Re-Accredited by NAAC with 'A' Grade
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યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.
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–: પરિપત્ર :–

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોનાં આચાર્યશ્રીઓ તથા ડિપાર્ટમેન્ટનાં વડાશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૨–૨૩, થી અમલમાં આવનાર S. Y. B. Com. (Sem-3 & 4) અને T.Y.B.Com. (Sem-5 & 6) ના રેગ્યુલર, એક્ષટર્નલ અને ઓનર્સ, તેમજ M.Com - રેગ્યુલર (સેમે.–૩ અને ૪) અને એક્ષટર્નલ એમ.કોમ.પાર્ટ–૨ નાં કોમર્સ ઈન્ક્લુડીંગ બી.એ. વિષયનાં નીચે મુજબનાં અભ્યાસક્રમો અંગે કોમર્સ ઈન્ક્લુડીંગ બી.એ. વિષયની અભ્યાસ સમિતિની તા.૨૪/૦૨/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંકઃ ૨ અન્વયે કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજુર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૦૨/૦૬/૨૦૨૨ ની સભાનાં ઠરાવ ક્રમાંકઃ૨૩ થી સ્વીકારી મંજૂર કરેલ છે. જેની આથી જાણ કરવામાં આવે છે.

કોમર્સ ઈન્ક્લુડીંગ બી.એ. વિષયની અભ્યાસસમિતિની તા.૨૪/૦૨/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંકઃ ૨

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૨–૨૩, જુન–૨૦૨૨ થી અમલમાં આવનાર S. Y. B. Com. (Sem-3 & 4) અને T.Y.B.Com.(Sem-5 & 6)ના રેગ્યુલર, એક્ષટર્નલ અને ઓનર્સ, તેમજ M.Com-રેગ્યુલર સેમે.–૩ અને ૪) અને એક્ષટર્નલ એમ.કોમ.પાર્ટ– ૨ નાં કોમર્સ ઈન્ક્લુડીંગ બી.એ વિષયનાં નીચે મુજબનાં અભ્યાસક્રમો મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

S.Y.B.Com (Sem-III & IV), (રેગ્યુલર તથા એક્ષટર્નલ તથા ઓનર્સ,)

1. Business Administration , વાણિજ્ય સંચાલન, (Paper-III & IV)
2. Banking - (Paper-I & III)
3. Marketing- (Paper-I & II) અને Marketing -(Paper-III & IV)
4. Management - (Paper-I & II) અને Management -(Paper-III & IV)
5. Computer Application - (Paper-I & II)
6. Fundamental Entrepreneurship - **Honors.**

T.Y.B.Com (Sem-V & VI), (રેગ્યુલર તથા એક્ષટર્નલ)

1. Business Administration - (રેગ્યુલર તથા એક્ષટર્નલ)
2. Banking - Paper-III (Comp.) & Paper-IV(Special) For External Banking -(Paper-V & VII) (Comp.) & Paper-VI & VIII (Special)
3. Marketing - Paper-III (Comp.) & Paper-IV(Special) For External Marketing -(Paper-V & VII) (Comp.) & Paper-VI & VIII (Special)
4. Management - Paper-III & IV (Comp.) & Special) Regular & External Management - Paper-V & VI (Comp.) & Special) Regular & External
5. B.R.F. (રેગ્યુલર તથા એક્ષટર્નલ)

T.Y.B.Com. (Honors)

1. Advance Management
2. Financial Management
3. Financial Marketing Operation
4. International Marketing

M.Com Sem-III & IV તથા M.Com-Part-II (Regular & External)

1. Financial Management (Paper– I & II)
2. Strategic Management (Paper-I & II)
3. Marketing Sem-III(Paper-VII & VIII & IX,)
4. Marketing Sem-IV (Paper-X,XI &XII)
5. Consumer Behaviour
6. Retail Management

<u>એકેડેમિક કાઉન્સિલની તા.૦૨/૦૬/૨૦૨૨ની ઠરાવ ક્રમાંકઃ ૨૩</u>

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૨–૨૩, થી અમલમાં આવનાર S. Y. B. Com. (Sem-3 & 4) અને T.Y.B.Com. (Sem-5 & 6) ના રેગ્યુલર, એક્ષટર્નલ અને ઓનર્સ, તેમજ M.Com - રેગ્યુલર (સેમે.–૩ અને ૪) અને એક્ષટર્નલ એમ.કોમ. પાર્ટ–૨ નાં કોમર્સ ઈન્ક્લુડીંગ બી.એ. વિષયનાં ઉપર મુજબનાં અભ્યાસક્રમો અંગે કોમર્સ ઈન્ક્લુડીંગ બી.એ. વિષયની અભ્યાસ સમિતિની તા.૨૪/૦૨/૨૦૨૨ની સભાનાં ઠરાવ ક્રમાંકઃ ૨ અન્વયે કરેલ ભલામણ વાણિજય વિદ્યાશાખાનાં અધ્યક્ષશ્રીએ વાણિજય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વિદ્યાશાખા વતી મંજુર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

(બિડાણઃ ઉપર મુજબ)

ક્રમાંક : એસ./પરિપત્ર/સિલેબસ/૧૧૩૪૭/૨૦૨૨
તા. ૦૪–૦૬–૨૦૨૨

ઈ.ચા. કુલસચિવ

પ્રતિ,
૧) વાણિજય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોનાં આચાર્યશ્રીઓ તથા ડિપાર્ટમેન્ટનાં વડાશ્રી.
.....આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.
૨) અધ્યક્ષશ્રી,વાણિજય વિદ્યાશાખા.
૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
૪) કો–ઓર્ડિનેટરશ્રી, એક્ષટર્નલ યુનિટ,પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
.....તરફ જાણ તેમજ અમલ સારૂ.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SECOND YEAR B.COM. (Semester –III)

BUSINESS ADMINISTRATION

એકેડેમિક કાઉન્સિલ તા. 21061-2022
બાબત.....23.....વિદ્યાશાખા/પરિશિષ્ટ.....13.....

(Syllabus effective from Academic Year 2022-23)

Objectives:

1.To impart to the students the conceptual and procedural knowledge in the functional areas of human resources management and labour management.

2. To enable to students to understand concept and knowledge of human resource management, trade unions and labour relations.

3. To develop the analytical and decision making abilities of the students through case studies.

Unit	Course Contents	Weightage
1.	**Human Resource Management &Labour Relations :** **Human Resource Management:** Meaning of Human Resources, Human Resource Management, Human Resource Management and Personnel Management, E- Selection and Procedure, E-Training and its Advantages and Disadvantages.	20%
2.	**Human Resource Planning:** Meaning, Importance, Process and Factors Affecting Human Resource Planning. Human Resource Audit- Aspects of Utilisation, Methods of Assessing Manpower Utilisation.	15%
3.	**Career Planning, Career Development and Executive Development:** Concept of Career, Career Planning and Succession Planning, Career Stages, Elements of Career Development Programmes, Steps in Career Development System, Advantages and Limitations of Career Planning and Development, Methods of Executive Development.	20%
4.	**Trade Unions:** Definitions, Functions, Rights and Responsibilities of Registered Trade Unions.	15%
5.	**Industrial Unrest:** Meaning,Different Forms of Industrial Disputes, Causes, Effects, Remedial Measures, Industrial Peace and Industrial Harmony.	15%
6.	**Case Study**	15%

NOTE: Paper setter should consider syllabus and not any reference book ortext books.

BooksOf References:

1. Human Resource Management and Human Relations - V.P.michael
2. Human Resource Management - V.V.Khanzode
3. Management of Human Resources – LallanPrased, A.M.Bannerjee
4. The Personnel Management Processes – Wendall French
5. Principles of Personnel Management – Edwin Flippo
6. Personnel Management and Industrial Relations –Dale Yoder
7. Industrial Relations and Personnel Management in India – R.S.Davar
8. Organizational Behavior – K. Ashwathappa
9. Organizational Behavior – L.M.Prasad
10. General Psychology – Garret HF
11. Introduction to General Psychology – Mc Graw Hill
12. Personality Development and Career Management : A pragmatic perspective- R.M.Onkar
13. Personality Development – Alok Kumar Dubey
14. www.essentiallifeskilis.net/improveyourpersonality.html
15. En.wikipedia.org
16. General Psychology David C Edwards, The macmillan com.- New York
17. આધુનિક માનસશાસ્ત્ર પરિચય – બી .એ. પરીખ Popular Prakashan, Surat
18. મનોવિજ્ઞાન for NET/SLET – ડૉ. બી.બી.ભીલા, યુનિ. ગ્રંથ નિર્માણ બોર્ડ, અમદાવાદ

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SECOND YEAR B.COM. (Semester – IV)

BUSINESS ADMINISTRATION

(Syllabus effective from Academic Year 2022-23)

Objectives:

1.To impart to the students the conceptual and procedural knowledge in the functional areas Of Marketing Management.

2. To enable to students to understand concept and knowledge of Marketing, Pricing, Product, Product life cycle, Marketing Research and Control, Marketing Environment.

3. To impart the knowledge of online marketing, Digital Marketing.

4. To develop the analytical and decision making abilities of the students through case studies.

Unit	Course Contents	Weightage
1.	**Marketing Management:** • **Concepts:-** Meaning of Market, Types of Market, Marketing and Marketing Management & Scope of Marketing Management. • **Concept of Marketing:** Production Concept, Selling Concept, Marketing Concept and Social Marketing Concept, Concept of Retail Marketing, Traditional Retail Marketing (Store and without Store), Online Retail Marketing(Meaning, Elements, Advantages And Disadvantages), Introduction of Digital Marketing	25%
2.	**Marketing Mix and Marketing Environment:** • **Marketing Mix:** Meaning & Elements, 4Ps and Dhaval Mehta's 8Ps • **Marketing Environment:** Meaning & Factors of Micro and Macro Environment. • **Product:** Concept of Product, Product Life Cycle and its strategies, Product Development, Concept of Brand and its need. • **Pricing:** Objectives and Methods of Pricing, Different Pricing Policies and Factors affecting Pricing Policies. • **Promotion:** Meaning, Importance and Elements of Promotion Mix.	30%
3.	**Market Segmentation:** Meaning and basis of Market Segmentation and its Advantages.	10%
4.	**Marketing Research:** Meaning, Objectives, Importance, Scope and Process of Marketing Research. Meaning, Importance & Process of Marketing Control.	20%
5.	**Case Study**	15%

NOTE: Paper setter should consider syllabus and not any reference book ortext books.

Books Of References:

1. Marketing Management – Philip Kotler.
2. Modern Marketing Management – R.S.Dawar
3. Marketing Management – Sherlekar
4. Marketing Management – Bhagvathi Pillai
5. Frontiers of Electronic Commerce – Ravi Kalakota,AndrewB.Whinston Published by Pearson Education Pvt. Ltd.
6. www.slideshare.net/priyankasinde351/online-marketing-ppt
7. www.slideshare.net/Ankitha2404/emarketing-ppt
8. www.webopedia.com
9. www.techopedia.com
10. Human Resource Development & Planning Management – Sudhir Dawra

Veer Narmad South Gujarat University

Second Year B.Com.

Semester:3 Banking

PRINCIPAL & SUBSIDIARY

PAPER-I

SYLLABUS [In force from, June-2022-23 onwards]

The objective of the paper is to give a broad idea of the law and Practice of banking with special references to India.

Note:

(1) The topics to be studied with special references to the legal principles and current practice prevailing in the country.
(2) Detailed knowledge of various forms is not expected.

1	Banker and Customer: Definition of ta banker- what constitutes a customer-general relation-Legal relation of Banker and Customer-special features of the relationship-Duration Aspect- Banker as borrower-A debt by a banker vs. an ordinary commercial debt-Law of limitations and deposits-cases and position of Banker. Role of the banker a trustee, an agent and bailee. Banker's lien-Appropriation of payment-Banker's right to set off. Banker' right to charge interest and commission. Banker's obligation to maintain secrecy of the customer's accounts-Garnishee order. Termination of relationship between Banker and Customer.	[30%]
2	Digital Banking: Definition, Types of Electronic Fund Transfer Systems Cheque Transaction, ATM, POS, Internet, Mobile, Kiosks, Payment wallet. Ethics and Corporate Social Responsibility in Banks.	[20%]
3	Banking Regulation Act of 1949- Important-Provisions of the Act-Banking ombudsman (Lokpal)-Appointment and Powers. (Amendments up to Financial year 2021-22)	[20%]
4	Financial Inclusion Through BC/BF model • Need for Financial literacy and inclusion • BCBF model for financial inclusion • Business correspondent & Business Facilitator • Scope of activities of BC BF, do's and don'ts • Facilities-overdraft, debit card, insurance • Role of BCs/BFs in Financial inclusion	[30%]
	Note: Practical can be given as an Assignment/Library work	

References:

1.	Banking Theory and Practice by- K.C.Shekhar and Lekshmy Shekhar
2.	Modern Banking: Theory and Practice by- Muraleedharan D
3.	Banking Theory and Practice by- Katait Sanjay
4.	A Text on Banking Theory Law and Practice by- Gajendran
5.	Digital Banking by-Indian Institute of Banking & Finance by-Taxman
6.	Banking and Negotiable Instruments- Law & Practice by-P. Vasanthakumar
7.	Legal and Regulation -1st Edition 2020 Aspect of Banking by- Macmillan
8.	Banking Law and Practice in India by- M.L.Tannan
9.	Law and Practice of Banking by- S.R.Dave
10.	Banking Law and Practice in India by- V.N.Mugali
11.	Practice and Law of Banking by- H.P.Sheldon
12.	Banking Law and Practice by- P.N.Vesnneya
13.	બેંકિંગ કાનૂન અને વ્યવહાર – પ્રિ. ધીરૂભાઇ વેલવાન

Veer Narmad South Gujarat University

Second Year B.Com.

Semester:4 Banking

PRINCIPAL & SUBSIDIARY

PAPER-III

SYLLABUS [In force from, June-2022-23 onwards]

The objective of the paper is to give a broad idea of the law and Practice of banking with special references to India.

Note:

(1) The topics to be studied with special references to the legal principles and current practice prevailing in the country.
(2) Detailed knowledge of various forms is not expected.

1	Payments of Customers cheques: Precaution-Payments in due course-when a banker is justified in refusing payment, wrongful dishonor of cheque, countermanding payments of cheques and drafts – protection given to a paying banker.	[30%]
2	Collection of Customer's Cheques: the banker as holder for value-collecting banker and his customer-precautions-duties of collecting banker -Recovery of money paid by mistake- protection given to a collecting banker.	[20%]
3	Loan and advances: general Principles of sound lending-form of advances: Loan, cash credit and overdraft Meaning of secured and unsecured loan. Creating charge over securities: Brief introduction and meaning of different modes of creating charge over securities- Mortgage, hypothecation, pledge, lien.	[30%]
4	CASA DEPOSITS: Its Importance, Features and benefits • Understand what are CASA deposits • Importance of CASA Deposits for banks • Features and benefits of current accounts, saving accounts and their variants • Transaction, services and channels offered by banks for CASA account holders. • Benefits of CASA deposits to customers.	[20%]
	Note: Practical can be given as an Assignment/Library work	

References:

SR NO.	BOOK
1.	Digital Banking by-Indian Institute of Banking & Finance by-Taxman
2.	Retail Banking Technology by- JAICO
3.	Modern Banking: Theory and Practice by- Muraleedharan D
4.	Modern Banking in India by- D.P.Gupta & R.K.Gupta
5.	Banking Law and Practice by-R. K.Gupta Modren Law Publication
6.	Seth's Banking Law, Law publishers India Pvt. Ltd.,A.B.Srivastava & K.Elumali
7.	Banking Theory, Law and Practice.E.Gorden, K.Natrajan, Himalaya Publication.
8.	Banking Law and Practice in India by- M.L.Tannan (Latest Edition)
9.	Law and Practice of Banking by- S.R.Dave
10.	Banking Law and Practice in India by- V.N.Mugali
11.	Practice and Law of Banking by- H.P.Sheldon
12.	Banking Law and Practice by- P.N.Vesnneya
13.	બેંકિંગ કાનૂન અને વ્યવહાર – પ્રિ. ધીરૂભાઇ વેલવાન
14.	Link-https://rbi.org.in
15.	Link-https://www.indiapost.gov.in/
16.	J.M.Holden- The Law & Practice of Banking Universal law Publishing.

Veer Narmad South Gujarat University, Surat

S.Y.B. Com (Sem 3)Marketing 1

Course Outcomes:

This paper has been designed in such a way that students will learn about the basic marketing concepts, their importance and application in business field. The course also helps to know about the latest developments in the field of marketing, As marketing is concerned with the development and selling of products. The curriculum also helps to know about the fundamentals of product development and its introduction and selling in the market. It also helps to know about the role of packaging in the field of marketing.

At the end of the learning of the course, Students will know about the relevance of marketing in the business world and in case he wants to be a marketer of any product in future, then what all marketing aspects he is supposed to take into consideration to plan marketing of his product.

Marketing 1

1. **Basics of Marketing** **25%**
    - Definition of marketing and marketing management
    - Factors affecting business strategies over time
        1. Changing consumer demographic
        2. Emerging technologies
        3. Fluctuating market conditions
        4. Cultural shifts
    - Objectives of marketing
    - Activities in the marketing process
    - Core marketing concepts
        1. Needs, wants, exchanges
        2. Transactions
        3. Product
        4. Services
        5. Demands
    - Marketing management philosophies
        1. Product concept
        2. Production concept
        3. Selling concept
        4. Societal concept

2. **Various Marketing Concepts** **25%**
    - Moment marketing
    - Experiential marketing
    - Relationship marketing
    - Content marketing
    - Conversational marketing
    - Digital marketing

- Inbound marketing and outbound marketing
- Contextual marketing
- Place marketing marketing
- Man marketing
- Idea marketing
- Internal marketing and external marketing

3. **Product and Product Management** **25%**
   - Concept of product, product management, product development
   - Product planning, new product development process
   - Product line, product mix
   - Factors affecting product mix, product life cycle concept
   - Product diversification, product elimination
   - Reasons for new product failure
4. **Packing and Packaging** **20%**
   - Role of packing
   - Types and functions
   - An ideal packaging
   - Social desirability of packaging
   - Labelling – its functions and types
   - Assembling, grading, standardization
   - Warranty, guarantee concepts
5. **Case Study** **5%**

REFERENCE BOOKS:

1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr.C.B.Memoria, R.G.Joshi
4.Marketing Management -Philip Kotler
5.Modern Marketing – Still, Govani, Condift
6.Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
8) Marketing management Rajan Saxena (Tata Mc graw Hills)
9) Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
10) Marketing management (Concepts& cases) S.A. Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
11) Advertising (Planning& Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
12) Marketing quick win Ann marie Hanlon (PHI Learning)
13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)
Marketing management concepts and cases by S.A.Sherelakar and Krishnamoorthy published by Himalaya publication

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S.Y.B. Com (Sem 3) (2022-23)

Marketing 2

Course outcomes:

This paper will enhance the knowledge of the students in relation to pricing of the product, what are the factors affecting the pricing decision of the product and a service. The student will also learn about the various issues and challenges faced in the marketing of products. He will also learn about the latest concepts like web advertising, online and internet marketing. various laws applicable to this type of marketing. He will learn about branding, its types and its importance in the field of marketing. At the end the student will have basic necessary knowledge of all the latest concepts of marketing and also about all the important relevant factors one should consider for marketing ones product and how to make it a popular brand. He will also learn about the core concepts like advertising related to marketing and how one can take the product from local market to international or global market.

Syllabus:

1. Pricing **20%**

- Definition
- Concept of pricing
- Objectives of pricing
- Pricing methods, meaning and its types
  - Cost pricing-oriented methods
    - Cost plus pricing
    - Markup pricing
    - Target return pricing
- Market oriented pricing
    - Perceived pricing value
    - Value pricing
    - Going rate pricing
    - Auction type pricing
    - Differential pricing

2.Different types of pricing strategies **20%**

- Value based pricing
- Competitive pricing
- Skimming pricing
- Penetration pricing
- Cost plus pricing
- Economy pricing

- Dynamic pricing

3.Brand Marketing **15%**

- Definition of brand
- Reasons for branding
- Types of brands (private, national, individual, and blanket brands)
- Multiple brands for same product
- Store label brands
- Brand equity, brand image, global brands

4.Web Advertising **20%**

- Types of online advertising
- Challenges of online advertising
- Direct marketing: its process, advantages and disadvantages
- Factors causing growth of direct marketing
- Internet advertising, its advantages

5.Non-Profit Marketing 20%

- Definition and concepts
- Functioning of non-profit marketing
- Types of non-profit marketing
    - Traditional fund raising
    - Consumer charity
    - Message focused campaigns
    - Event marketing
- Tactics used for non-profit marketing
- Platforms used for non-profit marketing

6. Case study **5%**

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1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr.C.B.Memoria, R.G.Joshi
4.Marketing Management -Philip Kotler
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7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
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15) Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
16) Marketing management (Concepts& cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
17) Advertising (Planning& Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
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S.Y.B. Com (Sem 4) (2022-23)

Marketing 3

Course outcomes:

This paper will help students learn concept of buyer, which is a core to the marketing. Student will learn about consumer/buyer behavior with respect to market, consumers motive to buy a particular product. He/she will also learn how to enhance customer satisfaction as a producer or a marketer. What role does customer satisfaction and customer delight play in whole marketing scenario. It also helps to about the factors important in consumer decision making like market segmentation, deciding about target market etc. This paper will help the students to gain knowledge about consumer, his behavior, his choices, his satisfaction and its influence on product demand and will also learn about the role of consumer in making a product a success or a failure.

Syllabus:

1. **Buyer behaviour** **20%**
   - Concept of buyer behaviour
   - Classes of buyer
   - Difference between buyer behaviour and consumer behaviour
   - Buyer motives
   - Decision making process in buying
   - Factors affecting buyer behaviour

2. **Organizational behaviour** **20%**
   - Concepts and definition
   - Factors affecting organizational behaviour
   - Organizational behaviour models
     - Autocratic model
     - Custodial model
     - Supportive model
     - Collegial model

3. **Relationship marketing** **20%**
   - Concept and definition
   - Levels of relationship marketing
   - Tools of relationship marketing
   - Factors responsible for the success of relationship marketing
   - Process of relationship marketing
   - Importance and application of relationship marketing

4. **Market segmentation** **20%**
   - Meaning
   - Concept and importance
   - Bases of market segmentation
   - Uses of market segmentation
   - Process/steps in marketing segmentation
   - Requirements for effective segmentation
   - Target marketing
5. **Recent trends in market** **15%**
   - Mobile marketing
   - Tele marketing
   - Green marketing
   - Digital marketing
   - B2B marketing
   - B2C marketing

6. **Case Study** 5%

REFERENCE BOOKS:

1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr.C.B.Memoria, R.G.Joshi
4.Marketing Management -Philip Kotler
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7. Marketing management Rajan Saxena (Tata Mc graw Hills)
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S.Y.B.Com (Sem 4)

Marketing 4

Course outcomes:

This paper focuses on other integrative function of marketing giving knowledge about competitive advantage, How one can build an competitive edge. What can be done to acquire and retain customers? One will also learn about various types of buyers, factors affecting customer acquisition. and how their value can be enhanced. How products can be promoted, what are the various tools used to promote the products in the market. Advertising benefits the customer and the society. At the end of the term the students will learn about various promotional tools applicable to products and services. How customer acquisition and retention is necessary. How marketers can adopt to environmental and technological changes. It will also help students to know about various laws pertaining to weights and measures act 1977 related to packaging of the products.

Syllabus:

1. **Promotion** **20%**
   - Meaning and purpose
   - Importance of promotion in marketing
   - Promotion mix
   - Promotional methods
   - Sales promotion at different levels
   - Personal selling
   - Its features and functions
2. **Advertising** **15%**
   - Definition
   - Importance
   - Objectives
   - Types
   - Benefits of advertising to customers and society
3. **B2B Market and B2C Market** **20%**
   - Definition of B2B & B2C
   - Importance of B2B
   - Characteristics of B2B &B2C
   - Advantages of B2B marketing & B2C marketing
   - Difference between B2B & B2C
4. **Customer Acquisition and Retention** **20%**
   - Life cycle of customers (prospects, first time buyers, repeat buyers, defectors)

- Meaning of customer acquisition and retention
- Factors affecting acquisition of customers
- Factors affecting the improvement of retention rate

5. **Weight and Measures Act 1977** **20%**
   - Packed commodities rules 1977 (Definitions and provisions applicable to packages intended for retail sales)
   - Consumer protection act 2019
   - Difference between consumer protection act 1986 and 2019
6. **Case study** 5%

REFERENCE BOOKS:

1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr.C.B.Memoria, R.G.Joshi
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S.Y.B.Com (Sem 3) 2022-23

Management 1

OUTCOME:

The syllabus of Management Paper-1 is designed to give a thorough conceptual understanding to the students about one of the significant branches of management i.e. Human Resource Management, its techniques such as Moon lighting, TQM, Lean, Six sigma, 360 performance appraisal, etc. and concepts such as employee engagement, Talent management, Intellectual capital, Knowledge management & others.

1. **Recent Techniques in Human ResourceManagement** **25%**
   - Employees for lease
   - Moon lightening by employees (Blue Moon to Full Moon)
   - Dual career group
   - Flexi time and Flexi Work
   - Concept of quality management and its principles
   - Concept of continuous improvement
   - Its objectives and limitations
   - Concept of lean: its process, principles and benefits
   - Six sigma, objectives and concepts, process
   - 360 performance appraisal concepts
2. **Employee Engagement** **25%**
   - Meaning
   - Types of employee engagement
   - Force enhancing employee's engagement
   - Importance of engaged employee
   - Employee engagement models
     - WIFI model of employee engagement
     - IES model
     - Blessing white engagement model
     - Zinger model
     - AMMA's four quadrant model for employees and organizational effectiveness
   - Categories of employee engagement
3. **Talent Management** **20%**
   - Meaning
   - Talent management process
   - Talent management model
   - Talent management strategy
   - Best practices in talent management
   - Key drivers of talent management

- Nine areas identified by institute for corporate productivity for talent management

4. **Intellectual Capital** **10%**
   - Meaning
   - Components of intellectual capital
   - Intellectual components
   - Impact of intellectual capital on business organizations
5. **Knowledge Management** **20%**
   - Meanings
   - Forms of knowledge management
   - Process and methods of acquiring kn
   - owledge
   - Knowledge chain
   - Aligning knowledge management with intellectual management

References:

- 1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.
- 2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
- Significance of HR Audit3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
- 4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque &Tery Kirk Patrick (BTM Press-March-2007
- Human resource management By C.B. Gupta published by Sultan Chand and sons
- https://www.theguardian.com/technology/2016/jul/27/airbnb-panel-democratic-national-convention-survey ; and Quittner, Jeremy, "Airbnb and Discrimination: Why It's All So Confusing", *Fortune*, June 23, 2016, http://fortune.com/2016/06/23/airbnb-discrimination-laws/.
- https://www.toolbox.com/hr/talent-management/articles/what-is-talent-management/
- https://www.quantumworkplace.com/future-of-work/what-is-employee-engagement-definition
-
- *https://www.abacademies.org* › articles › the-impact-of-int..

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S.Y.B. Com (Sem.3) 2022-23
Management – 2

OUTCOME:

The syllabus of Management Paper-2 is designed to give a detailed conceptual learning to the students about one of the significant branches of management i.e. Human Resource Management and concepts for its in-depth understanding such as Human resource planning, Human resource policies, Human resource accounting & Human resource audit.

1. Human resource management **25%**

- .Concept of HRM
- Characteristics of HRM
- Objectives of HRM
- Importance of HRM
- Scope of HRM
- Functions of HRM
- Competencies of HR Manager
- Role and status of HR Manager

2. Human resource planning **25%**

- Concept of human resource management
- Objectives of HRP
- Need and importance of HRP
- Levels of HRP
- Problems of HRP
- Guidelines for effective human resource planning

3.Human resource policies **25%**

- Concept and nature of human resource policies
- Need and importance of human resource policies
- Types of HR Policies
- Formulation of HR policies
- Scope of HR Policies
- Formulation of HR policies
- Essentials of sound HR Policies

4.Human Resource Accounting and Audit **25%**

- Meaning of HRA and human resource audit
- Objectives of HR Accounting and HR Audit
- Advantages of HR Accounting
- Disadvantages of HR Accounting
- Scope of Human Resource Audit
- Significance of HR Audit

REFERENCES:

- 1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.
- 2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
- 3 legged Race, ByFaisal Hoque, Significance of HR Audit
- 3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
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S.Y.B. Com (Sem 4) 2022-23

Management 3

OUTCOME:

The syllabus of Management Paper-3 is designed to enhance the knowledge of the students and upgrade them with the modern-day world through topics such as Technology management & innovation, Content Management systems, SME's & Start-ups. Over & above this, a topic on industrial sickness ensures learning about the working of industrial sector.

1. **Management of Technology and Innovation** **25%**
   - Introduction
   - MTI – its importance in present and future
   - Developing technology and innovation
   - External sources of technology and innovation
   - Management entrepreneurship skills for technology and innovation
   - Skills needed for MTI
   - Managing present for future technology and innovation

2. **Content Management Systems** **25%**
   - Definition
   - Content management systems and its functioning
   - Features in content management systems solutions
   - Different types of content management systems
   - Steps involved in choosing CMS Platform
   - Advantages of CMS
   - Disadvantages of CMS
   - Key functions of CMS application
   - Importance of CMS to your Business

3. **SME's and Startups** **25%**
   - Definition of SME's and Startup
   - Difference between SME's and startup (business objectives, funding and control, risk factors, technology)
   - Marketing strategies for startup (earned media and PR, partner marketing, social media marketing, content marketing, search engine optimization, email marketing, affiliate programs, referral marketing)
   - Advantages and disadvantages of startup
   - Blue ocean and red ocean strategies

4. **Industrial Sickness** **25%**
   - Meaning of industrial sickness
   - Stages of industrial sickness
   - Symptoms of sickness

- Causes of sickness
- Structured causes

REFERENCES:

- 1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.
- 2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
- Significance of HR Audit3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
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- Human resource management By C.B. Gupta published by Sultan Chand and sons
- https://www.theguardian.com/technology/2016/jul/27/airbnb-panel-democratic-national-convention-survey ; and Quittner, Jeremy, "Airbnb and Discrimination: Why It's All So Confusing", *Fortune*, June 23, 2016, http://fortune.com/2016/06/23/airbnb-discrimination-laws/.

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Management -4

OUTCOME:

The syllabus of Management Paper-4 is designed to give a detailed conceptual & technical insight about the business environment from within more than the external perspective. It enhances the students with the learning of work environment, measures to deal with employee safety & health, welfare measures for employees and concepts of labour turnover & absenteeism.

1. **Work Environment** **25%**
   - Elements of work environment
   - Meaning of fatigue, monotony and boredom
   - Causes of fatigue
   - Measurement and effects of fatigue
   - Methods of reducing fatigue
2. **Employee Health and Safety** **25%**
   - Significance of occupation health
   - Working conditions affecting health
   - Occupational hazards and diseases
   - Protection against health hazards
   - Statutory provisions concerning health
   - Employee safety
   - Significance of safety
   - Causes of industrial accidents
   - Measures to ensure industrial safety
3. **Employee welfare** **25%**
   - Meaning of employee welfare
   - Significance of employee welfare
   - Agencies of employee welfare
   - Types of welfare services
   - Statutory provisions for employee welfare
   - Role of labor welfare officer
4. **Absenteeism and labor turnover** **25%**
   - Concept of absenteeism
   - Absenteeism causes and effects
   - Control over absenteeism
   - Concept of labor turnover
   - Causes and effects of labor turnover
   - Control over labor turnover
   - Measurement of labor turnover

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1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.

2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.

3 legged Race, ByFaisal Hoque,

3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005

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VEER SOUTH GUJARAT UNIVERSITY - SURAT

B.Com.(Computer Application) 2nd Year

Vocational Course

Syllabus

S.Y. B. Com.Semester 3

Effective From: 2022-23

Paper No.: 3 **Teaching Hours: 3 Hrs./Week**

Paper Title: **Computer Application Paper-III** **Credits: 3**

(Computer Programming and Programming Methodology)

Prerequisite: **Basic knowledge of computer programming language.**

Aim: **To make students aware of programming using GUI tools.**

Expected Outcome: **The students will be able to develop GUI applications.**

A. Programming Language: (Q BASIC) [50%]

1. **Programming Language Concepts:**
   - 1.1 Algorithm and Flowchart
   - 1.2 What is Program? S/W and types of S/W.
   - 1.3 Level of Programming Language.
   - 1.4 Concept of Compiler and Interpreter.
   - 1.5 Problem Analysis
   - 1.6 Types of Error

2. **Concepts of Editor**
   - 2.1 Concepts of variable and constants
   - 2.2 Identifiers, literals and keywords
   - 2.3 Data types

3. **Character Set.**

4. **Expressions & Operations**
   - 4.1 Operators.
   - 4.2 Expression.
   - 4.3 Evaluation & Assignment of Expression.
   - 4.4 Understanding Properties, Methods and Events

5. **Input and Output Statements:**

6. **Jumping, Branching and Looping Statements.**

7. **Built in Functions:** Mathematical & String Functions

8. **Concept of Arrays:**
   - 8.1 One dimension arrays
   - 8.2 Simple sort using one dimension arrays.
   - 8.3 Seraching element from Array

9. **Concept of Debugging & Running a Program:**

B. Practical [50%]

Practical Based on above subject content

Reference Books:

1. Programming in Basic- Balaguruswami (TMH)
2. Programming expertise in Basic- Kanetkar (BPB)
3. Programming with Basic – Gottfried –(TMH)
4. Structured Programming Language – La Budde – Mc Graw Hill

VEER SOUTH GUJARAT UNIVERSITY - SURAT
B.Com.(Computer Application) 2nd Year
Vocational Course
Syllabus
S.Y B. Com.Semester 3
Effective From: 2022-23

Paper No.: 4 **Teaching Hours: 3 Hrs./Week**
Paper Title: **Computer Application Paper-IV** **Credits: 3**
(WEB TECHNOLOGY)

A. Web Technology (HTML & DREAMWEAVER)

1. Introduction

1.1 Concepts of Internet
1.2 Components of Multimedia
1.3 Difference between bitmap and Vector, jpg, .png, gif files.
1.4 Compression types – Lossless & Lossy.

2. HTML

2.1 HTML Structure, Text and Paragraph, Formatting tags, Heading tags.
2.2 Links, Table, Form, Frame, Image maps, Audio & Video tags.

3. Dream weaver

3.1 Introduction to Dream Weaver
Application Bar, Document Toolbar, Document Window, Properties Inspector Panel Groups. Working with workspace
3.2 Working with web pages.
3.2.1 Working with Text: Adding Text, String Text Properties
3.2.2 Working with Graphics: Inserting an image, Rollover Image
3.2.3 Working with links: Linking Text, Image, etc.
3.2.4 Working with HTML Tables, Forms, Framesets and Frames.
3.3 Working with Cascading Style Sheets & Templates
3.3.1 Understanding CSS: CSS Rules, Cascading Styles, Creating new style sheet, Working with CSS Layouts.
3.3.2 Working with Templates: Understanding dream weaver templates, Creating Templates from an Existing web page.
3.4 Working with JavaScript
3.4.1 Applying JavaScript to a web page: Display Alert Box, Confirm box
3.4.2 Validating HTML Forms

4. Design using Bootstrap

4.1 Bootstrap Introduction
4.2 Grid Structure
4.3 Table, Colours, Alerts, Form
4.4 Buttons and Images
4.5 Pagination

5. Publishing Websites

5.1 Domain Name System
5.2 Protocols:
5.3 Window Based FTP (Upload and Download)
5.4 Role of Web servers in web publishing

B. Practical

Page No. : 5
Paper Title :Computer Application Paper -V
(Data Base Management System)

Data Base Management System.

1. Introduction to Data Base System **[15%]**

1.1 Component of Database Management System
- 1.1.1 Query Language : DDL, DML, TCM
- 1.1.2 Database User : DBA, Programmer,Other users

1.2 Functional Dependencies: Full and Partial
1.3 Database Models (Hierarchical, Network, E/R, Relational)
1.4 Keys: Super Key, Candidate Key, Primary Key, Alternative Key, Foreign Key
1.5 Constraints
- 1.5.1 Domain Integrity
- 1.5.2 Referential integrity
- 1.5.3 Entity Integrity

2. Normalisation **[15%]**

2.1 Introduction of Normalisation
2.2 Benefites of using Normalisation
2.2 First Normal Form
2.3 Second Normal Form
2.4 Third Normal Form
2.5 BCNF

3. Commercial DBMS: Microsoft Access **[20%]**

3.1 Working with Database and Tablets
3.2 Managing Constraints & Relationship
3.3 Using SQL Query
3.4 Using where clause and operators with where clause:
3.5 In, between , like, not in, =, !=, >, <, >=, <=, wildcard operators
3.6 Order by, Group by, Distinct
3.7 AND, OR operators, Exists and not Exists

B. Practical **[50%]**

Practical Based on above subject content

Reference Books:

1. Introduction to Database management system-Bipin.C. Desal-Galgotia
2. Principles of database systems- Jeffery Ullman-Galgotia Publication
3. Access-The Complete Reference - Virginia Andersen-McGraw-Hill
4. Access Database Design & Programming-Steven Roman - O'Reilly
5. ABC of Microsoft Access: Cowart Robert: BPB publication
6. Database system concepts-Henry F.Korth & Abrahim Silberschatz-IMR
7. Microsoft office Access 2007 Step by Step-LAMBERT, LAMBERT-III & Preppernau
8. Database Management System by Narang, Rajesh, PHI Publication
9. M.S. office-Access 2007 Plain and Simple-FRYE, PHI Publication

VEER SOUTH GUJARAT UNIVERSITY - SURAT

B.Com.(Computer Application) 2nd Year

Vocational Course

Syllabus

S.Y. B. Com.Semester 4

Effective From: 2022-23

Paper No: 6

Paper Title : Computer Application: Paper IV
(Graphics and Animation Tools)

A. Graphics and Animation Tools (Photoshop & Flash)

1. Graphics Tool (Adobe Photoshop) (20%)

1.1 Introduction

1.2 Shortcut keys & Commands of Photoshop

1.3 Tools & Panels

1.4 File Menu

New, Open, Open as, Save, Save as, import, export,, revert, page setup, print with preview, print

1.5 Edit Menu

Undo, Step Forward, Step Backward, Cut, Copy, Paste, Paste info, Clear, fill, Stroke, free transform, transform, define brush, define pattern

1.6 Image Menu

Mode adjustment, duplicate, apply image, image size, canvas size, rotate canvas, crop, trim, reveal all

1.7 Layer Menu

New, duplicate layer, delete, layer properties, layer style, add layer mask, enable layer mask, group with previous, ungroup, arrange, distribute links, lock all layers, merge layer, merge visible

1.8 Select Menu

All, Deselect, Reselect, Inverse, Feather, Modify, Grow, Similar, Transform Selection, Load Selection, Save Selection.

1.9 Color Range, Grow, Similar Blur Filters

Selection to display the selected

Image with background Draw a small selection

1.10 3d object creation

Cone object ,Cube object ,Soda can ,Sphere ,Wine bottle

2. Animation Tools (Macromedia Flash) (30%)

2.1 Introduction

2.2 Toolbox

2.3 Timeline

2.3.1 Key Frames

2.3.2 Layers -- Concepts, User, Inserting and deleting, Motion Guide Layer, Publishing Animation

2.4 Library

2.5 Working with Different Panels

2.6 Types of Animation

2.6.1 Key Frames

2.6.2 Twinning – shape, Motion

2.7 Working with Text in Flash

2.7.1 Creating Text with Text tool, Formatting the text, Converting text to vector, Kerning Text

2.8 Symbol & Instances

Movie Clips, Buttons, Graphics

2.9 Scripting

Basic action : Go To, Play, Stop, Geturl, FSCommand, Loadmovie

B. Practical (50%)

Practical Based on above Subject content

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S. Y B. COM HONORS

SEMESTER -03

Fundamentals of Entrepreneurship

Syllabus for 2022-2023 onwards

Unit	Course	%
1.	Introduction :- The Entrepreneur, Definition, Emergence of entrepreneurial class, Factors into making of an entrepreneur, Characteristics of an entrepreneur in small scale, and large scale enterprise, Role of socio- economic environment, Characteristics of entrepreneur, Entrepreneur functions, stages of entrepreneur development, Risk taking, Decision- making and Business Planning	35%
2.	Promotion of a venture, Opportunity analysis, External Environmental analysis- economic, social and technological, Competitive factors, legal requirements for establishment of a new unit and raising of funds, venture capital sources and documentation required, venture capital companies in India	30%
3.	Entrepreneurial Behaviour :- Innovation and entrepreneur, Stages in innovation process, elements in invention- Innovation process, Left v/s Right hemisphere of the brain, People in technological innovation, Windows & Corridors of Opportunity, Success mantras for entrepreneur, Entrepreneurial behaviour and psycho theories, Social responsibilities.	35 %

Suggested Readings :-

1. Tondon B.C : Environment and Entrepreneur, Chugh Publication, Allahbad.
2. Siner A David : Entrepreneurial Megabuks; Johan Wiley and Sons, New York.
3. Srivastava S. B.: A Pratical Guide to Industrial Entrepreneurs; Sultan Chand and sons, New Delhi.
4. Prasanna Chandra :- Project Preparation, Apprasial, Implementation; Tata Megray Hills, New Delhi.

5. Pandey L. M. Venture Capital – The Indian Experience, Prentice Hall of India.
6. Holl : Entrepreneurship – New Venture creation, Prentice Hall of India
7. Sangram Keshari Mohanty :- Fundamentals of Entrepreneurship, PMI Learning PVT, LTD.

VEER NARMAD SOUTH GUJARAT UNIVERSITY

S. Y B. COM HONORS

SEMESTER -04

Fundamentals of Entrepreneurship

Syllabus From 2022-2023 Onwards

Unit	Course	%
1.	Entrepreneurial Development Programs (EDP) : EDP, Their Roles, Objectives, Relevance and achievements, Role of Government in organizing EDPs, Issues and Misconceptions about EDP, Critical evaluation.	30 %
2.	Role of Entrepreneur :- Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability and balanced regional development of industries, Role of export promotion and import substitution, Forex earning and augmentating and meeting local demands.	40 %
3.	Women Entrepreneurship :- Introduction, Concept of Women Entrepreneurs, Empowerment of Woman through Enterprise, Factors Governing Women Entrepreneurship, Scheme of Women Entrepreneurs.	30%

Suggested Readings :-

1. Tondon B.C : Environment and Entrepreneur, Chugh Publication, Allahbad.
2. Siner A David : Entrepreneurial Megabuks; Johan Wiley and Sons, New York.
3. Srivastava S. B.: A Pratical Guide to Industrial Entrepreneurs; Sultan Chand and sons, New Delhi.
4. Prasanna Chandra :- Project Preparation, Apprasial, Implementation; Tata Megray Hills, New Delhi.

5. Pandey L. M. Venture Capital – The Indian Experience, Prentice Hall of India.
6. Holl : Entrepreneurship – New Venture creation, Prentice Hall of India
7. Sangram Keshari Mohanty :- Fundamentals of Entrepreneurship, PMI Learning PVT, LTD.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
T.Y B.COM SYLLABUS
SEM - V
BUSINESS REGULATORY FRAMEWORK
(In force from academic year 2022-23 on wards)

Objectives: - (1) To create legal awareness among the students
(2) To provide brief idea about the frame work of Indian business laws.

Course Contents:

Unit – 1 Law of Contract (1872): – 1 **30%**

Definition and essential elements of contract, Classification of contract: offer- Definition, legal rules and Revocation, Acceptance – Definition & legal rules, Consideration capacity of parties, free consent – Legality of object & consideration

Unit – 2 Law of Contract (1872): – 2 **25%**

Performance of Contract, Discharge of contract, Remedies of branch contract.

Unit – 3 Special Contract: **25%**

Indemnity Guarantee, Bailment and pledge; Agency

Unit – 4 Intellectual Property Rights **20%**

Intellectual property rights in India – Introduction & Types.
Patents: - Meaning, salient Features, Remedies available to the patent owner
Copy rights: Meaning, Term of copyright – what works are protected? who owes the rights & duration. Meaning of fair use.
Trademark: Meaning, concept, function of Trademark

Suggested Readings: -

1. Desai T.R.: Indian Contract Act, Sale of Good Act and Partnership Act; S.C. Sankar & Sons Pvt Ltd. Kolkata.
2. Singh Avtar: The Principle of Mercantile Law; Eastern Books Company, Lucknow.
3. Kuchal M.C.: Business Law; Vikas Publication House, New Delhi.
4. Kapoor N.D.: Business Law; Sultan Chand & Sons, New Delhi
5. Chaudha P.R.: Business Law; Galgotia, New Delhi.
6. Intellectual law series
7. Intellectual property law by Narayan
8. Singh Avatar: Company Law; Eastern Books Company, Lucknow.
9. Kuchal M.C.: Morden Indian Company Law; Shri Mahavir Book, Noida
10. Bagrial A.K.: Company Law; Vikas Publication House, New Delhi.
11. P.P.S.Gogna : Mercantile Law, S. Chand Publication, New Delhi.
12. Bar Act – (A) The patent Act – 1970
(B) The Trademark Act – 1999
(C) The Copyright Act - 1957

14-03-22

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
T.Y B.COM SYLLABUS
SEM - VI
BUSINESS REGULATORY FRAMEWORK
(In force academic year 2022-23 on wards)

Course Contents:

Unit – 1 Sale of Goods Act (1930) **30%**

Formation of contracts of sale; goods and their classification; Price; Condition and warranties; Transfer of Property in goods; Performance of the contract of sales; Unpaid seller and his rights; Sale by auction; Hire purchase agreement.

Unit – 2 The Company Act (2013) - 1 **25%**

Introduction Of company, characteristics of company, type of companies including one-person small company and producer company, formation of online registration of a company, dormant company.

Unit – 3 The Company Act (2013) - 2 **25%**

Meaning, content and importance of Memorandum of Association and Articles of Association. Doctrine of Constructive notice and Indoor Management.

Unit – 4 Negotiable Instrument Act, 1881 **20%**

Introduction, Definition, Characteristics, presumptions, type of Negotiable Instrument, Promissory Note, and Bills of Exchange, Cheque, Parties of Negotiable Instrument, Holder and Holder-in-due-course.

Suggested Readings: -

1. Desai T.R.: Indian Contract Act, Sale of Good Act and Partnership Act; S.C. Sankar & Sons Pvt Ltd. Kolkata.
2. Singh Avtar: The Principle of Mercantile Law; Eastern Books Company, Lucknow.
3. Kuchal M.C.: Business Law; Vikas Publication House, New Delhi.
4. Kapoor N.D.: Business Law; Sultan Chand & Sons, New Delhi
5. Chaudha P.R.: Business Law; Galgotia, New Delhi.
6. Intellectual law series
7. Intellectual property law by Narayan
8. Singh Avatar: Company Law; Eastern Books Company, Lucknow.
9. Kuchal M.C.: Morden Indian Company Law; Shri Mahavir Book, Noida
10. Bagrial A.K.: Company Law; Vikas Publication House, New Delhi.
11. P.P.S.Gogna : Mercantile Law, S. Chand Publication, New Delhi.
12. Bar Act – (A) The patent Act – 1970
    (B) The Trademark Act – 1999
    (C) The Copyright Act - 1957

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y.B.Com. Sem-V

Business Administration Paper-V

Syllabus (w.e.f. academic year 2022-'23)

Course Outcome	The student will be able to explore an important area of management i.e. Financial Management, its Planning aspects, Capitalisation, Capital Structure and Working Capital. Office Management will help her/him in future job regarding regular and computerized Filing as well as Record Management. With CSR being included in the course, the student becomes a responsible citizen, and accomplish the same wherever and whatever facet of life is chosen.	
	Topics	**Weightage**
Unit -I	**Financial Management**	**50%**
1.	**Overview of Financial Management:-** Meaning, Definition, Evolution and Scope of Financial Management. Financial Decisions. Finance Functions [Executive and Incidental (Clerical)]. Aims of Finance Functions. Goals of Financial Management. Interface of Financial Management with other disciplines. New Role of Finance Function in the Contemporary Scenario.	
2.	**Financial Planning:-** Meaning, Definition, Importance, Affecting factors, Types (Only concept of short term and long term financial Planning, Process, Guiding principles. Fundamentals of risk and Return.	
3.	**Capitalisation:-** Concept, Principles/Theories of Capitalisation. Meaning, Causes, Effects, Remedies of Over-capitalisation and Under-capitalisation. **Capital Structure:-** Meaning, Affecting Factors, Characteristics, Patterns, Determinants of Capital structure. Concept of Trading on Equity and Leverage.	
4.	**Working Capital:-** Meaning, Affecting Factors, Types, Sources including NRI fund, Components.	
Unit-II	**Corporate Social Responsibility:-** Meaning, Social Responsibilities towards various parties, Arguments for and against Social Responsibilities, Statutory provisions for CSR as per Company's Act, 2013 (Section 135 – Net worth, Turnover, Net Profit).	**15%**
Unit-III	**Modern Office Management**	**20%**
1.	**Office & Office Management:-** Meaning & Definition of Office. Meaning, Definition, Objectives and Importance of Office Management. Inward Mail & Outward Mail	

2.	**Management of Record and Filing:-** Meaning & Definition of Record & Filing. Computer Data Records Computerized E-Filing and its Importance.	
Unit-IV	**Case Study**	**15%**
	Books for Reference	
1.	**Working Capital Management-V.E.Ramamoorthy**	
2.	**Financial Organisation and Management of Business- Gerstenberg**	
3.	**Principal of Management Accounting- Man Mohan & Goyal**	
4.	**Corporation Finance- S.C.Kuchhal**	
5.	**Financial Management- S.C.Kuchhal**	
6.	**Text book of office management- J.C.**	
7.	**B.S.Shah Prakashan- Ahmedabad**	
8.	**Office Management- S.P.Jain & T.N.Chhabra**	
9.	**Office and Administrative management- C.L.Little field & Franu Racher**	
10.	**Office Organisation & Management- M.C.Shukla**	
11.	**Office Organisation & Management- S.P.Arora- First edition**	
12.	**Financial Management – Principles and Practice – G. Sudarsana Reddy (Himalaya Publishing House)**	

22-03-22

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y.B.Com. Sem-VI

Business Administration Paper-VI

Syllabus (w.e.f. academic year 2022-'23)

Course Outcome	The student will be able to have basic knowledge of Materials Management and Production Management (with due importance to TQM), which she/he is going to come across in future years. Tourism Management will help her/him in selecting his area of interest for further studies and/or job perspective. The student may also get a spark of pursuing some Creative Career.	
	Topics	**Weightage**
Unit -I	**Materials Management**	**30%**
1.	Concept, Importance and Scope of Materials Management.	
2.	Sound Purchasing and Purchasing Policies.	
3.	Inventory Control: Meaning and Importance.	
Unit-II	**Production Management**	**40%**
1.	Meaning and Scope of Production Management and Meaning of Productivity	
2.	Plant Location	
3.	Production Planning and Control	
4.	T.Q.M. Meaning, Characteristics, Importance & Methods [Kaizen &Kairyo, JIT(Just In Time), Six Sigma, Quality Circle, Pareto Analysis, Bench Marking]	
Unit-III	**Tourism Management**	**15%**
1.	Introduction	
2.	Tourism – Meaning, Concept, Definition, Characteristics, Origin, Development.	
3.	Tourism Management –Meaning, Definition, Types, Merits	

	&Demerits	
4.	Tourism Policy of Gujarat.	
Unit-IV	**Case Study**	**15%**
	Books for Reference	
	1. Materials Management N.K.Nair 2. Hand-Book of Business Administration Edited by Maynard 3. Production Management H.N. Broom 4. Factory Management K.G. Lockyer 5. Factory Management and Business Organisation A.S. Deshpande 6. Industrial Organisation and Management Lawrence L. a. Bethel, Franklin and Others 7. Business Administration and Factory Management B.K. Acharya 8. Factory Organisation and Management S.P. Roy 9. Organisational Behaviour by L.M.Prasad. 10. Organisational Behaviour by Stephen Robbins. 11. Organisational Behaviour - K. Ashvaththapa 12. Organisational Behaviour V.S.P. Rao 13. Management of New Concept and Direction Dr.Ramnik J. Yadav (UnivercityGranthNiraman Board, Ahmadabad	

T.Y.B.Com.
Banking Paper –V
(Indian Banking & Currency System)
(Syllabus (In force from 2022-23)

Objectives:

1.To impact knowledge of Indian banking system to the students.
2. To provide conceptual understanding of control banking, financial institution, mutual funds, currency management, economic development and liberalization with reference to banking system.

Semester V

1. **Indian banking system::-** 20%
   Its various constituent parts- Role of banking in economics development
2. **Nationalization, Achievements of nationalized banks**-Privatization,

Private and Multinational Bank 20%

3. **Schemes of banking development:-** 20%
   Lead Bank- Deposit Insurance Scheme- and Modernization of banking industry-Objectives and characteristics of Non Banking Financial company

4. **State bank of India**:- its organization and working, EXIM bank and its working 20%

5. **Mutual funds:**— Introduction- History of Mutual Fund-Risk of Mutual fund- 20%
   -Types of Mutual funds scheme-Growth and Performance of Mutual funds in India -Role of Intermediaries in the Indian Mutual fund Industry.

Books Recommended:.

1. Banking in India –S.G. Panandikar
2. Monthly bulletins and Annual Reports of Currency and Finance R.B.I.
3. Trends and Progress of Banking in India R.B.I. Publication
4. Reserve Bank of India- working and Functions (R.B.I.Publication)
5. Reserve Bank of India and Monetary Management – G.P.Gupta
6. A New Horizon in Central Banking - Sid Mitra
7. Fundamental of Banking Theory and Practice -A.K.Basu
8. A Handbook of Banking and Practice - K.C.Shekhar
9. A Review of Current Banking Theory and Practice – S.K.Basu
10. History and Problems of India currency – D.K. Malhotra
11. The Indian Rupee – R.K.Kapuria
12. Currency – Banking Finance – K.P.Sundram
13. Banking in the British Commonwealth - (Indian portion) – R.S.Sayers
14. Indian Banking – Vasant Desai
15. Village Banking – Prof. Smt. P.N.Joshipura

Veer Narmad South Gujarat University, Surat
T.Y.B.Com.
Banking Paper –VII
(Indian Banking & Currency System)
(Syllabus (In force from 2022-23)

Semester VI

1. **Reserve Bank of India:** Its organization and traditional and promotional functions 20%
2. **Monetary policy of R.B.I:-** Objectives monetary policy, Credit Control- its tools, its effects on price stability and economic development, limitations of monetarypolicy 20%
3. **Indian Money Market:-** Meaning and characteristics –National Payment corporationof India – Introduction-organization – its products. 20%
4. **Indian CurrencySystem:-** 10%
   The present regulations of Note issue,Demonitization.
5. **Exchange Rate Policy of R.B.I.,** its objectives-Floating exchange rate10% Policy
6.. **Indian Banking and Development and problems of Financial organisation-** 20%
NPA Management-libralization and globalization of financial institution—financial refoms

Books Recommended:.

1. Banking in India –S.G. Panandikar
2. Monthly bulletins and Annual Reports of Currency and Finance R.B.I.
3. Trends and Progress of Banking in India R.B.I. Publication
4. Reserve Bank of India- working and Functions (R.B.I.Publication)

5.Reserve Bank of India and Monetary Management – G.P.Gupta
6. A New Horizon in Central Banking - Sid Mitra
7.Fundamental of Banking Theory and Practice -A.K.Basu
8. A Handbook of Banking and Practice -K.C.Shekhar
9. A Review of Current Banking Theory and Practice – S.K.Basu
10. History and Problems of India currency – D.K. Malhotra
11. The Indian Rupee – R.K.Kapuria
12. Currency – Banking Finance – K.P.Sundram
13. Banking in the British Commonwealth- (Indian portion) – R.S.Sayers
14. Indian Banking – Vasant Desai
15. Village Banking – Prof. Smt. P.N.Joshipura

Veer Narmad South Gujarat University, Surat
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Banking Paper –VI
Syllabus (In force from 2022-23)

Semester V

1. Central Banking Policy in developed Country and Underdeveloped Country. Evolution and Trends of Central Banking- contribution of central bank in economic development- central bank and economic stability
   30%
2. Nature and Functions of Commercial Banking, Central Banking in U.K. and U.S.A.- Outline of Development – Recent Trends. Organisation and working of New York Money market.
   30%
3. Loan Documentation- Essential of Documentation- Stamping of Documentation- Registration of documents- Important documents in banks.

   20%
4. Banking and Financial Service in India- Introduction - Scope of financial service in India- Degitalizing- Block chain-Mobile Banking-UPI

   20%

Books Recommended:.

1. www.npci.com.
2. Reserve Bank of India- working and Functions (R.B.I.Publication)
3. Reserve Bank of India and Monetary Management – G.P.Gupta
4. A New Horizon in Central Banking - Sid Mitra
5. Fundamental of Banking Theory and Practice -A.K.Basu
6.. A Handbook of Banking and Practice - K.C.Shekhar
7. A Review of Current Banking Theory and Practice – S.K.Basu
8. History and Problems of India currency – D.K. Malhotra
9. The Indian Rupee – R.K.Kapuria
10. Currency – Banking Finance – K.P.Sundram
11. Banking in the British Commonwealth - (Indian portion) – R.S.Sayers
12. www.bfsi.in

Veer Narmad South Gujarat University, Surat
T.Y.B.Com.
Banking Paper –VIII
Syllabus (In force from 2022-23)

Semester-VIII

1. International Monetary Fund and World Bank- Objectives- Structure and Management- Functions- IMF and India- Achievements- Failures. 30%
2. International Money Supply- International Liquidity- Exchange Rate- Need of International Co-Operation in Banking 25%
3. Bombay Money Market- Organisation and Working of Bombay Money Market- Functions of Money Market- Reasons why Bombay is Principal money Market 25%
4. Fixed and Floating Interest Rates- Simple Interest – Compound Interest- Calculation of simple interest and compound interest-EMI 20%

Books Recommended:.

1. www.npci.com.
2. Reserve Bank of India- working and Functions (R.B.I.Publication)
3. Reserve Bank of India and Monetary Management – G.P.Gupta
4. A New Horizon in Central Banking - Sid Mitra
5. Fundamental of Banking Theory and Practice -A.K.Basu
6. A Handbook of Banking and Practice - K.C.Shekhar
7. A Review of Current Banking Theory and Practice – S.K.Basu
8. History and Problems of India currency – D.K. Malhotra
9. The Indian Rupee – R.K.Kapuria
10. Currency – Banking Finance – K.P.Sundram
11. Banking in the British Commonwealth - (Indian portion) – R.S.Sayers
12. www.bfsi.in

Veer Narmad South Gujarat University, Surat

T.Y.B. Com (Sem 5)(2022-23)

Management 5

OUTCOME:

The syllabus of Management Paper-5 is designed to give a thorough conceptual & technical understanding to the students regarding the whereabouts of an organisation from within through topics such as a diverse workplace & its management, Performance of employees & means to manage & improve the same, International marketing & its management, Organisation culture & measures to cultivate the same.

1. **Managing Diversity** **25%**
   - Introduction to workplace diversity
   - Reasons for growing workforce diversity
   - Benefits and drawbacks of workforce diversity
   - Diversity and its impact on companies
   - Challenges of diversity
   - Recommendations for managing diversity
   - Key diversity theories
2. **Performance management systems and performance improvement** **25%**
   - Definition of PMS, performance competency, potential
   - Capability and performance counselling
   - Objectives of PMS
   - Need for PMS in organizations
   - Essential features of effective PMS
   - Conditions for effective performance counselling
   - Performance counselling phases
   - Process of performance counselling
3. **International Marketing** **25%**
   - Introduction
   - Importance of international management
   - Hofstedes cultural framework
   - The globe framework
   - Cultural stereotyping and social institutions
   - Cross cultural assignments
   - Strategies for expanding globally
4. **Organizational culture** **25%**
   - Definition of organization
   - Types of culture

- Organizational change
- Changing an organizational culture
- Roles and customs
- Expected roles
- Customer development
- Tactics of implementation
- Developing traditions of change
- Managing change effectively

REFERENCES:

- 1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.
- 2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
- Significance of HR Audit3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
- 4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque &Tery Kirk Patrick (BTM Press-March-2007
- Human resource management By C.B. Gupta published by Sultan Chand and sons

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T.Y.B. Com (Sem 5) 2022-23

Management 6

OUTCOME:

The syllabus of Management Paper-6 is designed to give a thorough conceptual & technical understanding to the students regarding the whereabouts of an organisation and its workforce through topics such as employee empowerment & its concept, social security & several acts concerning the same, quality of work life & maintaining work life balance, understanding the concept of career planning alongwith the knowhow of succession planning.

1. **Employee Empowerment** 25%
   - Concept of Empowerment
   - Elements of Empowerment
   - Approaches to Empowerment
   - Importance of Empowerment
   - Barriers to Empowerment
   - Making Empowerment Effective
2. **Social Security** **25%**
   - Concept of Social Security
   - Scope of social security
   - Women harassment at work place
   - Women harassment Act 2000
   - The maternity benefit Act 2000
3. **Quality of Work Life and Work life Balance** **25%**
   - Concept of QWL and WBL
   - Measuring of QWL
   - Dimension of QWL
   - Principles of QWL
   - Techniques for improving QWL
   - Ways to improve work life balance
   - Importance of work life balance
4. **Career Planning and Development** **25%**
   - Meaning of career planning
   - Career planning and man power planning
   - Career planning and succession planning
   - Objectives of career planning
   - Process of career planning
   - Advantages and limitations of career planning

- Making career planning successful

REFERENCES:

- 1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.
- 2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
- Significance of HR Audit3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
- 4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque &Tery Kirk Patrick (BTM Press-March-2007
- Human resource management By C.B. Gupta published by Sultan Chand and sons

Veer Narmad South Gujarat University, Surat

T.Y.B. Com (Sem 6) (2022-23)

Management 7

OUTCOME:

The syllabus of Management Paper-7 is designed to give a detailed theoretical & technical knowledge to the students regarding the modern-day topics such as a learning organisation, exposure to risk, adaption to change and its due management. Moreover, to give an insight regarding the significant area of production management, topics such as warehouse management and logistics management have also been included.

1. **Learning organizations** **25%**
   - Definition
   - Features of learning organization
   - Benefits of learning organization
   - Difference between traditional and learning organization
   - How learning organization is an improvement over traditional organization
   - Learning organization, an ideal organization
   - How to create learning organization
2. **Risk and Change management** **25%**
   - Concept of risk and risk management
   - Types of Risk
   - Risk minimization and Transfer of risk
   - Causes of risk
   - Need for change
   - Understanding of change
   - Forces for change
   - Aim of change management
   - Managing change
   - Key dimensions of change management
   - Learning and process of change
   - The behavioural and cognitive approach to change
3. **Warehouse Management** **25%**
   - Definition
   - Benefits of warehouse management
   - Process of warehouse management
   - Five essentials of warehouse management
     - Inventory tracking
     - Picking and packing
     - Receiving and showing, shipping and reporting
     - Enable logistics growth

- Packages are processed and shipped faster, better storage allocation
- Principles of warehouse management
  - Accuracy
  - Cost control
  - Efficiency
  - Cleanliness
  - Safety and security
- Types of warehouses
  - Public
  - Private

4. Logistics Management **25%**

- Definition and components of logistics management
  - Demand planning
  - Storage and materials planning
  - Inventory management
  - Transportation management
  - Control
- Functions of management
  - Design
  - Order
  - Procurement
  - Reverse logistics
- Importance of logistics
  - Efficiency
  - Supply chain
  - Delivery
  - Quality

REFERENCES:

- 1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.
- 2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
- Significance of HR Audit3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
- 4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque &Tery Kirk Patrick (BTM Press-March-2007
- Human resource management By C.B. Gupta published by Sultan Chand and sons

Difference between logistics and supply chain mana

T.Y.B. Com (Sem 6) 2022-23

Management – 8

OUTCOME:

The syllabus of Management Paper-8 is designed to give a thorough conceptual & technical understanding to the students regarding the topics of practical concern such as sustainable development, strategic analysis with the help of SWOT analysis, PESTEL & PORTER, Supply chain Management inclusive of green supply chain management and also industrial relations, disputes & management to create awareness among students about the industrial knowhow.

1. **Sustainable development and its goals** **25%**
   - Resource management
   - Four essentials of resource management
   - Resource management plans 3 concepts of sustainable development
   - Four components of sustainable development
   - Sustainable development goals
2. **Strategic analysis** **25%**
   - Understanding a firm's competitive environment
   - Gaining advantage understanding the competitive environment
   - Using SWOT for strategic analysis
   - External environment analysis using PESTEL
   - A firm's micro environment (PORTER 5 FORCES)
   - The Internal Environment (competition, strategy and competitive advantage)
   - Organizational structure and change
3. **Supply chain Management** **25%**
   - Definition
   - Functions of supply chain management
   - Importance of supply chain management
   - Concept of green supply chain management
   - Difference between green supply and conventional supply chain
   - Advantages of adopting GSCM
   - Barriers in GSCM implement
4. **Managing Industrial Relations and Disputes** **25%**
   - Concept of industrial relations and disputes
   - Objectives of industrial relations
   - Causes for poor industrial relations
   - Causes of industrial disputes
   - Prevention of industrial disputes
   - Settlement of industrial disputes
   - Measures for improving industrial relations

REFERENCES:

- 1.Human Resource & Personnel Management by K.Aswathappa, " Tata McGraw-Hill Publishing , 2nd editions.
- 2. Supply Chain Management,Processes, Partnership, Performances, by Lambert, Douglas.M. 3rd Edition 2008.
- 3 legged Race, ByFaisal Hoque,
- 3. V.Sambamurthy, Robert Zmud, Tom Trainer and Carl Wilson, Publishing , Prentice Hall/BTM Institute Dec-2005
- 4. Sustained Innovation- Converging Business & Technology to Achieve Enduring Performance By Faisal Hoque &Tery Kirk Patrick (BTM Press-March-2007
- Human resource management By C.B. Gupta published by Sultan Chand and sons

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T.Y.B. Com (Sem 5) (2022-23)

Marketing 5

1. **Marketing Research** **25%**
   - Meaning and definition of marketing research
   - Role of marketing research
   - Objectives of marketing research
   - Process of marketing research
2. **Research Design** **25%**
   - Definition
   - Elements of research design
   - Characteristics of research design
   - Steps involved in creation of research design
     - Considers aims and approach
     - Choose a type of research design
     - Identify population and sampling method
     - Choose data collection procedure
     - Decide data analysis strategies
   - Types of research design
     - Quantitative research design and its types
     - Qualitative research design and its types
     - Other types of research design
3. **Sales forecasting** **25%**
   - Meaning and importance, success factors in sales forecasting
   - Steps in sales forecasting, key sales forecasting challenges
   - Advantages and disadvantages of sales forecasting
   - Sales forecasting techniques, sales forecasting methodologies, top down, bottom up
   - Qualitative techniques - panel consensus, Delphi method, sales force composite, buyers' expectation, market research
   - Time series analysis and projection
   - Casual models
4. **Marketing planning** **20%**
   - Steps in marketing planning
   - Components of marketing planning
   - Evaluation and control (operational control and strategic control)
   - The marketing audits
   - Features of marketing audit
5. **Case Study** **5%**

REFERENCE BOOKS:

1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi

4.Marketing Management -Philip Kotler
5.Modern Marketing – Still, Govani, Condift
6.Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
6. Marketing management Rajan Saxena (Tata Mc graw Hills)
7. Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
8. Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
9. Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
10. Marketing quick win Ann marie Hanlon (PHI Learning)
11. Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)
12. Marketing management concepts and cases by S.A.Sherelakar and Krishnamoorthy published by Himalaya publication

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Veer Narmad South Gujarat University, Surat

T.Y.B. Com (Sem 5) (2022-23)

Marketing - 6

1. **Data collection** **25%**
   - Definition
   - Data collection methods
     - Primary data collection method
       - ◆ Quantitative methods
         - ➢ Time series analysis
         - ➢ Smoothing techniques
         - ➢ Barometer method
       - ◆ Qualitative methods
         - ➢ Surveys
         - ➢ Polls
         - ➢ Interviews, focus group discussions, questionnaire
     - Secondary data collection method
       - ◆ Internal sources of secondary data
         - ➢ Organizational health & safety records
         - ➢ Mission and vision statements
         - ➢ Financial statements
         - ➢ Magazines
         - ➢ Sales report
         - ➢ CRM Software
         - ➢ Executive summaries
       - ◆ External sources of data
         - ➢ Govt. reports
         - ➢ Press release
         - ➢ Business journals
         - ➢ Libraries
         - ➢ Internet
       - ◆ Data collection techniques
         - ➢ Observations
         - ➢ Questionnaire
         - ➢ Interview
         - ➢ Focus group discussions

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24/2

2. **Tools for Data Collection** **20%**
   - Questionnaire methods: web-based questionnaire, mail-based questionnaire
   - Interview method: personal or face to face interview, telephone interview
   - Methods for analysing data
     - Qualitative analysis methods
     - Quantitative analysis methods
     - Research methods for analysing data
   - Questionnaire as a research Instrument
   - Characteristics of a good questionnaire
   - Close ended / open ended questionnaire
3. **E-Marketing and its Types** **20%**
   - Introduction to E-Marketing
   - Role of internet
   - Evolution of internet
   - Advantages of E-Marketing, Limitations of E-Marketing
   - Web portals, types of portals
   - Attributes of online shopping
   - Motivation of online shopping
4. **Sampling methods, types and techniques** **25%**
   - Definition
   - Sampling methods
     1. Probability sampling
        a. Simple random sample
        b. Systematic sample
        c. Stratified sample
        d. Cluster sample
     2. Non probabilistic sampling
        a. Convenience sample
        b. Purposive sample
        c. Snowball sample
        d. Quota sample
   - Sample frames, sample size
   - Population sample

REFERENCE BOOKS:

1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4.Marketing Management -Philip Kotler
5.Modern Marketing – Still, Govani, Condift
6.Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
5. Marketing management Rajan Saxena (Tata Mc graw Hills)
6. Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
7. Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)

8. Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
9. Marketing quick win Ann marie Hanlon (PHI Learning)
10. Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)
11. Marketing management concepts and cases by S.A.Sherelakar and Krishnamoorthy published by Himalaya publication

Veer narmad South Gujarat University, Surat

T.Y.B. Com (Sem 6)

Marketing 7

1. **International Marketing** — **20%**
   - Meaning/ Definition
   - International marketing environment
   - International marketing decision factors
   - Difference between international and domestic marketing
2. **Social Marketing** — **25%**
   - Definition
   - Evolution of social marketing
   - Marketing mix in social marketing
   - Social marketing process
   - Marketing plan for social marketing
   - Emerging concepts of social marketing — 25%
3. **Marketing Distribution Channels**
   - Definition
   - Functions of channels
   - Channel levels
   - Channel design
   - Channel power
   - Channel conflict and control
4. **Competition analysis** — **25%**
   - Introduction
   - Bases of competition
   - Competitive forces
   - Competitive disadvantages
   - Identifying competitors
   - Analyzing competitors
   - Consumer satisfaction
   - Consumer delight
5. **Case study** — 5%

REFERENCE BOOKS:

1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4.Marketing Management -Philip Kotler
5.Modern Marketing – Still, Govani, Condift
6.Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
6. Marketing management Rajan Saxena (Tata Mc graw Hills)
7. Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
8. Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)

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11. Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)
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Veer narmad South Gujarat University, Surat

T.Y.B. Com (Sem 6)

Marketing 8

1. **Marketing of Consumer Products** **25%**
   - Consumer marketing
   - Definition of consumer goods
   - Classification of consumer goods
   - Marketing mix for consumer goods
   - Characteristics of consumer goods
   - Product planning process of consumer goods
2. **Marketing of Industrial Products** **25%**
   - Definition of industrial goods
   - Classification of industrial goods
   - Characteristics of industrial goods
   - Difference between industrial and consumer goods
3. **Marketing of services** **25%**
   - Meaning and definition
   - Difference between products and services
   - Characteristics of services
   - Kinds of services
   - Importance of service marketing
   - Reasons for growth of service sector
   - Marketing mix in service marketing
4. **Fundamentals of Marketing Services** 20%
   - Financial services
   - Marketing of tourism
   - Marketing of health services
   - Marketing of educational services
   - Marketing of professional services

5. Case study 5%

REFERENCE BOOKS:

1.Marketing -N. Rajan Nair
2.Principles marketing management -R.S.Daver
3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
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8. Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
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VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y.B.Com Honors - Semester V

Financial Management - I

(In force from the Academic Year – 2022-2023)

Objectives: *To impart knowledge about financial management, its objectives and various financial management tools.*

Unit 1: Financial management: (20%)

Financial goals, profit v/s wealth maximization, financial functions – investments, financing and dividend decisions, financial planning.

Unit 2: Capital budgeting: (30%)

Nature of investment decisions, investments evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return, profitability index, NPV and IRR , comparison of all methods.

Unit 3: Cost of capital: (25%)

Significance of cost of capital, calculating cost of debt, preference shares, equity capital and retain earnings, combine (weighted) cost of capital.

Unit 4: Operating and financial leverage: (25%)

Activity leverage and Structural leverage, Measures, effect on profit, analyzing alternative financial plans, Impact of Debt and Equity in capital structure, combine financial and operating leverage.

** ***Note: Sums not more than 20% should be asked***

VEER NARMAD SOUTH GUJARAT UNIVERSITY
T.Y.B.Com HONORS
Semester V
Advance Management
(Inforce from the Academic Year – 2022-23)

Unit-1: Material Management: **(40%)**
1. Meaning and concept, Scope, importance, objectives, Material Management Information System, Material Management Organisation
2. Purchasing Management, importance, objectives, functions of purchasing department, Purchasing policies and procedures
3. Inventory Control- Meaning, Objectives, Importance, Inventory cost, Inventory Management and control, process, control techniques

Unit-2: Production Management:**(50%)**
1. Production- Meaning, Importance, measures, decision making, Role of production manager.
2. Production Management- Meaning, Scope, Recent trends, characteristics of Morden production management, organisation functions, production V/S operation management
3. Production Planning and Control- Classification, factors, scope, production control system, objectives of planning and control, Role of production planning and control in operation management, Levels of Production planning, Functions, Benefits and limitations
4. Plant Location and Plant Lay-out

Unit-3: Case Study: (Optional) **(10%)**

Reference Books:
1. R.S. Davar : Principles of Management
2. Broom: Production Management
3. N.K.Nair: Material Management
4. K. Aswathappa& K. Shridhara Bhat

VEER NARMAD SOUTH GUJARAT UNIVERSITY
T.Y.B.Com. HONORS
Semester VI
Advance Management
(Inforce from the Academic Year – 2022-23)
Proposed Syllabus

Unit-1: Crisis & Disaster Management and Stress Management **(40%)**

1. Stress Management- Meaning of Stress and Job Stress, effects, cost and physiology of stress, techniques of stress management, Causes or factors.

2. Disaster Management- Meaning, Nature and classification of Disaster, remedies of disaster.

3. Crisis Management: Meaning, Types, Causes and Resolution

Unit-2:**(40%)**

1. Social Responsibility- Meaning, importance, Barriers to Social responsibility, Limitation, Characteristics, Indian scenario
2. Business Ethics- Meaning, Nature, Importance of ethics-sources of ethics(Religious, Cultural, Experience-legal system), Ethical dilemmas-(Face to face, corporate policy ethics- functional area ethics), improving ethical decision ethics, Difficulties in decision making, Suggestions for making ethical decision

Unit-3: 1. Artificial Intelligent: Meaning, uses, advantages, disadvantages, recent development in AI, types of AI
(10%)

Unit-4: Case Study (Optional) **(10%)**

Reference Books:
1. Philips Kotler : Marketing Management
2. R.S. Daver: Modern Marketing Management
3. Sherlekar: Marketing Management
4. Disaster Management ByDhaval Mehta

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y.B.Com Honors - Semester VI

Financial Management - III

(In force from the Academic Year – 2022-2023)

Objectives: *To impart knowledge about financial management, its objectives and various financial management tools.*

Unit 1: Capital structure: (30%)

Meaning and definition, Theories and determinants, Debt-Equity Ratio analysis, EBIT/EPS analysis, Financial Break-even, Net Income Approach, Net Operating Income Approach, Weighted Average Cost of Capital Approach, Modigliani and Miller Theory.

Unit 2: Dividend policies: (30%)

Meaning and kinds of Dividends, factors affecting in dividend policies, Walter's model, Gordon's model, M. M. Hypothesis, SEBI guidelines in dividend policy.

Unit 3: Management of working capital: (40%)

Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements. Management of working capital – cash, receivables and inventories. Working capital management strategies-Conservative Approach, Aggressive Approach, Matching Approach, Zero working capital Approach , Working capital policies.

*** Note: Sums not more than 20% should be asked***

REFERENCE:

Khan M. Y. and Jain P. K. Financial Management text and problems, text and problems, Tata MacGraw, Hills, New Delhi

Prasanna Chandra Financial Management theory and practice, Tata MacGraw Hills, New Delhi

Pandey I M. Financial Management Vikas Publication House, New Delhi

Kishor Ravi Financial Management, Taxman's publication

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y. B.Com. Honors

SEM VI

U.C 3.71 Financial Marketing OPERATIONS

PROPOSED FOR THE ACADEMIC YEAR 2022-23

Unit 1: Objectives, Functions, Powers, Organization, Institutional investors, NRI investment, Market makers, Underwriters, Portfolio, Consultants, Public issue pricing and marketing **(20%)**

Unit 2: Investor protection: Grievances concerning stock exchange, dealings and their removal, grievance cell in the stock exchange. Complains taken up at the exchange, Greenshoe option, meaning of red herring, how it works, meaning and advantages of IPO, Concepts of SCORES, innovative financial instruments in capital market - post-reform method, pilot fishing. **(20%)**

Unit 3: National stock exchange: Objectives, Features **(10%)**

Unit 4: Over the counter exchange of India: Features, participants, method of trading OTC exchange, Exit of OTC from the stock market **(15%)**

Unit 5: Financial services - Merchant banking, Functions and services, Mutual funds, importance and types, credit rating and agencies in India. **(35%)**

Suggested readings:

1. Financial markets and Services - Gordon, Natrajan
2. Bhole L. M.: Financial markets and institutions
3. Hooda R. P.: Indian securities market
4. R.B.I.: Functions and working
5. R.B.I.: Reports on Currency and finance
6. R.B.I.: Report on Committee On the financial system, Narshima Committee
7. Monetary planning in India: Gupta Suraj B.
8. Machiraju H. R.: Indian Financil system
9. Khan M. Y.: Indian Financial system
10. Khan M. Y.: Financial service

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y. B.Com. Honors Sem V

B.C 3.71 Financial Marketing operations

PROPOSED FOR the year 2022-23

Unit 1: An overview of financial markets in India, Functions of financial systems, classification of financial markets, (Concept of the organized and unorganized market), the concept of marketable and non-marketable asset, weaknesses of Indian financial system, history of the development of the financial system in India (20%)

Unit 2: Money market, India money market, composition and structure, Instruments of money market, call money market, commercial bill, treasury bill, commercial papers, interbank participation certificates, certificate of deposits, Recent trends in India money market, Deficiencies of Indian money market, DFHI. (25%)

Unit 3: Capital market: Secondary market, Functions and services of the stock exchanges, Listing procedures and legal requirements, Registrations and kind of brokers, and their assistants, Method of trading in the stock exchanges, kinds of speculators, kinds of speculative transactions, Defects of Indian stock market, Recent developments in Indian stock market (35%)

Unit 4: New issue market: Difference between new issue market and the stock market, functions, players in the new issue market, Reasons for poor performance (10%)

Unit 5: Securities Contract Regulations Act: Main provisions (10%)

Suggested readings:

1. Financial markets and Services - Gordon, Natrajan
2. Bhole L. M.: Financial markets and institutions
3. Hooda R. P.: Indian securities market
4. R.B.I.: Functions and working
5. R.B.I.: Reports on Currency and finance
6. R.B.I.: Report on Committee On the financial system, Narshima Committee

7. Monetary planning in India: Gupta Suraj B.
8. Machiraju H. R.: Indian Financil system
9. Khan M. Y.: Indian Financial system
10. Khan M. Y.: Financial servi

Principles of Marketing
BC 3.62 T.Y. (Honours)
Semester - V
Proposed for the year 2022-2023

Unit-I Introduction, Nature and scope of marketing, the evolution of marketing, Types and functions of marketing, objectives and importance of marketing, Traditional and modern concepts of marketing, Selling v/s Marketing, Marketing Mix, Marketing Environment, factors affecting marketing environment

(35%)

Unit-II Consumer Behaviors, importance and significance, Market Segmentation-concept, importance, the basis of segmentation, benefits and success criteria, niche marketing and individual customer marketing, Patterns of segmentation. (30%)

Unit-III Product - the concept of product, features, product policy, components, dimensions and levels of a product, Kotler's concept of product line and product mix, new product development strategy, product failure, product life cycle, Market Research, consumer and industrial goods, Packaging purpose, qualities of the good package, types, social view of packaging, role and functions, Brand name - dimensions of brand knowledge, brand values, traits of a successful brand, levels of branding, 4 pillars of a strong, brand, Brand S-curve, Reasons to buy a brand, Trademark- After-sales services.

(35%)

Suggested Reading

1. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ
2. William M. Pride and O.C. Ferrell; Marketing: Houghton Mifflin Boston
3. Stanton W.J., Etzel Michael J., and Walker Bruce J. Fundamental of Marketing; McGraw-Hil, New York
4. S.A. Sherlekar- Marketing Management
5. Chunawala- Marketing Management

Principles of Marketing
BC 3.62 T.Y. (Honours)
Semester - VI
Proposed for the year 2022-2023

Unit-I Price - importance of price in marketing mix, types of pricing policies, factors affecting the price of a product/service, Discounts and rebates. (30%)

Unit-II Channels of Distribution-concept role, types of channels, factors affecting channel choice, Retailer and wholesaler, Transportation, Warehousing, Standardisation and grading, Inventory control. (30%)

Unit-III Promotion, Methods of promotion, optimum promotion mix, Advertising-medias, characteristics of an effective advertisement, objective, appeal and content in an advertisement, merits and limitations, Personal selling, traits of a salesperson, functions of a salesman, publicity, importance and benefits. (40%)

Suggested Reading

1. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ

2. William M. Pride and O.C. Ferrell; Marketing: Houghton Mifflin. Boston

3. Stanton W.J., Etzel Michael J., and Walker Bruce J. Fundamental of Marketing; McGraw-Hill, New York

4. S.A. Sherlekar- Marketing Management

5. Chunawala- Marketing Management

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.COM.II (Semester –III)

FINANCIAL MANAGEMENT PAPER – 1 (PAPER NO: 302)

(Syllabus effective from Academic Year 2022-23)

Objectives:

1. To acquaint the students with the principles and practices of management so as to enable them to develop an integrated approach to Financial Management.
2. To develop analytical and decision- making aptitude of the students through case studies.

Unit	Course Contents	Weightage
1.	**INDIAN FINANCIAL SYSTEM:** Financial Functions, Financial Management& its Objectives, Indian Financial System & Its Functions, Some Aspects of Financial Management Environment, Regulatory Framework and Direct Taxes, Basic Concept of GST ,CGST, IGST, Rates IMF, World Bank , ADB, BRICS Bank (New Development Bank)	10%
2.	**SWAPS:** Meaning of SWAPS and its Categories, Types of Currency and Interest SWAPS with examples.	10%
3.	**RISK MANAGEMENT:** Introduction to Risk, Risk Management, Nature, Development, Scope, Definition, Objectives, Personal v/s Corporate Risk Management, Corporate Risk Objectives, Attitude and Philosophy, Risk Management Organization, Role Of Risk Manager, Risk Management Process.	10%
4.	**FINANCIAL INTERMEDIERIES:** • Financial Intermediaries in India: (a) Reserve Bank of India (b) Commercial Banks (c) Term Lending Institutions • Non-bank Financial Intermediaries: (a)Insurance Corporations (b) Unit Trust of India (c) Post Offices (d) Provident Fund (e) Investment Companies (f) Hire Purchase Finance Companies (g) Leasing Finance Companies (h) Housing Finance Companies (i) Venture Capital Funds (j) N.R.I. Funds • Finance Market: Instrument Of Money Market	10%

	(a) Call Money (b) Treasury Bills (c) Commercial Bills (d)Certificate of Deposits (e) Commercial Paper • Stock Market : Instrument of Capital Market (a) Gilt Edged Securities (b) Equity Shares (c) Preference Shares (d) Debentures (e) Public Deposits	
5.	**RAISING FINANCE:**Methods of Capital Issues (a) Public Issue (b) Right Issue (c) Private Issue (d) Book Building (e) Bonus Share (f) Term Loan, Term Loan Procedure	**10%**
6.	**WORKING CAPITAL MANAGEMENT – 1 :** Meaning –Types – Components of Working Capital, Meaning of Working Capital Management ❖ Cash Management : Meaning & Objectives of Cash Management, Factors affecting Cash Requirements, The Different Aspects of Cash Management : (a)Planning of Cash Flow - Cash Budget - Long Term Cash Forecasting (b) Report of Controls (c)Meaning of Cash Flows including E-Cash via NEFT, RTGS (d) Determining the Optimum Cash Balance (e)Options and Strategies for Investing Surplus Funds	**10%**
7.	**WORKING CAPITAL MANAGEMENT – 2** ❖ Management of Receivables : Objectives of Maintaining Receivables, Cost of Credit Sales, Terms of Payments. Credit Policy Variables or Ingredients: (a) Credit Standards (b) Credit Periods (c) Cash Discount (d) Collection Policy Credit Evaluation, Credit Sanctioning Decision, Control of Receivables Techniques	**10%**
8.	**WORKING CAPITAL MANAGEMENT –3** Management of Inventory, The need for maintaining Inventory Objective of Inventory Management Techniques of Inventory Control : (a) Economic Ordering Quantity, Order Quantity and Quantity Discount (b) Reordering Point (c) ABC Analysis	**10%**
9.	**CASH STUDY AND ANALYSIS:**	**20%**

NOTE: Paper setter should consider syllabus and not any reference book ortext books.

REFERENCE BOOK :

1. Financial Management and Policy – Van Horne 4th Add.
2. Financial Management – Macmillan
3. Financial Management – Khan and Jain 4th Add.
4. Money and Financial System – Sudhir Prakashan and Dr.D.D. Desai Uni 2008
5. Financial Management – B.S. Shah Prakashan
6. Financial Analysis and Financial Management – R.P. Rustagi 3rd Add.
7. Indian Financial System – Khan 4th Add.
8. Financial Management – Brighan – Ehrahardt – 11th Add.
9. Financial Management – Prasanna Chandra – 7th Add.
10. Financial Management – I.M.Pnadey – 9th Add.
11. Corporate Finance Theory and Practice – A. Damodaran
12. Introduction to Financial Management – L.D. Schall and C.W.Holey
13. Financial Management Principle and Practice – Dr.S.N. Maheshwari
14. Financial Management – Ravi M. Koshore
15. Financial Management – Theory and Practice – Eugene Brigham and Michael C. Erhardt
16. Investment Management - V.K. Bhalla.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.COM.II (Semester – IV)

FINANCIAL MANAGEMENT PAPER – 2 (PAPER NO: 402)

(Syllabus effective from Academic Year 2022-23)

Objectives:

1. To acquaint the students with the principles and practices of management so as to enable them to develop an integrated approach to Financial Management.
2. To develop analytical and decision- making aptitude of the students through case studies.

Unit	Course Contents	Weightage
1.	**CORPORATE RESTRUCTURING – 1** Forms of Corporate Restructuring Device of Acquisition or Expansion a) Merger : Types,Reasons, Cost and Benefits of Merger b) Purchase of Division / Unit c) Takeover : Types Regulation of Takeover, Guidelines of SEBI d) Advantages and Disadvantages of Merger, Absorption, Purchasing and Takeover. Defensive Measures against Hostile Takeover.	10%
2.	**CORPORATE RESTRUCTURING – 2** (A) Forms of Sell Offs : Divestitures, Spin Offs, Split Ups (B) Changes in Ownership and Control :– Going Public, Privatization and Disinvestments, Leveraged Buy Outs, Buy Back of Shares, Joint Venture	10%
3.	**LEASE FINANCE:** Lease Financing, Meaning, Characteristics, Types, Advantages & Disadvantages. Difference between Financial Lease & Operating Lease. Mechanics of Leasing, Lease Buy Decision an Evaluation, Hire Purchase Finance.	10%
4.	**ANALYSIS OF FINANCIAL PERFORMANCE:** Objectives of Financial Analysis and Interpretation Methods of Analyzing Financial Statements (a)Ratio Analysis (b) Comparative Analysis (c) Du Pont Analysis **Leverage**	10%

	Types Of Leverage : **(A)Operating Leverage :** Meaning, Definition, Sensitivity of Operating Profit, Utilities of Operating Leverage **(B)Financial Leverage :** Meaning, Effects, Financial Break Even Point, Degree of changer in EBIT on DFL – Utilities of Financial Leverage, Advantages and Limitations, Essential Conditions for Financial Leverage **(C)Combined Leverage or Total Leverage :** Degree of Combined Leverage ;Sensitivity of EPS to changes in Sales Volume, Utilities of Combined Leverage	
5.	**INTANGIBLE INSENTIVE COMPANIES :** Features of Intangible Assets or Intangible Intensive Firms. Implications for Financial Management Types of Intangible Assets and Approaches to Valuation The Economic Approaches to Valuation Infosys Technologies : An example of Intangible Intensive Company	**10%**
6.	**INTERNATIONAL FINANCIAL MANAGEMENT :** Basic Problems in International Financial Management Role of FPI in India, Domestic v/s International Financial Management	**10%**
7.	**INFLATION, RECESSION AND FINANCIAL MANAGEMENT :** **(A)Inflation :** Meaning, Definition, Effects on Financial Management and its Remedies **(B)Recession :** Meaning, Definition, Effects on Financial Management and its Remedies	**10%**
8.	**HYBRID FINANCING AND CORPORATE GOVERNANCE :** **(A)HYBRID FINANCING (General Concept)** Basic Source of Financing : (a) Preference Capital (b) Features of Warrants and Convertible Debenture (c) Valuation of Warrants (d) Valuation of Compulsorily Convertible Debentures (e) Valuation of Optionally Convertible Debentures (f) Motives for Issuing Warrants Convertible Debentures	**10%**

	(g) Innovative Hybrid **(B) CORPORATE GOVERNANCE (General Concept)** Basic , Organization of Corporate Governance : (a) Divergence of Interest (b) Devices for Containing Agency Costs (c) Corporate Governance in Industrially Developed World (d) Corporate Governance in India (e) Reforming Corporate Governance (f) Legal Provisions and SEBI Code (g) Executive Compensation (h) Employee Stock Option Scheme	
9.	**CASE STUDY:**	**20%**

NOTE: Paper setter should consider syllabus and not any reference book ortext books.

REFERENCE BOOK :

1. Financial Management and Policy – Van Horne 4th Add.
2. Financial Management – Macmillan
3. Financial Management – Khan and Jain 4th Add.
4. Money and Financial System – Sudhir Prakashan and Dr.D.D. Desai Uni 2008
5. Financial Management – B.S. Shah Prakashan
6. Financial Analysis and Financial Management – R.P. Rustagi 3rd Add.
7. Indian Financial System – Khan 4th Add.
8. Financial Management – Brighan – Ehrahardt – 11th Add.
9. Financial Management – Prasanna Chandra – 7th Add.
10. Financial Management – I.M.Pnadey – 9th Add.
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13. Financial Management Principle and Practice – Dr.S.N. Maheshwari
14. Financial Management – Ravi M. Koshore
15. Financial Management – Theory and Practice – Eugene Brigham and Michael C. Erhardt
16. Investment Management - V.K. Bhalla.

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS 2022-23
M. COM PART-II SEM-III
STRATEGIC MANAGEMENT

UNIT-I Strategy and Strategic Management - Concept, Emergence, Definition and Examples of Strategy - Characteristics and Examples of Strategy - Definition and Characteristics of Strategic Management - Process of Strategic Management - Benefits(Importance) and Limitations of Strategic management	25%
UNIT-II Strategic Intent - Defining Vision, Mission, Objectives and Purpose - Characteristics of Vision - Elements of Mission - Characteristics of Objectives - Process of Setting Objectives - Issues in Setting of Objectives - Role of Vision, Mission and Objectives	25%
UNIT-III Environment Analysis and SWOT Analysis - Concept of Environmental Analysis - Components of External Environment Analysis (Economic, Social-Cultural, Technical, Market, Regulatory,Political,Supplier,International(Global)) - Components of Internal Environment Analysis (Resources-Tangible and Intangible and Capabilities) - SWOT Analysis	25%
UNIT-IV Types of Strategies - Grand Strategies: Stability (Pause and Proceed No Change Profit Incremental Growth,Modernization) - Grand Strategies: Expansion (Diversification, Integration, Mergers and Acquisitions, Strategic Alliances Take-over, Internalization) - Grand Strategies: Retrenchment (Turnaround, Divestment, Liquidation, De-Merger) - Grand Strategies: Combination (Combination of Grand Strategies) - Retrenchment strategies (Turnaround, Demerger, Divestment, Liquidation) - Re-engineering, E-engineering	25%
REFERENCES: 1. Strategic management-making decisions for strategic advantage by Musadiq.A.Sahaf.Prentice hall India. 2. Strategic management and marketing by Narendra Singh Himalaya Publishing house. 3. Strategic management-L.M.Prasad-Sultanchand. 4. Strategic management- Azhar Kazmi-Tata Mcgraw hill. 5. Business policy and strategic management- Subba Rao –Himalaya publications.	

VEER NARMAD SOUTH GUJARAT UNIVERSITY SYLLABUS 2022-23 M. COM PART-II SEM-IV STRATEGIC MANAGEMENT	
UNIT-I Levels of Strategy -Functional level: Meaning and Types (a) Financial Strategies (Source of fund, Usage of fund and Management of earnings) (b) Personal Strategies (Recruitment, Development Appraisal, Promotion, Motivation, Retirement) (c) Marketing strategies (4 P's) (d) Operating strategies (Make or buy, Investing level, Quality Control, Cost Cutting,R & D) -SBU level: Meaning of SBU its advantages and disadvantages and types of strategy (Generic Competitive Strategies of Porter) Corporate Level (Stability, Expansion, Retrenchment and Combination-Basic understanding only) -Global level: Meaning and types (International,Multi-domestic, Global, Transnational) (e) Difference between Corporate level ,SBU level and Functional level Strategy	25%
UNIT-II Strategic Formulation and Implementation - Concept of Competitive Analysis - Industrial analysis (Competitive five factor analysis of Michael Porter) - Advantages and Limitations of Competitive Factors Analysis - Establishment and sustaining the Competitive Advantages - Meaning and definition of Strategy Formulation - Process of Strategy Formulation/ choice - Meaning and definition of Strategic Implementation - Approaches of Strategic Implementation (Understanding of Project Implementation, Procedural Implementation, Resource Allocation, Structural Implementation, Behavioural Implementation, Functional Implementation) - Difference between Strategic formulation and implementation	30%
UNIT-III Strategy Evaluation - Concept of Strategy evaluation - Strategic and operational control (Meaning and difference) - Techniques of strategic evaluation and controls (Strategic momentum control, Responsibility control Centers, Key Success Factors, Common Strategic Approach) and (Strategic leap Control Issue Management, Strategic Field Analysis, System Modeling Scenario) - Techniques of Operational Evaluation and Control (Internal Analysis, Value Chain Analysis, Quantitative Analysis, Qualitative Analysis) and (Comparative Analysis- Industrial Standard, Benchmarking and Overall Analysis- Balance Scorecard, Key Factor analysis, Service Blue Printing)	25%
UNIT-IV Global Strategies (a) Modes of Entry in Global market, licensing, Franchising, Foreign Direct Investment , Joint venture, EPC and Trunkey contracts	20%

(b) Challenges in adopting Global Strategy	
REFERENCES: 1. Strategic management-making decisions for strategic advantage by Musadiq.A.Sahaf.Prentice hall India. 2. Strategic management and marketing by Narendra Singh Himalaya Publishing house. 3. Strategic management-L.M.Prasad-Sultanchand. 4. Strategic management- Azhar Kazmi-Tata Mcgraw hill. 5. Business policy and strategic management- Subba Rao –Himalaya publications.	

Veer Narmad South Gujarat University, Surat
M.Com.-II
Marketing channels Paper-9
Semester - 3
(In Force From June 2022-23)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2. To acquaint the students with the marketing problems.

Course Outcomes: This paper will help the students to know about the role of distribution channels in the overall growth and relevance in marketing field. It will also acquaint them with various distribution institutions operating in the market and how they should go about it s selection for their businesses. They will also learn about the various levels at which it works. Students will acquire knowledge about framing strategies related to distribution networks.

Syllabus:

1.Marketing channels: **25%**

- Introduction, Meaning of Channels of distribution.
- The nature and importance of marketing channels
- The role of marketing channels,
- Functions and flows in marketing channels
- Analysing marketing channel structures
- The structures of marketing channels
- The types of marketing channels
- Channel levels
- Direct marketing channel/s indirect marketing channels
- Problems in distribution
- Selection of distribution channels
- Marketing channel decisions.

2. Channel institutions -- Retailing **25%**

- Primary channel participants
- Factors affecting Channel choice
- Functions performed by retailers
- The framework for decisions in retailing
- Trends in retail strategy
- Retailer characterstics
- Types of retailers
- Non store retailing
- Franchising
- Strategic issues in retailing
- Strategic retail management
- The future of retailing
- Retailing in india

3. Channel institutions -wholeselling

- Nature and importance of wholeselling
- Functions of wholesellers
- Types of wholesellers
- Agent wholeselling middleman
- Manufacturers sales facilities
- The activities of wholesellers
- Marketing functions performed by wholesellers- distributors for whole sellers
- Limitations of wholesellers
- Trends In wholesellingwholesellers marketing decesions
- Changing patterns in wholeselling
- Wholeselling in india

4. **Channel strategy and Channel levels:** **25%**
   - Zero level, one level, two level, three level and multi level channels.
     - Vertical marketing systems ,
     - horizontal marketing systems.
     - conventional marketing.
     - voluntary and cooperative groups.
     - Channel configuration and channel marketing.
   - Channel strategy
   - Types of channel strategy for the modern marketer
   - Omni channel strategy
   - Hybrid channel systems or Multi-channel strategy

Reference Books:

1. Marketing channels by louis W Sterm/Adel.Ii.Eel.Ansary
2. marketing management by Philip Kotler
3. Sstrategicmarketing ,marketing decision for strategicAdvantagebyMusadiq.A.ShahafbyP.H.I
4. marketing management by Arun and Meenakshi.
5. Marketing management by V.S.RamaswamyandS.Namakumari.(Global perspectives and Indian context,) (4TH Edition)
6. Marketing channels by Anne.T.Coughlan, Erin Anderson,Louis.W.Stern,adel.L. Ansary and R.C. Natrajan.

Veer Narmad South Gujarat University, Surat
M.Com.-II
Marketing channels Paper-12
Semester - 4
(In Force From June 2022-23)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2.To acquaint the students with the marketing problems.

Course Outcomes: This paper will help the students to know about the various channel formats ,which are in practice and which factors should be taken into consideration for selecting any one of them. What are the functions performed by these channel formats. Students will also learn about various types of conflicts due to adoption of multiple channels in business and how these conflicts can be resoleved or prevented.

Syllabus:

1.Marketing Channel structure and Functions. **25%**

- Concept
- Need for the existence and change of marketing channels. (Demand side factors and supply side factors)
- Channel design decisions
- Ideal channel structure
- Channel design comparision factors
- Implementing channel Design
- Channel integration
- Types of channel integration

2.Alternate channel Formats: **25%**

- Manufacturers based channel formats
- Retail based channel formats
- Service provider- based channel formats
- Other channel formats
- Point of consumption merchandising formats.
- Catalogs and technology added formats.

3.Managing and resolving conflict **25%**

- Concept of channel conflict
- Assessing the degree and nature of channel conflict,
- Measuring conflict
- Consequences of channel conflict
- Effect of channel conflict on channel performance and Co-ordination
- Major sources of conflict in marketing channels

(competing goals, Differing perceptions of reality, clarity over domains, clash of market domains(in brief)

- .Resolving conflicts negotiations and achieving coordination via incentives.
- Unwanted channels, Grey markets

4)Channel communication and information system: **25%**

- Rudiments of channel communications
- Channel information system
- Elements of channel management system
- Impact of information systems on the delivery of service outputs
- Impact of information systems on channel relationships
- Impact of information systems on channel role performance
- Information and communication technology

- Electronic marketing channel
- Sales force as an information source for marketing channels.
- Various types of channel powers used for motivating channel members.

Reference Books:

1. Marketing channels by louis W Sterm/Adel.Ii.Eel.Ansary
2. marketing management by Philip Kotler
3. Sstrategicmarketing ,marketing decision for strategicAdvantagebyMusadiq.A.ShahafbyP.H.I
4. marketing management by Arun and Meenakshi.
5. Marketing management by V.S.RamaswamyandS.Namakumari.(Global perspectives and Indian context,) (4^{TH} Edition)

6.Marketing channels by Anne.T.Coughlan, Erin Anderson,Louis.W.Stern,adel.L. Ansary and R.C. Natrajan.

7. Sales and distribution management by S. Shridharabhat.(Himalaya publishing house)

Veer Narmad South Gujarat University, Surat.

M.com semester -3

CONSUMER BEHAVIOUR (With effect from 2022-23)

Objectives :1. To impart the conceptual knowledge in the area of consumer marketing.
2.To acquaint the students with the marketing problems in the area of consumer behaviour.

Course Outcomes:

Students will be well prepared with core concepts of consumer behviour. They will also learn about consumer perception factors, external and internal affection perception. This help students to know how consumer learning take place and leads to image building and creates customer loyalty and brand loyalty. How consumer personality and life style determines their choices for various products. It will also help understand how demographics and social class influence consumer choices and influence overall market demand for various products.

Syllabus:

1) AN INTRODUCTION TO CONSUMER BEHAVIOUR. **20%**

-meaning, definition and relevance of consumer behaviour study
- the development of consumer behaviour as a separate field of study
- growth of consumer research
- few models of consumer decision making
- trends in consumer behaviour

2) CONSUMER PERCEPTION. **20%**

- concepts underlying perception
- external and internal factors
- the perceptual process
- consumers imagery and marketing implications
- perceived risk

3) CONSUMER – LEARNING. **20%**

- elements of learning process
- types of learning process
- classical conditions
- consumer memory
-operant or instrumental conditioning
- cognitive theory
- observational learning or modeling
- low involvement
- habit
- brand loyalty, customer loyalty

4) PERSONALITY AND LIFESTYLE INFLUENCE. **20%**

- meaning of lifestyle, Aio and Vals framework
- changing lifestyle trends of Indian consumers
- personality
- a business today – Synovate study
- personality influence and consumer behaviour
-certain inter related consumption and possession personality traits
- self concepts or self image

5) DEMOGRAPHICS, SOCIAL CLASS AND CULTURE. **15%**

- Meaning of Social Stratification and Social Class.
- Nature of Social Class Influences.
- Social Class Characteristics
- - Social Influence on Consumer Behaviour.

- Culture (Definitions and Meanings)
-- Sub Culture

5) Case study 5%

REFERENCES :

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarjian
3. Consumer behavior – Schettiman
4. Consumer behavior – C.N.Sontakki
5. Consumer behavior – Engel and Black Well
6. Marketing and Consumer Behaviour by Raghbir Singh

Veer Narmad South Gujarat University,Surat.
M.com semester - 4
CONSUMER BEHAVIOUR (With effect from 2022-23)

Objectives :1. To impart the conceptual knowledge in the area of consumer marketing.
2.To acquaint the students with the marketing problems in the area of consumer behaviour.

Course Outcomes:

This paper will help students to know about attitude development and its relationship with consumer behaviour and what factors lead to attitude formation and change. Students will also learn about motivation factors and theories influential in consumer behaviour. This paper will also help students to know about new platforms and choices available to consumers for shopping and what factors are influential in choice building on these online platforms. How the peer groups and reference groups shape consumer behaviour and help consumers in their decision making choices.

Syllabus:

1) ATTITUDE AND BEHAVIOUR **20%**
- Attitudes
- Nature of consumer attitude
- A simple model of the relationship between attitudes and behaviour
- attitude measurement
- Attitude change
- Factors involved in attitudes formation or development
- Theories And models of attitude
-Strategies for attitude reinforcement And CHANGE

2) MOTIVATION: **20%**
- Differences between motives, motivating and motivation
- Needs and goals.
- The Dynamic characteristics of motivation.
- Various theories of needs (Maslow's MCCLELLAND'S, ALDERFER'S, VRPPM'S)
- Motivational Research

3) Online consumer behaviour **15%%**
- Histroy of the internet and E- commerce
-The internet in India
-Online decision -making process
-developments and concerns in Indian net connections

4). References Group Influence. **20%**
- Factors Relevant to reference Groups Exerting Influence.
- Reference Group Characteristics Influencing Consumer Behaviour.
-Types of reference Groups.
- Groups Relevant to Consumer Behaviour.
-Reference Group and Consumer Conformity to the Group
-Benefits of reference group Appeal.
- Marketing Applications of Reference group Appeal.

5) Consumer decision making **20%**
Decision making concept
Different views of consumer decision making
Consumer information processing
Types of households
The household life cycle
A model of household decision -making

6) Case study 5%

REFERENCES :

1. Consumer behaviour in Indian perspective By Suja R. Nair
2. Consumer behaviour by Benett and Kassarjian
3. Consumer behavior – Schettiman
4. Consumer behavior – C.N.Sontakki
5. Consumer behavior – Engel and Black Well
6. Marketing and Consumer Behaviour by Raghbir Singh

Veer Narmad South Gujarat University, Surat
M.Com.-II
Retail management-paper--8
Semester - 3
(In Force From June 2022-2023)

Objectives: 1. To impart to the conceptual knowledge in the area of Retail marketing
2.To acquaint the students with the marketing problems in the area of retail management.

Course Outcomes:

Retail marketing is a new upcoming fieldin the overall marketing and is gaining momentum t a very fast pace. This paper will help students to learn about retail marketing as a concept, reasons for its growth, its application in the field of marketing. How it helps to connect producer and consumer. How the site for retail outlets site should be selected and how the layout and store design can influence customer choices, behviour and attitude. What factors are important for overall functioning of retail outlet and its successful operations.

Syllabus:

1. **Retail management an Overview:** **20%**
   - Meaning of retail
   - Role of retail.
   - Retailer as a link between producer and consumer.
   - Retailer as a image creator
   - Challenges faced by Retailers worldwide
   - Size of retail in India.
   - Drivers of retail change in Industry.
2. **Store Site selection** **20%**
   - Types of retail locations
   - Steps involved in choosing a retail location
   - Methods of evaluating a trading area
   - Trends in retail property development in India
3. **Store layout and design** **20%**
   - Concept
   - Objectives of layout and design.
   - Elements of retail layout
   - Planning and circulations(circulation plans , circulation graphics,)
   - Store fronts andEntrances,
   - Merchandise display.
   - Positioning of merchandise.
   - Layout for E-tailers.
4. **Retail store operations** **20%**
   - The concept of store operations
   - Store administration and management of the premises
   - Merchandising
   - Customer service
   - Budgeting and planning
   - Personnel
   - Communication
   - Legal compliance

- The 5 s of retail operations
- Retail theft and shrinkage A challenge to retail store efficiency.

5. Store design and visual merchandising **20%**

- The concept of store design
- The principles of store design
- Elements of store design
- Exterior and interior store design
- Visual merchandising
- Tools used for visual merchandising
- The planogram
- Methods of display
- Common errors in creating the display.

References:

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj,rajinishTuli,NidhiVerma,andShrivastav .Oxford university Press.
3. Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata McGraw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education.

Veer Narmad South Gujarat University, Surat
M.Com.-II
Retail management-paper--11
Semester - 4
(In Force From June2022- 2023)

Objectives: 1. To impart to the conceptual knowledge in the area of Retail marketing
2.To acquaint the students with the marketing problems in the area of retail management.

Course Outcomes:

This paper will students to know about the basics of retail merchandising. It will also help students to know about various methods to expand their retail businesses. How they can assort and plan various retail store merchandise. How and from where they can procure various types of store merchandise. They will also learn about, as to how to display their merchandise in store to gain customer attention and how they can evaluate the performance of retail merchandise.

Syllabus:

1. **Basics of Retail Merchandising** **25%**
   - Concept and evolution of merchandising.
   - Factors affecting the buying Function.
   - Merchandisers role and responsibility.
   - Buyer role and Responsibility .
   - Functions of buying for different types of organizations.
   - Buying for single independent store.
   - Buying for chain stores.
   - Buying for non chain stores.
   - Buying for non - store retailers. catalogs, Direct mail, Homeshopping,Internet retailing. etc.
   - Principles of merchandising.

2. **Methods of retail Expansion:** **25%**
   - The concept of (foreign direct investment.
   - The need for foreign direct investment in Indian retail.
   - Methods of retail expansion.
   - The concept of franchising.
   - Evolution of Franchising.
   - Types of franchising.
   - Advantages and disadvantages of Franchising.
   - The International franchising scene .
   - Franchising in India.
   - Legal issues in franchising in India.
   - Internationalisation as a mode of Expansion.
   - Determining the market of entry.
   - Reasons for failure in International Retail.

3. **The process of Merchandise planning.** **25%**
   - Concept of Merchandise planning.
   - Implications of merchandise planning.
   - The process of Merchandise planning.
     Stage-1.developing the sales forecast
     Stage-2. Determining the merchandise requirement.
     Stage-3.Merchandise Control
     Stage- 4.Assortment planning.
   - Technology Tools and Merchandise planning.
   - Types of Merchandise planning.

4. **Methods of merchandise procurement and evaluating merchandise Performance:** **25%**
   - Sources of supply
   - Merchandise sourcing and procurement
   - Contacting and evaluating the sources of supply.

- Negotiating with vendors and placing the purchase order.
- Merchandise allocations
- Evaluating the merchandise performance.
- Gross margin returns on investment.

References:

1. Retailing management(Text and cases). By Swapan Pradhan. (Tata Mc Graw Hill).
2. Retail management by Chetan Bajaj,rajinishTuli,NidhiVerma,andShrivastav .Oxford university Press.
3. Retail management By Michael Levy, Barton A. Weitz, Ajay Pandit. Tata McGraw Hill.
4. Retail management By Michael Levy.
5. Managing Retailing by Piyush Kumar Sinha, Dwarika Prasad Uniyal. Oxford higher Education