof. Lewis
 - Prof. Libenstein
 - Prof. Regnar Nurkse
3. Balanced And Unbalanced Growth Theory For Underdeveloped Countries 25%
Big push theory Of Rosenstein Rodan
Hirschman's theory of unbalanced growth
Rostow's stages of economic growth
4. Techniques of planning - capital output ratio & its uses – input-output technique – project evaluation & cost benefit ratio (analysis). 20%
5. Lelontif model (assumption, simple example at 3*3 matrix, technological matrix) 10%

Selected References:-

- 1 R.Nurke's: Problem of capital formation in development countries.
- 2 Domar : Essays in the theory of Economic growth
- 3 Laibenstein : Economic back ardess and economic growth
- 4 Lewis : The theory of Economic back ardnness and economic growth.
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M.Com-I.

Semester - 2

Paper No : 201

PUBLIC FINANCE AND SOCIAL WELFARE PAPER - 2

(Syllabus effective from Academic Year 2010-11 onwards)

1. Public revenue:-

Types of revenues –sources of public revenue-taxation-meaning & base of a tax – canons of taxation-effects of taxation-An ideal tax system 25%

2. Classification of Taxes:-

Single Vs. multiple tax system- progressive, proportional, regressive and digressive tax system, Direct Vs. indirect Taxes – Value Added Tax(VAT) – forms of VAT – Expenditure tax- Capital gain tax-taxable capacity 25%

3. Public Budget:-

Meaning & types of budget- Economic & functional classification of budget – zero base budgeting – balanced budget- central budget of India 25%

4. Deficit Planning & Fiscal Policy:-

Meaning & types of deficit financing- rational behind deficit financing – dangers of deficit financing-Deficit finance and India – Fiscal policy- objectives of Fiscal policy in developed & developing countries- Limitations of Fiscal policy- Recent Fiscal measures/Reforms in India. 25%

References:

- 1 Hough Dalton (1964) - Principles of public finance-Routledge and kagan paul ltd. , London
- 2 Philip e. taylor (1965) – The economics of public finance oxford & IBH Pub.co. N.D.
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M.Com-1.

Semester - 2

Paper No :202

MANAGEMENT THEORY AND PRACTICE Paper - 2

(Syllabus effective from Academic Year 2010-11 onwards)

Course Contents:

1. Managing Change- the basic change process- resistance to change(individual and organizational). 10%
3. Building Effective teams-Teams and Networks-Internal and External Dynamics 20%
4. Conflict Management: Nature of Conflict- Changing views of Conflict
Functional and Dysfunctional Conflict- Conflict Process- Conflict Levels-
Transactional Analysis- Conflict Resolutions- Managerial Implications. 25%
5. Introduction to Following Concepts: Core Competence TQM,
Empowerment- Globalization- Glocalisation- Business Process
Re-engineering (BPR) - Enterprise Resource Planning (ERP) - Learn
Organization- Cyber Corp- Value Stream Management. 30%
6. Case Study (Cases are to be framed from the above mentioned Topics). 15%

Reference Books :

- 1) Management Text & Cases
V.S.P. Rao & V.Hari Krishna Excel Books
- 2) Human Resource Management and Industrial Relations
Mahajan Publishing House
- 3) Organisational Behaviour
Dr. K. Aswa Thappa
- 4) Principles and Practice of Management By L. M. Prasad

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M.Com-I.

Semester - 2

Paper No : 203

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 2

(Syllabus effective from Academic Year 2010-11 onwards)

Objective: The basic objective of this course is to acquaint students with the theory and practice of advertising, as well as management of a firm's sales operations.

Unit I:	Message design and development, Copy Development, Types of appeal, Copy testing.	20%
Unit II :	Measuring advertising effectiveness, Managing advertising agency and client relationship, Techniques for measuring advertising effectiveness and promotional scene in Indi	25%
Unit III :	Sales Organization: Setting up sales organization; Planning process, principles of determining sales of organization.	10%
Unit IV:	Sales force management: Estimating manpower requirements for sales department, Planning for manpower recruitment and selection, training and development, placement and induction, motivating sales force, leading the sales force, Compensation and promotion policies, Sales meeting and contest.	20%
Unit V:	Control process: Analysis of sales volume, Costs and profitability, Managing expenses of sales personnel, Evaluating sales fore performance.	15%
Case Study		10%

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1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
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3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
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