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**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલ્લા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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**સંદર્ભ:** યુનિવર્સિટી કાર્યાલયનો તા.૨૬-૦૬-૨૦૨૩, પરિપત્ર ક્રમાંક : એસ./પરિપત્ર/BBA-Syllabus/૧૫૮૦૩/૨૦૨૩

## **-: પરિપત્ર :-**

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર બીબીએનો સેમેસ્ટર-૧ નો અભ્યાસક્રમ શિક્ષણ વિભાગના રાજ્યની તમામ ઉચ્ચ શૈક્ષણિક સંસ્થાઓ માટે રાષ્ટ્રીય શિક્ષણ નીતિ ૨૦૨૦ અંતર્ગત કોમન કરીક્યુલમ એન્ડ ક્રેડિટ ફ્રેમવર્ક હેઠળ ક્રેડિટ માળખું અમલીકરણ માટે નિયત કરવા બાબત અંગેના તા.૧૧/૦૭/૨૦૨૩, ઠરાવ ક્રમાંક:KCG/admin/2023-24/0607/kh.1 અનુસાર ક્રેડિટ સ્ટ્રક્ચર મુજબ સેમેસ્ટર-૧ નો અભ્યાસક્રમ બીબીએ એડહોક સમિતિની તા.૨૪/૦૭/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક:૨ અન્વયે વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાના અધ્યક્ષને ડીનશ્રીએ વાણિજ્ય વિદ્યાશાખાવતી મંજૂર કરી એકેડેમિક કાઉન્સિલને ભલામણ કરેલ છે. જે એકેડેમિક કાઉન્સિલ વતી માનનીય કુલપતિશ્રી ધ્વારા મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક : એસ./પરિપત્ર/B.B.A-Syllabus/૧૯૬૨૩/૨૦૨૩

તા.૨૮-૦૭-૨૦૨૩

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કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ બીબીએ કોલેજોનાં આચાર્યશ્રીઓ.  
.....આપશ્રીની કોલેજ સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારૂ.
- ૨) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા.
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૪) એકેડેમિક વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

**Veer Narmad South Gujarat University**  
**DSCC - 1: Principles of Management**

**First Year BBA (Semester-1)**

**With Effect from AY 2023-24**

<b>Course</b>	<b>Discipline Specific Core Courses / Major Course</b>
Course Title	<b><u>Principles of Management</u></b>
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2023
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> <li>● to provide an understanding of basic concepts and principles of management</li> </ul>
Course Objective	<ul style="list-style-type: none"> <li>● To make students familiar with fundamental principles of management.</li> <li>● To acquaint students with various functional areas of management</li> <li>● Describe the various forms of structure available to an organization.</li> </ul>
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> <li>● Understand evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization.</li> <li>● To achieve professional competence, managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization.</li> <li>● Integrate between different types of planning</li> <li>● Apply how to build organizational chart</li> <li>● Evaluate process for organizational control</li> </ul>
<b>Course Content</b>	
<p><b>Unit 1 Nature and Scope of Management (25%)</b></p> <p>Definitions of Management, Conceptual understanding of management, Features/Characteristics, Roles of Managers, Management: Science, Art or both, Universality of Management, Management as a profession, Code of conduct suggested by AIMA, Management thoughts: Empirical Approach, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach</p>	

## **Unit 2: Planning & Decision Making**

(25%)

- **Planning:** Concept, Definitions, Process, Characteristics, Types of planning – (Corporate, Functional, Strategic, Tactical, Long Term, Short Term, Proactive, Reactive, Formal & Informal), Premises (Controllable – Uncontrollable, Internal – External, Tangible – Intangible), Significance, Limitations,
- **Decision Making:** Concept, Definitions, Process, Individual vs. Group Decision Making.

## **Unit 3: Organising & Staffing**

(25%)

- Concept, Definitions, Process of Organising, Principles, Organisational Structures (Line, Line & Staff, Matrix, Committee) & its features, merits and demerits, Departmentation & its various bases, Centralisation and Decentralisation (Benefits and Limitations), Formal vs. Informal Organisations, Delegation of Authority: Meaning, Definition, Process, principles, Blocks to effective delegation.

**Staffing:** Definition, Features, Difference between Recruitment and Selection, Sources of Recruitment

## **Unit 4: Coordination and Control**

(25%)

- **Coordination:** Meaning, Definition, Types, Need, Techniques.
- **Direction:** Meaning, Definition, Features, Principles.
- **Control:** Meaning, Definitions, Process, Reasons for Resistance to control, Methods: TQM, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting.

### **Suggested Readings:**

1. Principles of Management; L.M.Prasad; Sultan Chand and Sons, Latest Edition
2. Management: VSP Rao, Excel Publications
3. Management - Concept, Practice and Cases; Karminder Ghuman and K. Aswathapa; Tata McGraw Hill; Latest Edition
4. Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; Latest Edition
5. Management: Harold Koontz, Tata McGraw Hill

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

**DSCC-2 – Accounting for Managers**

**First Year BBA (Semester – 1)**

**With Effect from AY 2023-24**

<b>Course</b>	<b>Discipline Specific Core Course / Major</b>
<b>Course Title</b>	<b><u>Accounting for Managers</u></b>
<b>Credit</b>	4
<b>Teaching per Week</b>	4 Hours
<b>Review / Revision</b>	June, 2023
<b>Minimum weeks / Semester</b>	15 (Lectures, Numerical Examples, Guest Lectures, Case Study, Presentations, Group Assignments)
<b>Medium of Instruction</b>	English
<b>Purpose of Course</b>	<ul style="list-style-type: none"> <li>● To acquaint students with the concepts of Double entry book keeping system and Financial Accounting.</li> <li>● To acquaint Students with concepts of Management and Cost Accounting useful for Managerial Decision Making.</li> </ul>
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>● To provide conceptual knowledge about Book keeping and Financial Accounting.</li> <li>● To acquaint the students with the concept of Management Accountancy</li> <li>● To develop the ability to evaluate and use accounting data to aid in decision making for management as a whole.</li> </ul>
<b>Course Outcome</b>	<p>The students will be able to</p> <ul style="list-style-type: none"> <li>● Understand Financial Accounting and Develop skill for book keeping activity</li> <li>● Evaluate techniques in preparing the final accounts of firms and companies for the users of accounting information.</li> <li>● Prepare cost sheet and Stock Register</li> <li>● Analyze the complexities associated with financial statements in common language to make financial decisions and Interpret the financial statements for Managerial uses.</li> <li>● Prepare the budgets for financial planning.</li> <li>● Evaluate cost information for Profit and Break Even Planning.</li> </ul>
<b>COURSE CONTENT</b>	
<b>Unit 1: Introduction of Financial, Cost and Management Accounting</b>	<b>(10%)</b>
Definition of Financial, Cost and Management Accounting, Advantages and Limitations of Financial, Cost and Management Accounting, Differences between Management Accounting with financial and cost accounting.	
<b>Unit 2: Concepts of Financial and Cost Accounting</b>	<b>(35%)</b>
Accounting cycle, Double Entry Book Keeping System: Preparation of Journal and Subsidiary Books (Purchase Book, Sales Book, Purchase Return Book, Sales Return Book & Three Columnar Cash Book) (Numeric), Ledger (Brief concept), Trial Balance (Brief concept), Financial Statements of Company as per company act 2013. (only format), Stock Register (Numeric based on First In First Out Method, Last In First Out Method, Weighted Average Method)	
<b>Unit 3: Analysis of Financial Statements</b>	<b>(20%)</b>

Techniques of Financial Statement Analysis, (Calculation of ratios from the given financial statement as per Company Act 2013) **Liquidity and solvency ratio:** current ratio, liquid ratio, proprietary ratio, debt-equity ratio **Profitability ratios:** gross profit ratio, net profit ratio, operating profit ratio, return on capital employed ratio, return on equity shareholder's fund, **Efficiency ratios:** stock turnover ratio, debtors ratio, creditors ratio, operating ratio.

**Unit 4: Budget and Budgetary Control** (20%)

Meaning of Budget and Budgetary Control, Preparation of Cash Budget (Numeric), Zero Base Budgeting.

**Unit 5: Cost Volume Profit Analysis** (15%)

Meaning and Significance of Marginal Costing, Break Even Analysis, Numeric based on Contribution, Profit Volume Ratio, Break Even Point, Margin of Safety.

**Suggested Readings:**

1. T. S. Grewal, Introduction of Accounting, Sultan Chand & Co.
2. Rupam Gupta, Principles of Accounting, Sultan Chang & Co.
3. Hanif and Mukharjee, Modern Accounting, Tata McGraw Hill
4. S.N.Maheshwari, Introduction to Accountancy, Vikas Publishing House Pvt.Ltd.
5. M. N. Arora, Cost and Management Accounting, Himalaya Publication House.
6. Ravi M. Kishore, Cost and Management Accounting, Taxmann Publication.
7. R. S. N. Pillai, Management Accounting, Sultan & Chand.
8. N. Vinayakan and G. B. Gupta, Management Accounting.
9. S. N. MaheshwarGrewal, Cost and Management Accounting.
10. Khan and Jain, Management Accounting.

# Veer Narmad South Gujarat University

## OEC -1 Business Communication

First Year BBA (Semester -1)

With Effect from AY 2023-24

### Objectives of the course:

- To teach the students the art of the business correspondence
- To develop written communication skills among students

### Pedagogy:

- For Written skills: Lectures, Presentations, Learning Videos, Dictation, Writing practices, Audio- Visual materials
- For Soft skills : Role plays, Group discussion, Group activity, Practical Assignments, Brainstorming, Audio- Video materials

### Course Content

#### Unit -1 Understanding Communication (Theory) (25%)

Definition of Communication, Process of Communication, Different forms of Communication (Verbal, Non-verbal, Intrapersonal, Interpersonal, Mass communication, and Media Communication, Flow of Communication (Horizontal, Vertical {Upward & Downward}, Diagonal/Crosswise, and Grapevine), 7 C's of Effective communication, Barriers to effective communication and overcoming barriers.

#### Unit 2 - Office Correspondence (Application based) (25%)

**Business Letters:** What are they? Format of Business Letter, Types of Business Letter: Inquiry letter and its reply, Order letter and its reply, Sales letter, Quotation letter and Grievance letter, Goodwill letters (Congratulatory letter, Sympathy letter and Condolence Letter).

**Managing Meetings :** Notice, Circular, Agenda of the meeting, Minutes of the meeting.

#### Unit -3 Technical Writing(Application based) (25%)

- Formal E-mail writing.
- Power Point Presentation with slides.
- Short Formal Reports.

#### Unit -4 Employment Correspondence (Application based) (25%)

Resume / C.V. with cover letter.

#### **Recruitment related correspondence:**

Drafting advertisement for employment, Job offer letter, Appointment letter, Resignation letter.

#### **Suggested Readings**

1. Rajendra Pal and J.S. Korlahalli. Essentials of Business Communication. Sultan Chand 4 Sons,2004.
2. Asha Kaul. Effective Business Communication. New Delhi: Prentice-HallofIndia,2001
3. Business Communication: Lesikar, TATA McGraw Hill Publication
4. Basic Communication Skills for Empowering the Internet Generation: Lesikar, Tata McGraw Hill Publications. |
5. R. Intermediate English Grammar. New Delhi: Cambridge University: Murphy: Indian Reprint.
6. Professional Communication: Aruna Koneru, McGraw Hill
7. Business Communication Strategies: Mathukutty Monipally, Tata McGraw Hill
8. Communication Skills : Sanjay Kumar and Pushp Lata : Oxford : Second Edition

# Veer Narmad South Gujarat University

## OEC – 1 Personality Development

First Year B.B.A. (Semester – 1)

With Effect from AY 2023-24

Course	Open Elective Course
Course Title	Personality Development
Credit	4
Teaching Per Week	2 Hours (Theory) + 2 Hours (Practical)
Revision/Review	June 2023
Minimum weeks/Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instructions	English
Purpose of Course	To develop soft skills among students
Objectives of the course	<ul style="list-style-type: none"><li>• To explain the relevance and importance of Personality Development</li><li>• To empower students to develop various soft skills</li><li>• To develop self-improvement and growth-oriented mindset to meet the challenges</li></ul>
<b>Course Content</b>	
<b><u>Unit -1 Introduction to Personality Development (25%)</u></b>	
1.1 Definition of Personality Development 1.2 Importance of Personality Development 1.3 Factors Affecting Personality Development 1.4 Body Language	
<b><u>Unit 2 Self-Awareness and Personal Growth (25%)</u></b>	
2.1 Definition and importance of self-awareness 2.2 Goal setting – S.M.A.R.T. Goals 2.3 Time Management & Stress Management 2.4 Positive Attitude	
<b><u>Unit -3 Soft Skills (25%)</u></b>	
3.1 Emotional Intelligence skills 3.2 Adaptability skills 3.3 Problem Solving skills 3.4 Decision Making skills 3.5 Leadership skills 3.6 Public Speaking skills 3.7 Listening Skills	
<b><u>Unit -4 Etiquette and Grooming (25%)</u></b>	
4.1 Personal Grooming and Hygiene 4.2 Professional etiquette, Social etiquette and Dress code 4.3 Netiquette 4.4 Dining etiquette & table manners	
<b><u>Suggested Readings</u></b>	
1. Personality Development and Soft Skills by Barun K. Mitra: Oxford University Press: Second Edition, 2016.	
2. Soft -Skills for Success: A comprehensive book of Business Etiquette and Personal grooming by Shreya Bagchi: Notion Press; 1 <sup>st</sup> edition, 2021.	

3. Business Etiquette by Shital Kakkar Mehra: Harper Collins, 2012.

4. Soft Skills by Alex K. : S Chand & Co Ltd.

**Veer Narmad South Gujarat University**

**OEC 1: IT Tools for Business**

**First Year BBA (Semester-1)**

**With Effect from AY2023-24**

<b>Course</b>	Open Elective Course (OEC)
<b>Course Title</b>	<b><u>IT Tools for Business</u></b>
<b>Credit</b>	4
<b>Teaching per Week</b>	2 Hours (Theory) + 2 Hours (Practical)
<b>Review / Revision</b>	June, 2023
<b>Minimum weeks / Semester</b>	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
<b>Medium of Instruction</b>	English
<b>Purpose of Course</b>	To acquaint the students with IT Tools used for Business Management.
<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• To expose students about Operating system</li> <li>• To enable the students to study word processor, spreadsheet Package and presentation package and to enrich the practical knowledge in the same.</li> </ul>
<b>Course Outcome</b>	<p>The students will be able to</p> <ul style="list-style-type: none"> <li>• Able to perform documentation and presenting skills.</li> <li>• Proficient in using Windows, Word Processing Applications, Spreadsheet Applications, Database Applications and Presentation Graphics Applications.</li> </ul>
<b>Course Content</b>	
<b>Unit 1 Introduction to Computer &amp; Operating Systems (15%)</b>	
<ul style="list-style-type: none"> <li>• <b>Computers</b> :Introduction, Characteristics, , Computer Architecture, Devices (Input, Output and Storage), Use of computers in Business</li> <li>• <b>Operating Systems:</b> Introduction, Functions of OS, Types of OS, Examples of OS.</li> </ul>	
<b>Unit 2: Word Processor (30%)</b>	
<ul style="list-style-type: none"> <li>• Creating, navigating and editing word document, Page set up and page background,</li> <li>• Formatting, navigating and viewing a document.</li> <li>• Find and replace function.</li> <li>• Working with table, inserting smart art and shapes.</li> <li>• Page breaks and section breaks.</li> <li>• Headers and footers, watermark, Hyperlinks and bookmarks.</li> <li>• Table of content, footnotes, citations and bibliographies,</li> <li>• Printing a document</li> <li>• Working with Mail merge</li> </ul>	
<b>Unit 3: Spreadsheet Package (35%)</b>	
<ul style="list-style-type: none"> <li>• <b>Basic:</b> Workbook, worksheet, workspace, Formatting workbook, Conditional formatting, Working with charts, Data validation, Sorting data, Auto filter and advanced filter, Goal seek and scenarios, Excel shortcuts, Pivot tables</li> <li>• <b>Functions:</b> Mathematical, Financial, Statistical, Logical, Counting, Date and Time, Text Functions, Lookup and Reference, D Function, Total and Subtotal function</li> <li>• <b>Data Analysis using Excel:</b> Use of Built in data form in excel, Correlation and Regression using Add Ins, Macros</li> </ul>	

**Unit 4: Presentation Package****(20%)**

- Creating, browsing and saving presentations, Editing and formatting presentations, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Inserting objects in slides, Slide transition, animation effects, Rehearsing timings, Slide show options

**Suggested Readings:**

1. Computer Application In Management By Riternder Goel
2. PC Software for windows Made Simple By R.K. Taxali
3. Computer Application in Management By A.K. Saini
4. Fundamental of Computer By P. Mohan
5. Information Technology By Sushila Madan
6. Computer Fundamentals By Ashok Arora & Sefali Bansal
7. Computer Fundamentals By Arora Ashok and Bansal Shefali (ExcelBooks)
8. Computer Networks, Andrew s. Tanenbaum
9. ABC of Internet, Dyson-BPB
10. How Internet Works, Gralla-Tech Media
11. Internet Marketing E-commerce and Cyber Loss, Asit Narayan & L.K. Thakur-Author Press
12. E\_commerce (Concepts, Models, Strategies) ,By C.S.V. Murthy, Himalaya Publishing House

**Veer Narmad South Gujarat University**  
**MDC (Multidisciplinary Course): Fundamentals of Economics**

**First Year BBA (Semester-1)**

**With Effect from AY 2023-24**

<b>Course</b>	<b>Multidisciplinary Course (MDC)</b>
Course Title	<b><u>Fundamentals of Economics</u></b>
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2023
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To acquaint the students with Fundamentals of economics for Managing the concern.
Course Objective	<ul style="list-style-type: none"> <li>● To know the basic elements of economics.</li> <li>● To identify various market structures relevant for commercial transactions and their impact on business decision</li> <li>● To illustrate what elements are considered while policy and decision making at the strategic level</li> <li>● To analyze operations of markets under varying competitive conditions and make optimal business decisions.</li> </ul>
Course Outcome	<p>The students will be able to</p> <ul style="list-style-type: none"> <li>● To understand and identify the economic variables in general business atmosphere.</li> <li>● To perceive the knowledge about Economics at Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function etc</li> <li>● To expose basic concept of National income, methods to measure national Income and circular flow of Economy Model.</li> <li>● Understand concept of money supply and its major determinants</li> </ul>
<b>Course Content</b>	
<b>Unit 1: Nature &amp; Scope of Economics (20%)</b> <ul style="list-style-type: none"> <li>● Meaning of Economic problem</li> <li>● Early definitions (Wealth, Welfare, Scarcity, Growth)</li> <li>● Micro and Macroeconomics (Definition, Importance and Limitations)</li> </ul>	

- Economics as a positive or normative science
- Scope of Economics

## **Unit 2: Demand analysis and Supply**

(25%)

- Meaning, Individual demand & Market demand, Demand Schedule, Demand Curve, Reasons for downward sloping demand curve, Determinants of demand, Law of demand (Assumptions, Function, Exceptions to the law of demand), Types of demand, Types of demand – Price Demand, Income Demand & Cross Demand; Demand Distinctions: Demand for consumers goods and producers' goods, short run demand and long run demand, Industry demand and firm demand.
- **Demand Elasticity:** Meaning, Definition, Price, Income and Cross Elasticity (Meaning, equations and Factors affecting)
- **Demand Forecasting:** Meaning, its significance, methods of demands forecasting, criteria of a good forecasting method
- **Supply Analysis:** Meaning, the determinants of supply, the law of supply, exceptions to the law of supply.

## **Unit 3: Cost & Revenue Analysis**

(25%)

- **Cost Analysis:**
  - ✓ Three concepts of the term 'cost' - real cost, opportunity cost, money cost.
  - ✓ Types of costs: total cost - fixed cost - average fixed cost - variable cost – total variable cost - Average total cost – marginal cost.
  - ✓ Behaviour of short run average cost curves, 'U' shaped cost curve, Relationship between marginal cost and average cost.
- ✓ **Revenue Analysis:** Total revenue, Average revenue, Marginal revenue, Revenue Curves.

## **Unit 4: National Income and Money Supply**

(30%)

- **National Income:** Meaning & Definitions
- **Basic Concept of national income:**
  - ✓ Gross National Product (GNP)

- ✓ Gross Domestic Product (GDP)
- ✓ Net National Product (NNP)
- ✓ Personal Income (PI)
- ✓ Disposable Income (DI)
- **Methods of measuring national income:**
  - ✓ Census of Product method or Output method or commodity service method
  - ✓ Census of Income method or Factor cost method
  - ✓ Census of Expenditure method or Total outlay method
- **Circular Flow of Economy Model:** Four Sector Model
- **Money Supply:**
  - ✓ Definition of Money
  - ✓ Money & Near Money
  - ✓ Functions of Money
  - ✓ Components of Money supply
  - ✓ Determinants of Money supply

**Suggested Readings:**

1. Modern Micro economics: Theory & Application- H.L.Ahuja, Publisher Sultan Chand.
2. Advanced Micro economics Theory- M.J.Kennedy , Himalaya Publishing House.
3. Principles of Economics-Prem Bhutani ,Taxmann Allied Services (P)Ltd.
4. Economics-Paul Samuelson William Nordhaus , Tata MacGraw-Hill.
5. Introduction to Positive Economics-Richard Lipsey , Oxford University press.
6. Principles of Economics - D. M. Mithani, Himalaya Publishing House.
7. Introduction to Economics - Stephan Dobson, MAC MILLAN.
8. Managerial Economics-Analysis, Problems and Cases -P.L.Mehta Sultan Chand & sons.
9. Essentials of Managerial Economics- P.N. Reddy, Himalaya Publishing House.
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11. Indian Economy - S. K. Misra, V. K. Puri, Himalaya Publishing House.
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ગુજરાતી વિષયનો અભ્યાસક્રમ

## સેમેસ્ટર -૧

વર્ષ ૨૦૨૩-૨૦૨૪, ૨૦૨૪ -૨૦૨૫, ૨૦૨૫ -૨૦૨૬

### ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી ભાષા સામર્થ્ય અને જીવન કૌશલ્ય -001 (02 Credit)

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ ભાષા શીખે, સાચી રીતે લખે અને સર્વાંગી વ્યક્તિત્વ વિકાસ થાય.

એકમ -૧. કક્કો બારાખડી સમજાવી કોશ જોતા શીખવવું

- (અ) સમાનાર્થી શબ્દો
- (બ) વિરુદ્ધાર્થી શબ્દો
- (ક) શબ્દ એક અર્થ અનેક
- (ડ) અર્થ એક શબ્દ અનેક

એકમ -૨. નામ , સર્વનામ

એકમ -૩. વિરામચિહ્ન, કહેવતો અને રૂઢિપ્રયોગો અર્થ આપી વાક્યમાં વાપરો.

એકમ- ૪. વિચાર વિસ્તાર , મુદ્દા પરથી વાર્તા , ફકરો આપીને પ્રશ્નો

સંદર્ભ ગ્રંથ :

૧. ગુજરાતી સાર્થ જોડણીકોશ , નવજીવન પ્રકાશન, ગુજરાત વિદ્યાપીઠ , અમદાવાદ.
૨. રૂઢિપ્રયોગ અને કહેવત સંગ્રહ - ભાષા નિયામકની કચેરી ગુજરાત રાજ્ય ,ગાંધીનગર
૩. ભગવદ્ ગો- મંડળ ( ભાગ-૧ થી ૯ ) સં . : મહારાજા ભગવતસિંહ, પ્રવીણ પુસ્તક ભંડાર, રાજકોટ
૪. ગુજરાતી વ્યાવહારિક વ્યાકરણ - અરવિંદ ભાંડારી, પિંકી પંડ્યા, અરુણોદય પ્રકાશન, અમદાવાદ
૫. ગુજરાતી શબ્દાર્થકોશ - યોગેન્દ્ર વ્યાસ, અરવિંદ ભાંડારી, અરુણોદય પ્રકાશન, અમદાવાદ
૬. સાહિત્યાચન - બાબુ દાવદનપુરા, પાર્શ્વ પબ્લિકેશન, અમદાવાદ
૭. ગુજરાતી વ્યાકરણ પરિચય - ડૉ.બી.સી.રાહોડ, ડૉ.પ્રતિભા શાહ, અક્ષર પબ્લિકેશન, અમદાવાદ
૮. વ્યાકરણવિમર્શ - ઊર્મિ ઘનશ્યામ દેસાઈ , યુનિ.ગ્રંથ નિ.બોર્ડ, અમદાવાદ.

परिशिष्ट-1

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदी भाषा-कौशल

सेमेस्टर-1

(2023-2024, 2024-2025 एवम् 2025-2026 के शैक्षिक वर्षों के लिए)

प्रश्नपत्र-1 हिंदी भाषा सामर्थ्य और जीवन कौशल (Hindi Proficiency & Life Skills)

Ability Enhancement Courses-01 (Credits 02) (Total Marks-50)

अध्ययन के लिए निर्धारित क्षेत्र-

इकाई-1 वर्णमाला-स्वर और व्यंजन का परिचय देते हुए शब्द-कोश का उपयोग।  
शब्द-ज्ञान-पर्याय, विलोम, अनेकार्थी, समश्रुत शब्दों का परिचय  
कहावत-मुहावरे-लोकोक्ति का परिचय।

इकाई-2 संज्ञा और सर्वनाम का सामान्य परिचय।

इकाई-3 विरामचिह्न, कहावत और मुहावरों का वाक्य में प्रयोग।

इकाई-4 भाव-पल्लवन, मुद्दों के आधार पर कहानी-लेखन, किसी विषय पर संक्षेप में निबंध-लेखन।

अंक- विभाजन-

प्रश्न 1. इकाई 1, 2 और 3 से पाँच (आठमें से) बहुविकल्पी प्रश्न (5 x 2=10 अंक)

प्रश्न 2 और 3. इकाई 1 और 2 से एक-एक आलोचनात्मक प्रश्न (13 x 2 = 26 अंक)

प्रश्न 4. इकाई 3 से सात संक्षिप्त प्रश्न (07 x 1 = 07 अंक) और इकाई 4 से पल्लवन, कहानी अथवा निबंध-लेखन

पर आधारित एक प्रश्न (07 x 1 = 07 अंक)

सहायक ग्रंथ: