



Re Accredited B++ 2.86 CGPA by NAAC

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

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

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

Tel : +91 - 261 - 2227141 to 2227146 Toll Free 1800 2333 011 Digital Helpline No. - 0261 2388868

E-mail : info@vnsgu.ac.in, Website : www.vnsgu.ac.in

સંદર્ભ:યુનિવર્સિટી પરિપત્ર ક્રમાંક:એસ./પરિપત્ર/૧૬૩૪૪/૨૦૨૩ તા.૦૩/૦૭/૨૦૨૩

### **-: પરિપત્ર :-**

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયના F.Y.B.Com. Sem- 1 & 2 ના મેજર, માઈનર અને SEC ના અભ્યાસક્રમ કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસ સમિતિની તા.૨૦/૦૭/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણને વાણિજ્ય વિદ્યાશાખાની મંજૂરી ની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખા વતી વાણિજ્ય વિદ્યાશાખાનાં અધરધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલ તા.૧૭/૦૮/૨૦૨૩ ની સભાનાં ઠરાવ ક્રમાંક: ૨૬ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

#### **એકેડેમિક કાઉન્સિલની તા.૧૭/૦૮/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૨૬**

આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિક વર્ષ ૨૦૨૩-૨૪ થી અમલમાં આવનાર કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયના F.Y.B.Com. Sem- 1 & 2 ના મેજર, માઈનર અને SEC ના અભ્યાસક્રમ કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસ સમિતિની તા.૨૦/૦૭/૨૦૨૩ની સભાનાં ઠરાવ ક્રમાંક: ૨ અન્વયે મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણને વાણિજ્ય વિદ્યાશાખાની મંજૂરીની અપેક્ષાએ વાણિજ્ય વિદ્યાશાખા વતી વાણિજ્ય વિદ્યાશાખાનાં અધરધેન ડીનશ્રીએ મંજૂર કરી એકેડેમિક કાઉન્સિલને કરેલ ભલામણ સ્વીકારી મંજૂર કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક : એસ./પરિપત્ર/૨૧૫૪૫/૨૦૨૩

તા. ૧૮-૦૮-૨૦૨૩

પ્રતિ,

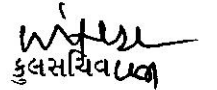
૧) વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન તમામ કોલેજોના આચાર્યશ્રીઓ,

..... આપશ્રીની કોલેજના સંબંધિત શિક્ષકોને જાણ કરી અમલ કરવા સારું.

૨) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા,

૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

  
કુલસચિવ

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**FIRST YEAR B.COM.**

**SEMESTER - 1**

**COURSE CODE**

**MODERN BUSINESS PRACTICES**

**COURSE TYPE: - MAJOR**

**CREDIT: - 4**

(Syllabus w.e.f. June 2023)

<b>Unit-I</b>	Managerial Fundamentals	<b>15%</b>
Definition, Characteristics, Importance, Purpose and Scope of Management, Managerial Roles, Effective Management, Management Skills, Kautilya's contribution to Management, Contemporary Approaches to Management, Applying Management Theory in Practice.		
<b>Unit-II</b>	Planning, Strategic Planning and Decision making	<b>20%</b>
Meaning and Importance of Planning. Meaning and Concept of Strategic Planning, Strategic Considerations in Planning. Meaning, Types and Process of Decision making, Decision Tree		
<b>Unit-III</b>	Organizing and Organization Structure	<b>15%</b>
Meaning and Concept of Organizing. Span of Control. Organization Structure: Meaning, Need, Design, Affecting Factors.		
<b>Unit-IV</b>	Directing, Leadership, Co-ordination	<b>20%</b>
Principles and Techniques of Directing. Leadership: Definitions, Types, Theories Co-ordination: Meaning, Characteristics, Importance, Types		
<b>Unit-V</b>	Entrepreneurship Development	<b>10%</b>
Meaning, Needs, Process of Entrepreneurship Development, Role of Start-up in Entrepreneurship Development, Contribution of J.R.D. Tata, D.H. Ambani and K. Narayan Murthy		
<b>Unit-VI</b>	Digital Presence	<b>10%</b>
Meaning, Importance, Elements and Dimensions/Building Blocks of Digital Presence.		
<b>Unit-VII</b>	Case Study	<b>10%</b>

**Reference Books:**

- 1) Principles and Practice of Management – L.M. Prasad (Sultan Chand & Sons)
- 2) Principles of Management – Meena Sharma (Himalaya Publishing House)
- 3) [www.forbes.com](http://www.forbes.com)
- 4) [www.brafton.com](http://www.brafton.com)
- 5) [www.entrpreneur.com](http://www.entrpreneur.com)

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**FIRST YEAR B.COM.**  
**SEMESTER - 2**  
**COURSE CODE**  
**MODERN BUSINESS PRACTICES**  
**COURSE TYPE: - MAJOR**  
**CREDIT: - 4**  
(Syllabus w.e.f. June 2023)

<b>Unit-I</b>	Motivation	<b>20%</b>
Meaning and Definitions, Tools of Motivation, Comparison of Maslow and Herzberg Theories, McClelland's Need Theory, Vroom's Expectancy Theory.		
<b>Unit-II</b>	Communication	<b>30%</b>
Concept of Communication, Difference between Reporting and Communication, Network of Communication, Types of Communication (Formal, Informal, Verbal, Written, Upward, Downward, Horizontal, Computer Based, Rumour), Barrier to and improving business communication, self development and communication, development of positive personal attitudes.		
<b>Unit-III</b>	Control	<b>20%</b>
Role of Information Systems in Controlling, Control Techniques at Operations Level (Budgetary Control, Control through Costing, Time-Event Network Analysis, PERT/CPM), Use of Information Technology for Controlling.		
<b>Unit-IV</b>	Event Management	<b>10%</b>
Meaning, Scope, Significance, Components		
<b>Unit-V</b>	Change Management	<b>10%</b>
Importance, Forces, Process and Impact of Change		
<b>Unit-VI</b>	Case Study	<b>10%</b>

**Reference Books:**

- 1) Principles and Practice of Management – L.M. Prasad (Sultan Chand & Sons)
- 2) Principles of Management – Meena Sharma (Himalaya Publishing House)

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM-I</b>	
	<b>COURSE CODE</b>	
	<b>ELEMENTS OF BANKING &amp; INSURANCE PAPER - I</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b> <b>CREDIT: - 4</b>	
	Objectives: To impart to the students the elementary knowledge of terminology, concept, Definitions, Procedures and Principles in Insurance.	
<b>Unit :-1</b>	<b>INSURANCE</b>	<b>25</b>
	Meaning of Insurance –important of insurance, functions of insurance Principle of insurance and their application in life fire and marine. motor vehicle Insurance. Universal Insurance. Kidnap and ransom insurance.	
<b>Unit :-2</b>	<b>LIFE INDURANCE</b>	<b>20</b>
	Definition advantages of life insurance- procedure of taking life insurance policy brief introduction of Mediclaim policy – Benefits of coverage. O.P.D. in Health Insurance. Workmen's compensation Insurance policy need of Today's India	
<b>Unit :-3</b>	<b>MARINE INSURANCE</b>	<b>15</b>
	Definition – procedure of taking marine insurance police, warranties in marine insurance Types of warranties.	
<b>Unit :-4</b>	<b>FIRE INSURANCE</b>	<b>15</b>
	Definition procedure of taking fire insurance policy types of fire insurance policies 12 Twelve perils in fire Insurance as per insurance regulatory development authority (IRDA)	
<b>Unit : 5</b>	<b>MOTOR VEHICAL INSURANCE</b>	<b>15</b>
	Definition – 3 types of motor insurance – purpose of motor insurance-types of vehicle insurance in India. What is motor insurance coverage benefits Types and features	
<b>Unit : 6</b>	<b>PRIVATIZATION. IN INSURANCE</b>	<b>10</b>
	Concept, Merits and demerits of Privatization	

**Text & References:**

**NOTE: - Practical based assignment on –**

**(A) Visit to any local Insurance company**

**(B) Visit to insurance clients (Questionnaire)**

- Insurance Principles and Practice, by R. S. Sharma
- Insurance Principles, Practice and Registration, by M. K. Ghosh & A. N. Agrawal
- Life Insurance in India, by P. A. S. Mani 11. Life Insurance, by Prof. O. S. Gupta
- Fundamentals of Insurance by P.K. Gupta, Himalaya Publications.
- Principles and Practice of Insurance by M.N. Mishra, S.N. Chand Company

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**FIRST YEAR B.COM.**  
**SEMESTER - 1**  
**COURSE CODE-CE 125 J**  
**FINANCIAL MANAGEMENT PAPER 1**  
**COURSE TYPE: - MINOR (ELECTIVES)**  
**CREDIT: - 4**

(Syllabus effective from Academic Year 2023-24)

Objective: The objective of this course is to help students understand the conceptual framework of financial management.

**COURSE INPUTS**

**UNIT I**

Financial Management: Financial goals; Profit v/s wealth Maximization. (10%)

**UNIT II**

Financial functions - Investment; financing. and dividend decisions: Financial planning. (15%)

**UNIT III**

Capital. Budgeting: Nature of Investment decisions, Investment evaluation criteria, payback period, accounting rate of return, net present value, Internal rate of return profitability Index; NPV and IRR comparison. (20%)

**UNIT IV**

Various Sources of Long-Term Funds - Equity Shares. Preference Shares. Debentures and Bonds and Long-term Loans. (20%)

**UNIT V.**

Cost of Capital: Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital. (20%)

**UNIT VI**

Case Study (15%)

**Suggested Readings**

1. Van Home J C: Financial Management! and Policy: Prentice Hall of India. New Delhi.
2. Van Home J.C: Fundamentals of Financial Management: Prentice Hall of India. New Delhi.
3. Khan M.Y. and Jain P.K: Financial Management, Tart and Problems. Tala McOraw Hillf, New Delhi.
4. Prasanna Chandra: Financial Management Theory and Practice; Tala McGraw Hill, New Delhi.
5. Pandey I.M: Financial Management: Vikas Publishing House, New Delhi
6. Brigham E.F. Oapenski L.C., and Ehrhardt M.C: Financial Management - Theory and-Practice: Harcour College Publishers. Singapore.
7. Bhalla V.K.: Modern Working Capital Management, Anmol Pub, Delhi.

**VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT**

**SYLLABUS (in force From ACADEMIC YEAR 2023-24)**

**CLASS AND SEMESTER: -FIRST YEAR (B. COM (SEM-1)**

**SUBJECT AND PAPER: -MANAGEMENT (PAPER-1)**

**COURSE TYPE: - MINOR (ELECTIVES)**

**CREDIT: - 4**

**Objectives:**

1. To provide a comprehensive understanding of the fundamental concepts and principles of general management.
2. To familiarize students with different management theories and their relevance in the workplace.
3. To develop knowledge and skills necessary for effective people management in organizations.
4. To examine the role of IT management and its significance in contemporary business environments.
5. To foster critical thinking and analytical abilities in relation to management practices and challenges.

**Learning Outcomes:**

1. Students will be able to define and explain the concept of management, its functions, and the roles of managers in organizations.
2. Students will acquire knowledge of various management theories, their evolution, and their application in different workplace scenarios.
3. Students will develop an understanding of organizational behaviour, group dynamics, and the importance of teamwork in achieving organizational goals.
4. Students will gain the necessary skills to effectively manage people in the workplace, including communication, motivation, conflict resolution, and leadership.
5. Students will recognize the significance of IT management in modern organizations, understand its key features, and appreciate its role in enhancing operational efficiency and competitiveness.

**Chapter-1**

**• Introduction to management:**

**25%**

- Definition of management
- Functions of management
- Roles of managers
- Characteristics of management
- Managerial skills and competencies
- Organizational behaviour
- Group dynamics
- Team work and its relevance

**Chapter-2**

**Management theories**

**25%**

- Evolution of management theories
- Various types of workplace management theories
  - --Scientific management theory
  - --Principles of administrative management theory
  - --Human relations management theory
  - --Bureaucratic management theory
  - --Contingency management theory
  - --Theory X and Y
  - --Systems management theory
- Benefits of management theories
- How management theories can be applied in workplace

#### Chapter-3

##### People management

25%

- Meaning of people management
- Usefulness of people management in workplace
- Essential people management skills
- Developing people management skills
- Strategies for effectively managing people at work

#### Chapter-4

##### IT Management

25%

- Meaning of IT management
- Essentials of IT management
- Key features of effective IT management
- Importance of IT management

#### References:

1. "Principles of management" by Harold Knootz and Heinz Weihrich
2. "Fundamentals of management" By Stephen.P. Robbins and David.A. Decenzo
3. <https://www.hibob.com/hr-glossary/people-management/>
4. <https://www.aihr.com/blog/people-management-skills/>
5. <https://in.indeed.com/career-advice/career-development/what-is-it-management>
6. <https://www.indeed.com/career-advice/career-development/types-of-management-theories>
7. "Management Theory and Practice" by Gerald A Cole

# **VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT**

**Syllabus (In Force From Academic Year 2023-24)**

**Class And Semester: -First Year (B. Com (Sem-1)**

**Subject And Paper: -Marketing (Paper-1)**

**Course Type: - Minor (Electives)**

**Credit: - 4**

## **Objectives:**

1. To understand the fundamental concepts and philosophies that guide a company's marketing efforts.
2. To explore the importance of customer value and customer satisfaction in marketing.
3. To identify and address misconceptions about marketing.
4. To develop skills in market-oriented strategic planning, including analyzing business mission, conducting SWOT analysis, and selecting appropriate strategies.
5. To examine competition and competitive strategies, including competitor analysis and the design of competitive strategies.

## **Learning Outcomes:**

1. Students will be able to explain the different concepts guiding a company's marketing efforts and understand their implications for business strategies.
2. Students will be able to assess and enhance customer value and customer satisfaction through effective marketing practices.
3. Students will be able to identify and debunk common misconceptions about marketing, demonstrating a deeper understanding of its role and impact.
4. Students will be able to create and implement market-oriented strategic plans, including developing a business mission statement, conducting strategic analysis, and selecting suitable strategies.
5. Students will be able to analyze competition, conduct competitor analysis, and design effective competitive strategies for different market positions, such as market leader, market challenger, market follower, and market nicher.

## **COURSE CONTENTS**

<b>Unit</b>	<b>Title Name</b>	<b>Unit wise Weightage of Marks (in %)</b>
<b>1</b>	<b>Basic concepts of marketing</b>	<b>30%</b>
<b>2</b>	<b>Market oriented strategic planning</b>	<b>30%</b>
<b>3</b>	<b>Competition and competitive strategy</b>	<b>20%</b>
<b>4</b>	<b>Positioning</b>	<b>20%</b>



Course	commerce
Course Title	Marketing - 1
Credit	4
Teaching Hour per Week	4
Review /Revision Required	No
Minimum weeks/Semester	
Medium of Instruction	English
Purpose of Course	To orient the students with marketing concepts and its application in the business world

### **Unit 1: Basic Concepts of Marketing**

- a) Introduction
- b) Philosophies guiding a Company's Marketing Effort
- c) Meaning and Definition of Marketing
  - I. The Production Concept
  - II. The Product Concept
  - III. The Selling Concept
  - IV. The Marketing Concept
  - V. The Customer Concept
  - VI. The Social Marketing Concept
- d) Customer Value and Customer Satisfaction
  - I. Customer Value
  - II. Customer Satisfaction
- e) Misconceptions about Marketing

### **Unit 2: Market-Oriented Strategic Planning**

- a) Introduction
- b) The Nature of Strategic Planning
  - I. Step I: Business Mission Statement
  - II. Step II: Strategic Analysis
  - III. Step III: SWOT Analysis
  - IV. Step IV: Strategy Identification and Selection
  - V. Step V: Prepare Operating Plans for each Functional Area
  - VI. Step VI: Implementation, Evaluation and Control of the Plan

### **Unit 3: Competition and Competitive Strategy**

- a) Introduction
- b) Identifying Competitors
  - I. Customer Perspective
  - II. Industry Perspective
- c) Structural Analysis of the Industry
- d) Competitor Analysis
- e) Setting up a Competitive Intelligence System
- f) Generic Competitive Strategies
  - I. Cost Leadership
  - II. Differentiation
  - III. Focus

- g) Designing Competitive Strategies
  - I. Market Leader
  - II. Market Challenger
  - III. Market Follower
  - IV. Market Nicher
- h) Balancing Customer and Competitor Orientations

**Unit 4: Positioning**

- a) Introduction
- b) Positioning
  - I. Definition of Positioning
  - II. Importance of Positioning
- c) The Positioning Concept
  - I. The A-The Target Audience
  - II. The B- The Benefit
  - III. The C-The Compelling Reason
- d) The Process of developing a Position
- e) Positioning Strategies
- f) Repositioning

**References:**

1. "Marketing Management: Indian Context" by Rajan Saxena
2. "Consumer Behavior: Insights from Indian Market" by Dipankar Gupta
3. "Integrated Marketing Communications: Indian Cases and Concepts" by K. Bhattacharya and S. Basu
4. "Services Marketing: Concepts, Strategies, and Cases" by S. Ramesh Kumar and C. Rajendran
5. "Pricing: Strategies and Tactics for Pricing in India" by Utpal M. Dholakia

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM - I</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b> <b>CREDIT: - 4</b>	
	<b>COURSE CODE –</b>	
	<b>OFFICE MANAGEMENT</b> (Syllabus Effective From Academic Year 2023-24 And Onwards)	%
<b>Unit :-1</b>	<b>MODERN OFFICE AND ITS FUNCTION</b>	20
	Introduction – Meaning Of Office – Office Work – Office Activities – The Purpose Of An Office – Office Functions – Importance Of Office – The Changing Office Scene – Paper Less Office	
<b>Unit :-2</b>	<b>OFFICE MANAGEMENT</b>	40
	Management – Principles Of Management – Office Management – Elements Of Office Management – Functions Of Office Management – Office Manager – Functional Office Management – Administrative Office Management – Information Management – Scientific Office Management – Scientific Management In Office	
<b>Unit :-3</b>	<b>OFFICE ADMINISTRATION</b>	20
	Administrative Office Management – Objectives Of Administrative Office Management – Scientific Office Management – Scientific Management In Office.	
<b>Unit :-4</b>	<b>OFFICE ACCOMMODATION</b>	20
	Introduction – Principles – Location Of Office – Office Building – Office Layout – Preparing The Layout – Re- Layout – Open And Private Office - New Trends In Office Layout	

**Text & References:**

**Text book of office management-J.C**

**Office Organization and Management- S.P Arora- First Edition**

**Office Organization and Management- M.C Shukla**

**Office Management-S.P.Jian&T.NChhabra**

**Office and Administrative Management- C.L Little Field &FranuRacher**

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 1</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b>	
	<b>CREDIT: - 4</b>	
	<b>COURSE CODE –</b>	
	<b>SALESMENSHIP AND PUBLICITY</b> <b>(SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24</b> <b>AND ONWARDS)</b>	<b>%</b>
	Objective To Help Student Understanding The Concept Of Salesmanship And Advertising	
<b>Unit :-1</b>	<b>Salesmanship</b>	<b>30</b>
	Meaning, Definition, Main Elements Of Salesmanship, Arts For Science, Sales Psychology, Advantage Of Salesmanship, Buying Motives Selling Points.	
<b>Unit :-2</b>	<b>Selling Process</b>	<b>30</b>
	Different Stage Of Sales Process (Preston Only) Attracting Attention Of Customers Welcoming Or Approaching The Prospect Awakening The Interest In The Prospect, Creating Desire, Securities Action. Type Of Objection And Disposal Of Objections	
<b>Unit :-3</b>	<b>Advertising</b>	<b>25</b>
	Definition, Objectives, Characteristics, Advantages And Disadvantages. Modern Trade In an Advertising Meaning Of Publicity Difference Between Advertising And Publicity And Salesmanship And Advertising.	
<b>Unit :-4</b>	<b>Case Study</b>	<b>15</b>

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 1</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b>	
	<b>CREDIT: - 4</b>	
	<b>COURSE CODE –</b>	
	SECRETARIAL PRACTICE (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	%
<b>Unit :-1</b>	Company Secretary	20
	Definition – Qualification – (Statutory and Non Statutory) Appointment - Duties and Responsibility – Removal - Role and Importance - Basic Understanding Of Secretarial Standards.	
<b>Unit :-2</b>	Type Of Companies	30
	Definition and Type Of Companies On Basis Of Incorporation, Number and Domicile (According To Company Law 2013 ) <u>On Basis Of Incorporation</u> Statutory Companies and Registered Companies (Only Meaning) <u>On Basis Of Number</u> Private Company – Definition, Characteristic, Privileges Restriction Public Limited Company – Definition, Characteristic, Advantage, Disadvantage Different Between Private And Public Limited Companies One Person Companies - Meaning and Characteristics <u>On The Basis Of Domicile</u> Indian Company (Only Meaning) Domicile Company (Only Meaning)	
<b>Unit :-3</b>	Company	30
	Formation and Incorporation Of Companies (Public And Private Companies) Memorandum Of Association (Meaning and clauses) Article Of Association (Meaning And Content) Prospect (Meaning And Contents) and Statement In Line Of Prospectus (Meaning and Difference)	
<b>Unit :-4</b>	Co-Operative Society	20
	Meaning and Characteristic Secretary Duties Related To Formation And Registration Of Co- operative Society By Law Co-operative Society ( Meaning Importance And Contents) Membership (Conditions for Membership and Types)	

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 1</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b>	
	<b>CREDIT: - 4</b>	
	<b>COURSE CODE –</b>	
	<b>THEORY &amp; PRACTICE OF CO- OPERATION</b> (SYLLABUS EFFECTIVE FROM ACADEMIC YEAR 2023-24 AND ONWARDS)	%
	<b>Objective</b> The Objective Of This Paper Is To Be Acquire Basic Knowledge To The Students With The Nature And Development of Co-Operatives.	
<b>Unit :-1</b>	Evolution Of Co-Operation Meaning And Definition Of Co- Operation And Cooperative. Merit And Demerit Of A Co-Operative Societies. Co-Operative Sector In India (Including Amul Model)	40
<b>Unit :-2</b>	Pre-Condition For The Succession Of Co-Operative Activities. Revised Principles Of Co-Operation.	30
<b>Unit :-3</b>	Inspection And Supervision Of Co-Operative Society.	15
<b>Unit :-4</b>	Co-Operative Training - Education And Propaganda.	15

**References :** ૧. સહકાર સિદ્ધાંતો અને વ્યવહારો. - પોપ્પુલર પ્રકાશન - સુરત.

૨. “સહકાર” - સી. જમનાદાસ એન્ડ કું. અમદાવાદ.

૩. સહકાર દર્શન ભાગ ૧-૨-૩ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૪. સહકાર પર્વ. - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૫. સાંપ્રતમાં સહકારી પ્રવૃત્તિ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ ગુર્જર સાહિત્ય ભવન.

૬. સહકાર - મુખપત્ર (માસિક) - ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૭. ગ્રામ સ્વરાજ (માસિક), ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૮. ડો.ઓ.પ. મેનેજમેન્ટ પ્રીન્સીપલ પોલીસીસ એન્ડ પ્રેક્ટીસ (૧૯૭૭). - આર.ડી. અગ્રવાલ,

**Bibilography.:** 1. Journals / Magazines : Co-operative Perspective, Vaikunth Mehta

National Institute of Co-operative management, Pune (1998)

1. Websites : <http://Co-operative on net.com> (1998)

<http://youarticle.com>

<http://shodhganga.inflibnet.ac.in>

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM-II</b>	
	<b>COURSE CODE</b>	
	<b>ELEMENTS OF BANKING &amp; INSURANCE PAPER - II</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b> <b>CREDIT: - 4</b>	
	<b>Objectives :</b> To impart to the students the elementary knowledge of terminology, concept, Definitions, Procedures and Principles in Banking	
<b>Unit :-1</b>	<b>INTERNET BANKING</b>	<b>20</b>
	a. Overview and Brief History b. Product Features c. Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites d. Profitability of Internet Banking e. Risk Management and Frauds f. Back End Operations and Technology	
<b>Unit :-2</b>	<b>CHEQUE</b>	<b>15</b>
	a. It's meaning characteristics, Meaning and types of crossing and its types of cheque b. MICR cheque	
<b>Unit :-3</b>	<b>REMITTANCES</b>	<b>15</b>
	Online banking, Credit card, debit card (ATM) Automatic Tailor machine – cheque. Deposited machine & cash deposit machine- online banking ATM card – Internet – mobile banking - SMS banking services – Cordless ATM services.	
<b>Unit :-4</b>	<b>PAYMENT SYSTEMS</b>	<b>30</b>
	a. Overview of global payment systems b. Overview of domestic payment systems c. RuPay and RuPay Secure d. Immediate Payment Service (IMPS) e. National Unified USSD Platform (NUUP) f. National Automated Clearing House (NACH) g. Aadhaar Enabled Payment System (AEPS) e-KYC h. Cheque truncation System (CTS) i. National Financial Switch (NFS) j. RTGS k. NEFT l. Forex settlements m. Securities Settlement	

	n. Innovative Banking & Payment Systems	
<b>Unit : 5</b>	<b>MOBILE BANKING</b>	<b>20</b>
	a. Overview and Brief History b. Product Features and Diversity c. IMPS d. Profitability of Mobile Banking e. Risk Management and Frauds f. Back End Operations and Technology	
	<b>PRACTICAL KNOWLEDGE</b>	
	How to get bank job?  Introduction – what qualifications do you need to get a bank job, to get a, job in private or public sector banks. You should at least have a graduate degree in any discipline to apply for the bank.  1. IBPS, RRB, Eligibility criteria. 2. SBI, P.O eligibility criteria, SBI Clerk eligibility criteria. 3. R.B.I. Grade B eligibility , R.B.I. Assistant eligibility	

**Text & References:**

- Indian Banking in Electronic Era, Sanjay Kaptan ,Sarup Book Publishers Pvt. Limited
- Internet Banking in India, Best Publishing House
- Marketing Techniques for Financial Inclusion and Development Adya Sharma, Dhiraj Jain, IGI Global
- Digital Payments in India
- Background, Trends and Opportunities, Jaspal Singh, New Century Publications
- Technological Reforms and Mobile Banking in India, Amita Charan, SSRN
- RBI,
- IDRBT,
- NPCI,
- Digital India,
- Cashless India Website,
- for Circulars and Publications.



**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**FIRST YEAR B.COM.**  
**SEMESTER - 2**  
**COURSE CODE - CE 225 J**  
**FINANCIAL MANAGEMENT PAPER-II**  
**(SYLLABUS EFFECTIVE FROM ACADEMIC YEAR 2023-24)**  
**COURSE TYPE: - MINOR (ELECTIVES)**  
**CREDIT: - 4**

Objective: The objective of this course is to help students understand the conceptual framework of financial management.

**COURSE INPUTS**

**UNIT I**

Operating and Financial Leverage: Their measure; Effects on profit analyzing alternate financial plans, combined financial and operating leverage. (15%)

**UNIT.II**

Capital Structure: Theories and determinants. (10%)

**UNIT.III**

Dividend Policies: Issues in dividend policies; Walter's model; Gordon's model; M. M. Hypothesis, forms of dividends and stability in dividends determinants. (20%)

**UNIT. IV**

Management of Working Capital: 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. (20%)

**UNIT V Financial Marketing: meaning, Characteristics, Importance of Markets, Types of financial market, Difference between Capital and Money market (20%)**

**UNIT.VI Case Study (15%)**

**Suggested Readings**

- 1.Van Home J C: Financial Management and Policy: Prentice Hall of India. New Delhi.
- 2.Van Home J.C: Fundamentals of Financial Management: Prentice Hall of India. New Delhi.
- 3.Khan M.Y. and Jain P.K: Financial Management, Tart and Problems. Tala McGraw Hill, New Delhi.
- 4.Prasanna Chandra: Financial Management Theory and Practice; Tala McGraw Hill, New Delhi.
- 5.Pandey I.M: Financial Management: Vikas Publishing House, New Delhi
- 6.Brigham E.F., Oapenski L.C., and Ehrhardt M.C: Financial Management - Theory and-Practice: Harcour College Publishers. Singapore.
- 7.Bhalla V.K.: Modern Working Capital Management, Anmol Pub, Delhi.

**VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT**

**SYLLABUS (in force From ACADEMIC YEAR 2023-24)**

**CLASS AND SEMESTER: -FIRST YEAR (B. COM (SEM-2)**

**SUBJECT AND PAPER: -MANAGEMENT (PAPER-2)**

**COURSE TYPE: - MINOR (ELECTIVES)**

**CREDIT: - 4**

**Objectives:**

1. Understand the differences between traditional and modern management models and their implications for organizations.
2. Explore the recent trends in various areas of management such as total quality management, crises management, risk management, change management, globalization, supply chain management, and customer relationship management.
3. Examine the impact of innovation culture on organizations, including both positive and negative effects.
4. Gain insights into the importance of process management and its benefits for organizations.
5. Develop an understanding of business process management (BPM) and its stages in the BPM life cycle.

**Learning Outcomes:**

1. Identify and analyse the key differences between traditional and modern management models, and evaluate their relevance in today's organizational context.
2. Demonstrate knowledge of recent trends in management, including concepts such as total quality management, crises management, risk management, change management, globalization, supply chain management, and customer relationship management.
3. Evaluate the impact of innovation culture on organizations, recognizing both the positive effects that foster growth and the negative effects that may hinder progress.
4. Apply the principles of process management, recognizing its importance and benefits in improving efficiency and effectiveness within organizations.
5. Demonstrate understanding of the stages of the BPM life cycle and the significance of BPM in managing and optimizing business processes.

**Chapter-1**

**Traditional V/S modern management model**

**25%**

- Forces Shaping Management
- Traditional organizational management model
- Modern organizational management model
- Comparing Traditional and Modern Management models

**Chapter-2**

- Recent trends in management (Only Concepts)

**25%**

- Total quality management
- Crises management
- Risk management
- Change management
- Globalisation
- **Recent trends in operations management**
  - Supply chain management
  - Shrinking product life cycle
  - Computer aided Design and manufacturing
- **Recent trends in marketing management**
  - Customer relationship management
  - Emphasis on quality, Customer satisfaction and retention
- **Recent trends in Human resource management**
  - Work force diversity
- **Recent trends in leadership management**
  - Soft skill development
  - Gender balance
  - Remote working
  - Flat organizational structure
  - Self-development
  - External consultants

### **Chapter-3**

#### **Innovation culture in organizations**

**25%**

- Meaning of Innovation
- Effect of Innovation Culture in Organizations
- Positive effects
- Negative effects
- Adaptation of Innovation Culture in Organizations

### **Chapter-4**

#### **Process management**

**25%**

- Meaning
- Benefits of process management
- Importance of process management
- Meaning of Business process management (BPM)
- Stages of BPM life cycle
- Importance of BPM

#### **References:**

- Principles of management” by Harold Knootz and Heinz Weihrich
- “Fundamentals of management” By Stephen.P. Robbins and David.A. Decenzo
- <https://www.vedantu.com/commerce/recent-trends-in-management>
- <https://www.mbaknol.com/management-concepts/traditional-management-model-vs-modern-management-model/>
- <https://kissflow.com/workflow/bpm/what-is-process-management/>
- <https://www.mbaknol.com/management-concepts/innovation-culture-in-organizations>

**VEER NARMAD SOUTH GUJARAT  
UNIVERSITY SURAT**

**Syllabus (In Force From Academic Year 2023-24)**

**Class And Semester: -First Year (B. Com (Sem-2)**

**Subject And Paper: -Marketing (Paper-2)**

**Course Type: - Minor (Electives)**

**Credit: - 4**

**Objectives:**

1. Understand the principles and concepts of strategic pricing in marketing.
2. Explore the factors that influence price sensitivity and their impact on pricing decisions.
3. Analyze the role of pricing strategy in different stages of the product life cycle.
4. Examine the pricing tactics and the pricing process used by companies for growth.
5. Gain insights into the significance of integrated marketing communications (IMC) in marketing strategy.

**Learning Outcomes:**

1. Identify the factors that influence price sensitivity and apply strategies to effectively price products or services.
2. Evaluate the impact of costs on pricing decisions and determine the customer value associated with pricing.
3. Apply pricing strategies based on the product life cycle and competitive dynamics in the market.
4. Design and implement integrated marketing communication plans using various communication tools and media.
5. Analyze customer expectations, perceptions, and satisfaction levels to enhance service quality and improve marketing strategies.

**COURSE CONTENTS**

Unit	Title Name	Unit wise Weightage of Marks (in %)
1	Strategic pricing	30%
2	Integrated marketing Communication	30%
3	Introduction to services	20%
4	Customer expectations and customer perception	20%

Course	Commerce
Course Title	Marketing-2
Credit	4
Teaching Hour per Week	4
Review /Revision Required	No
Minimum weeks/Semester	
Medium of Instruction	English
Purpose of Course	To orient the students with basics of marketing

### **Unit 1: Strategic Pricing**

- a) Introduction
- b) Costs: Impact on Pricing
- c) Customer Value and Price Sensitivity
  - I. Nagle and Holden's Nine Factors that influence PriceSensitivity
  - II. Market Segmentation using Price-Value Perceptions
- III. Effect of the Internet on Price Sensitivity
- d) Pricing Strategy and the Product Life Cycle
- e) Understanding the Pricing Game
  - I. Price Competitiveness
  - II. Reacting to Competition with Price
- f) Pricing: Key Tool of a Company's Growth Strategy
  - I. Role of the Distribution Channel in Setting Prices
  - II. Product Line Pricing
- III. Pricing Tactics
- IV. The Pricing Process

### **Unit 2: Integrated Marketing Communications (IMC)**

- a) Introduction
- b) Concept of IMC
- c) The Communications Process
  - I. The AIDA Concept
- d) The Communications Mix
  - I. Advertising
  - II. Sales Promotion
  - III. Public Relations and Publicity
  - IV. Personal Selling
  - V. Direct Marketing
  - VI. Internet as a Communication Tool
- e) Factors affecting the Communications Mix
- f) The Media Mix
  - I. Factors affecting Media Selection
  - II. Characteristics of Different Media
- g) Planning Communications Campaign
- h) Budgeting for Marketing Communications

### **Unit 3: Introduction to Services**

- a. The Service Sector
- b. GATS Classification

- c. Classification based on Levels of Customer Contact
- d. Importance of Services Marketing
- e. Reasons for growth of Service Industry
- f. Tangibility Spectrum
- g. Differentiating Services from Goods
- h. Extended Marketing mix-Three additional Ps

**Unit 4: Customer Expectations and Service Perceptions**

- a) Introduction
- b) The Zone of Tolerance
- c) Model of Customer Expectations
- d) The Services Marketing Triangle
- e) Service Encounters
- f) The Customer's Perspective
- g) The Employee's Perspective
- h) Customer Perceptions
- i) Customer Satisfaction
- j) Marketing Research for Service Expectations and Perceptions

**References:**

1. "Marketing Management: Indian Context" by Rajan Saxena
2. "Consumer Behavior: Insights from Indian Market" by Dipankar Gupta
3. "Integrated Marketing Communications: Indian Cases and Concepts" by K. Bhattacharya and S. Basu
4. "Services Marketing: Concepts, Strategies, and Cases" by S. Ramesh Kumar and C. Rajendran
5. "Pricing: Strategies and Tactics for Pricing in India" by Utpal M. Dholakia

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM - II</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES) CREDIT: - 4</b>	
	<b>COURSE CODE -</b>	
	<b>OFFICE MANAGEMENT</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	
<b>Unit : 1</b>	<b>OFFICE SYSTEMS AND PROCEDURES</b>	<b>20</b>
	The System Concept – Definitions – Systems Analysis – Flow Of Work – Analysis Of Flow Of Work – Role Of Office Manager In Systems And Procedures –System Illustrated	
<b>Unit : 2</b>	<b>RECORD MANAGEMENT: RECORDS</b>	<b>30</b>
	Importance Of Records – Records Management – Filing – Essentials Or Characteristics Of A Good Filing System – Classification And Arrangement Of Files – Filing Equipment – Methods Of Filing – Modern Filing Devices – Centraliseddecentralised Filing – Indexing – Types Of Indexing – Selection Of Suitable Indexing System – The Filing Routine – The Filing Manual – Records Retention – Evaluating The Records Management Programme – Modern Tendencies In Records Making	
<b>Unit : 3</b>	<b>OFFICE STATIONERY AND SUPPLIES</b>	<b>25</b>
	Stationery – Importance Of Stationery – Need To Control Office Stationery And Supplies – How To Keep Down The Stationery Cost – Proper And Careful Selection – Study Procedures – Method Improvement – Work Measurement – Motion Study Theory – Laws And Principles Of Motion Economy – Advantages Of Motion Study – Steps In Time And Limitations Of Time Study – Time And Motion Study – Special Characteristics Of Office – Work Activity Or Work Simplification – Standardisation – Advantages – Limitations – Work Simplification	
<b>Unit : 4</b>	<b>CONTROL OF OFFICE COSTS</b>	<b>25</b>
	Is Office Work Unproductive? – Cost Reduction Or Cost Saving – Areas Of Office Economies – Methods Of Cost Reduction And Cost Saving – Developing Cost Consciousness – Economy In Procurement And Use Control – Budgetary Control – Types Of Budgets – Office Budget – Organisation And Methods – Supervisory Control	

**Text & References:**

**Text book of office management-J.C**

**Office Organization and Management- S.P Arora- First Edition**

**Office Organization and Management- M.C Shukla**

**Office Management-S.P.Jian&T.NChhabra**

**Office and Administrative Management- C.L Little Field &FranuRacher**



	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 2</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b>	
	<b>CREDIT: - 4</b>	
	<b>COURSE CODE –</b>	
	<b>SALESMENSHIP AND PUBLICITY</b> <b>(SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24</b> <b>AND ONWARDS)</b>	<b>%</b>
	Objective To Help Student Understanding The Concept Of Salesmanship And Advertising	
<b>Unit :-1</b>	Type Of Salesman	<b>30</b>
	Meaning And Type, Qualities Of Salesman Selection And Appointment Of Salesmanship Training, Remuneration of Salesmanship, Power Of Salesman.	
<b>Unit :-2</b>	Advertising	<b>30</b>
	Different Media, Press Publicity Outdoor Publicity, Radio And Television Publicity, Advertisement On Internet, Media Selection Decision.	
<b>Unit :-3</b>	Social Responsibility And Advertising Advertising	<b>25</b>
	Agency, Advertising Budget Construction And Design Of Advertisement.	
<b>Unit :-4</b>	Case Study	<b>15</b>

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 2</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b> <b>CREDIT: - 4</b>	
	<b>COURSE CODE –</b>	
	SECRETERIAL PRACTICE (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	%
<b>Unit :-1</b>	Share	50
	Definition and Type Of Share Duties Of Company Secretary Related To Issue, Application, Allotment Of Shares and Calls On Share Share Certificate and Share Warrant, Difference Between Share Certificate and Share Warrant (With Their Performa) Transfer Of Shares, Transmission Of Shares (Meaning And Difference) Buyback of Share (Meaning)	
<b>Unit :-2</b>	Company Meeting	50
	Type of Company Meeting (Statutory, Annual, General Board Of Directors And Extraordinary ) Conduct and Secretarial Duties Of Company Meeting (Including Performa Of Notice and Agenda For Different Type Of Meetings) <u>For Company And Meetings</u> Notice, Agenda, Proxy Quorum, motion, Voting (Type), Revolution (Ordinary, Special and Revolution With Special Notice) (Meaning and Conditions), (Including Performa for type of Resolution. Minutes (Meaning, Conditions and Impotence ) Directors Responsibility Statement (basic Understanding )	

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 2</b>	
	<b>COURSE TYPE: - MINOR (ELECTIVES)</b>	
	<b>CREDIT: - 4</b>	
	<b>COURSE CODE -</b>	
	<b>THEORY &amp; PRACTICE OF CO- OPERATION 1</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	%
	<b>Objective</b> The Objective Of This Paper Is To Be Acquire Basic Knowledge To The Students With The Nature And Development of Co-Operatives.	
<b>Unit :-1</b>	Roll/Place Of co-Operations In Indian Economic System. The Problem Of Co-operative Activities.	20
<b>Unit :-2</b>	The Different Type Of Co-Operative Societies. Credit And Non Credit Co-Operative Organizations. Milk Procedure Co-Operative Societies. Sugarcane Procedure Co-Operative Societies. People's Cooperative Bank Agriculture Base Co-Operative Societies.	40
<b>Unit :-3</b>	Co-Operative And State Co-operative Planning And Various Assistants Given By The State To The Various Co-operative Societies.	20
<b>Unit :-4</b>	The Similarities And Differences Between Capitalism Socialism And co-Operatism	20

**References :** ૧. સહકાર સિદ્ધાંતો અને વ્યવહારો. - પોખુલર પ્રકાશન - સુરત.

૨. "સહકાર" - સી. જમનાદાસ એન્ડ કું. અમદાવાદ.

૩. સહકાર દર્શન ભાગ ૧-૨-૩ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૪. સહકાર પર્વ. - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૫. સાંપ્રતમાં સહકારી પ્રવૃત્તિ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ ગુર્જર સાહિત્ય ભવન.

૬. સહકાર - મુખપત્ર (પાસિક) - ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૭. ગ્રામ સ્વરાજ (માસિક), ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૮. ડો.ઓપ. મેનેજમેન્ટ પ્રીન્સીપલ પોલીસીસ એન્ડ પ્રેક્ટીસ (૧૯૭૭). - આર.ડી. અગ્રવાલ.,

**Bibliography:** 1. Journals / Magazines : Co-operative Perspective, Vaikunth Mehta

National Institute of Co-operative management, Pune (1998 )

1. Websites : <http://Co-operative on net.com> (1998)

<http://youarticle.com>

<http://shodhganga.inflibnet.ac.in>

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM-I</b>	
	<b>COURSE CODE</b>	
	<b>ELEMENTS OF BANKING&amp; INSURANCE PAPER - I</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	
	<b>COURSE TYPE: - SEC</b> <b>CREDIT: - 2</b>	
	Objectives: To impart to the students the elementary knowledge of terminology, concept, Definitions, Procedures and Principles in Insurance.	
<b>Unit :-1</b>	<b>INSURANCE</b>	<b>40</b>
	Meaning of Insurance –important of insurance, functions of insurance Principle of insurance and their application in life fire and marine. motor vehicle Insurance. Universal Insurance. Kidnap and ransom insurance.	
<b>Unit :-2</b>	<b>LIFE INDURANCE</b>	<b>30</b>
	Definition advantages of life insurance- procedure of taking life insurance policy brief introduction of Mediclaim policy – Benefits of coverage. O.P.D. in Health Insurance. Workmen's compensation Insurance policy need of Today's India	
<b>Unit :3</b>	<b>MOTOR VEHICAL INSURANCE</b>	<b>30</b>
	Definition – 3 types of motor insurance – purpose of motor insurance-types of vehicle insurance in India. What is motor insurance coverage benefits Types and features	

**Text & References:**

- Insurance Principles and Practice, by R. S. Sharma
- Insurance Principles, Practice and Registration, by M. K. Ghosh & A. N. Agrawal
- Life Insurance in India, by P. A. S. Mani 11. Life Insurance, by Prof. O. S. Gupta
- Fundamentals of Insurance by P.K. Gupta, Himalaya Publications.
- Principles and Practice of Insurance by M.N. Mishra, S.N. Chand Company

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**FIRST YEAR B.COM.**  
**SEMESTER - 1**  
**COURSE CODE**  
**FINANCIAL MANAGEMENT PAPER 1**  
**COURSE TYPE: - SEC**

**CREDIT: - 2**

(Syllabus effective from Academic Year 2023-24)

Objective: The objective of this course is to help students understand the conceptual framework of financial management.

**COURSE INPUTS**

**UNIT I**

Capital. Budgeting: Nature of Investment decisions, Investment evaluation criteria, payback period, accounting rate of return, net present value, Internal rate of return profitability Index; NPV and IRR comparison. 40%

**UNIT II**

Cost of Capital: Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital.40%

**UNIT III**

Case Study20%

**Suggested Readings**

- 1.Van Home J C: Financial Management! and Policy: Prentice Hall of India. New Delhi.
- 2.Van Home J.C: Fundamentals of Financial Management: Prentice Hall of India.New Delhi.
- 3.Khan M.Y.and Jain P.K: Financial Management, Tart and Problems. Tala McOrawHilf, New Delhi.
- 4.Prasanna Chandra: Financial Management Theory and Practice; Tala McGraw Hill, New Delhi.
- 5.Pandey I.M: Financial Management: Vikas Publishing House, New Delhi
- 6.Brigham E.F. Oapenski L.C., and Ehrhardt M.C: Financial Management - Theory and-Practice: Harcour College Publishers. Singapore.
- 7.Bhalla V.K.: Modern Working Capital Management, Anmol Pub, Delhi.

**VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT**

**SYLLABUS (in force From ACADEMIC YEAR 2023-24)**

**CLASS AND SEMESTER: -FIRST YEAR (B. COM (SEM-1)**

**SUBJECT AND PAPER: -MANAGEMENT (PAPER-1)**

**COURSE TYPE: - SEC**

**CREDIT: - 2**

**Objectives:**

1. To provide a comprehensive understanding of the fundamental concepts and principles of general management.
2. To familiarize students with different management theories and their relevance in the workplace.
3. To develop knowledge and skills necessary for effective people management in organizations.
4. To examine the role of IT management and its significance in contemporary business environments.
5. To foster critical thinking and analytical abilities in relation to management practices and challenges.

**Learning Outcomes:**

1. Students will be able to define and explain the concept of management, its functions, and the roles of managers in organizations.
2. Students will acquire knowledge of various management theories, their evolution, and their application in different workplace scenarios.
3. Students will develop an understanding of organizational behaviour, group dynamics, and the importance of teamwork in achieving organizational goals.
4. Students will gain the necessary skills to effectively manage people in the workplace, including communication, motivation, conflict resolution, and leadership.
5. Students will recognize the significance of IT management in modern organizations, understand its key features, and appreciate its role in enhancing operational efficiency and competitiveness.

**Chapter-1**

**Introduction to management:**

**50%**

- Definition of management
- Functions of management
- Roles of managers
- Characteristics of management
- Managerial skills and competencies
- Organizational behaviour
- Group dynamics
- Team work and its relevance

**Chapter-2**

**Management theories**

**50%**

- Evolution of management theories
- Various types of workplace management theories
  - --Scientific management theory
  - --Principles of administrative management theory
  - --Human relations management theory
  - --Bureaucratic management theory
  - --Contingency management theory
  - --Theory X and Y
  - --Systems management theory
- Benefits of management theories
- How management theories can be applied in workplace

**References:**

1. "Principles of management" by Harold Knootz and Heinz Weihrich
2. "Fundamentals of management" By Stephen.P. Robbins and David.A. Decenzo
3. <https://www.hibob.com/hr-glossary/people-management/>
4. <https://www.aihr.com/blog/people-management-skills/>
5. <https://in.indeed.com/career-advice/career-development/what-is-it-management>
6. <https://www.indeed.com/career-advice/career-development/types-of-management-theories>
7. "Management Theory and Practice" by Gerald A Cole

**VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT**  
**SYLLABUS (IN FORCE FROM ACADEMIC YEAR 2023-24)**  
**CLASS AND SEMESTER: -FIRST YEAR (B. COM (SEM-1))**  
**SUBJECT AND PAPER: -MARKETING (PAPER-1)**  
**COURSE TYPE: - SEC**  
**CREDIT: - 2**

**Objectives:**

1. To understand the fundamental concepts and philosophies that guide a company's marketing efforts.
2. To explore the importance of customer value and customer satisfaction in marketing.
3. To identify and address misconceptions about marketing.
4. To develop skills in market-oriented strategic planning, including analyzing business mission, conducting SWOT analysis, and selecting appropriate strategies.
5. To examine competition and competitive strategies, including competitor analysis and the design of competitive strategies.

**Learning Outcomes:**

1. Students will be able to explain the different concepts guiding a company's marketing efforts and understand their implications for business strategies.
2. Students will be able to assess and enhance customer value and customer satisfaction through effective marketing practices.
3. Students will be able to identify and debunk common misconceptions about marketing, demonstrating a deeper understanding of its role and impact.
4. Students will be able to create and implement market-oriented strategic plans, including developing a business mission statement, conducting strategic analysis, and selecting suitable strategies.
5. Students will be able to analyze competition, conduct competitor analysis, and design effective competitive strategies for different market positions, such as market leader, market challenger, market follower, and market nicher.

**COURSE CONTENTS**

Unit	Title Name	Unit wise Weightage of Marks (in %)
1	Basic concepts of marketing	50%
2	Market oriented strategic planning	50%

Course	commerce
Course Title	Marketing - 1
Credit	2
Teaching Hour per Week	2
Review /Revision Required	No
Minimum weeks/Semester	
Medium of Instruction	English
Purpose of Course	To orient the students with marketing concepts and its application in the business world



**Unit 1: Basic Concepts of Marketing**

- a) Introduction
- b) Philosophies guiding a Company's Marketing Effort
- c) Meaning and Definition of Marketing
  - I. The Production Concept
  - II. The Product Concept
  - III. The Selling Concept
  - IV. The Marketing Concept
  - V. The Customer Concept
  - VI. The Social Marketing Concept
- d) Customer Value and Customer Satisfaction
  - I. Customer Value
  - II. Customer Satisfaction
- e) Misconceptions about Marketing

**Unit 2: Market-Oriented Strategic Planning**

- a) Introduction
- b) The Nature of Strategic Planning
  - I. Step I: Business Mission Statement
  - II. Step II: Strategic Analysis
  - III. Step III: SWOT Analysis
  - IV. Step IV: Strategy Identification and Selection
  - V. Step V: Prepare Operating Plans for each Functional Area
  - VI. Step VI: Implementation, Evaluation and Control of the Plan

**References:**

1. "Marketing Management: Indian Context" by Rajan Saxena
2. "Consumer Behavior: Insights from Indian Market" by Dipankar Gupta
3. "Integrated Marketing Communications: Indian Cases and Concepts" by K. Bhattacharya and S. Basu
4. "Services Marketing: Concepts, Strategies, and Cases" by S. Ramesh Kumar and C. Rajendran
5. "Pricing: Strategies and Tactics for Pricing in India" by Utpal M. Dholakia

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM - I</b>	
	<b>COURSE TYPE: - SEC CREDIT: - 2</b>	
	<b>COURSE CODE –</b>	
	<b>OFFICE MANAGEMENT</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	%
<b>Unit :-1</b>	<b>MODERN OFFICE AND ITS FUNCTION</b>	50
	Introduction – Meaning Of Office – Office Work – Office Activities – The Purpose Of An Office – Office Functions – Importance Of Office – The Changing Office Scene – Paper Less Office	
<b>Unit :-2</b>	<b>OFFICE MANAGEMENT</b>	50
	Management – Principles Of Management – Office Management – Elements Of Office Management – Functions Of Office Management – Office Manager – Functional Office Management – Administrative Office Management – Information Management – Scientific Office Management – Scientific Management In Office	

**Text & References:**

**Text book of office management-J.C**

**Office Organization and Management- S.P Arora- First Edition**

**Office Organization and Management- M.C Shukla**

**Office Management-S.P.Jian&T.NChhabra**

**Office and Administrative Management- C.L Little Field &FranuRacher**

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 1</b>	
	<b>COURSE TYPE: - SEC</b>	
	<b>CREDIT: - 2</b>	
	<b>COURSE CODE –</b>	
	<b>SALESMENSHIP AND PUBLICITY</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	%
	Objective To Help Student Understanding The Concept Of Salesmanship And Advertising	
<b>Unit :-1</b>	<b>Salesmanship</b>	40
	Meaning, Definition, Main Elements Of Salesmanship, Arts For Science, Sales Psychology, Advantage Of Salesmanship, Buying Motives Selling Points.	
<b>Unit :-2</b>	<b>Selling Process</b>	40
	Different Stage Of Sales Process (Preston Only) Attracting Attention Of Customers Welcoming Or Approaching The Prospect Awaking The Interest In The Prospect, Creating Desire, Securities Action. Type Of Objection And Disposal Of Objections	
<b>Unit:-3</b>	<b>Case Study</b>	20

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 1</b>	
	<b>COURSE TYPE: - SEC</b>	
	<b>CREDIT: - 2</b>	
	<b>COURSE CODE –</b>	
	<b>SECRETERIAL PRACTICE</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	%
<b>Unit :-1</b>	Company Secretary	30
	Definition – Qualification – (Statutory and Non Statutory) Appointment - Duties and Responsibility – Removal - Role and Importance - Basic Understanding Of Secretarial Standards.	
<b>Unit: -2</b>	Company	40
	Formation and Incorporation Of Companies (Public And Private Companies) Memorandum Of Association (Meaning and clauses) Article Of Association (Meaning And Content) Prospect (Meaning And Contents) and Statement In Line Of Prospectus (Meaning and Difference)	
<b>Unit: -3</b>	Co-Operative Society	30
	Meaning and Characteristic Secretary Duties Related To Formation And Registration Of Co- operative Society By Law Co-operative Society ( Meaning Importance And Contents) Membership (Conditions for Membership and Types)	

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 1</b>	
	<b>COURSE TYPE: - SEC</b>	
	<b>CREDIT: - 2</b>	
	<b>COURSE CODE –</b>	
	<b>THEORY &amp; PRACTICE OF CO- OPERATION 1</b> (SYLLABUS EFFECTIVE FROM ACADEMIC YEAR 2023-24 AND ONWARDS)	%
	<b>Objective</b> The Objective Of This Paper Is To Be Acquire Basic Knowledge To The Students With The Nature And Development of Co-Operatives.	
<b>Unit :-1</b>	Evolution Of Co-Operation Meaning And Definition Of Co- Operation And Cooperative. Merit And Demerit Of A Co-Operative Societies. Co-Operative Sector In India (Including Amul Model)	40
<b>Unit :-2</b>	Pre-Condition For The Succession Of Co-Operative Activities. Revised Principles Of Co-Operation.	40
<b>Unit:-3</b>	Inspection And Supervision Of Co-Operative Society.	20

**References :** ૧. સહકાર સિદ્ધાંતો અને વ્યવહારો. - પોખુલર પ્રકાશન - સુરત.

૨. “સહકાર” - સી. જમનાદાસ એન્ડ કું. અમદાવાદ.

૩. સહકાર દર્શન ભાગ ૧-૨-૩ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૪. સહકાર પર્વ. - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૫. સાંપ્રતમાં સહકારી પ્રવૃત્તિ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ ગુર્જર સાહિત્ય ભવન.

૬. સહકાર - મુખપત્ર (પાસિક) - ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૭. ગ્રામ સ્વરાજ (માસિક), ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૮. ડો.ઓપ. મેનેજમેન્ટ પ્રીન્સીપલ પોલીસીસ એન્ડ પ્રેક્ટીસ (૧૯૭૭). - આર.ડી. અગ્રવાલ.,

**Bibilography.:** 1. Journals / Magazines : Co-operative Perspective, Vaikunth Mehta

National Institute of Co-operative management, Pune (1998 )

1. Websites : <http://Co-operative on net.com> (1998)

<http://youarticle.com>

<http://shodhganga.inflibnet.ac.in>

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM-II</b>	
	<b>COURSE CODE</b>	
	<b>ELEMENTS OF BANKING &amp; INSURANCE PAPER - II</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	
	<b>COURSE TYPE: - SEC</b> <b>CREDIT: - 2</b>	
	<b>Objectives :</b> To impart to the students the elementary knowledge of terminology, concept, Definitions, Procedures and Principles in Banking	
<b>Unit :-1</b>	<b>INTERNET BANKING</b>	<b>30</b>
	a. Overview and Brief History b. Product Features c. Corporate and Individual Internet Banking Integration with e-Commerce Merchant sites d. Profitability of Internet Banking e. Risk Management and Frauds f. Back End Operations and Technology	
<b>Unit: -4</b>	<b>PAYMENT SYSTEMS</b>	<b>50</b>
	a. Overview of global payment systems b. Overview of domestic payment systems c. RuPay and RuPay Secure d. Immediate Payment Service (IMPS) e. National Unified USSD Platform (NUUP) f. National Automated Clearing House (NACH) g. Aadhaar Enabled Payment System (AEPS) e-KYC h. Cheque truncation System (CTS) i. National Financial Switch (NFS) j. RTGS k. NEFT l. Forex settlements m. Securities Settlement n. Innovative Banking & Payment Systems	
<b>Unit : 5</b>	<b>MOBILE BANKING</b>	<b>20</b>
	a. Overview and Brief History b. Product Features and Diversity c. IMPS d. Profitability of Mobile Banking e. Risk Management and Frauds f. Back End Operations and Technology	

## **Text & References:**

- **Indian Banking in Electronic Era, Sanjay Kaptan ,Sarup Book Publishers Pvt. Limited**
- **Internet Banking in India, Best Publishing House**
- **Marketing Techniques for Financial Inclusion and Development Adya Sharma, Dhiraj Jain, IGI Global**
- **Digital Payments in India**
- **Background, Trends and Opportunities, Jaspal Singh, New Century Publications**
- **Technological Reforms and Mobile Banking in India, Amita Charan, SSRN**
- **RBI,**
- **IDRBT,**
- **NPCI,**
- **Digital India,**
- **Cashless India Website,**
- **for Circulars and Publications.**

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**FIRST YEAR B.COM.**  
**SEMESTER - 2**  
**COURSE CODE**  
**FINANCIAL MANAGEMENT PAPER-II**  
**(SYLLABUS EFFECTIVE FROM ACADEMIC YEAR 2023-24)**  
**COURSE TYPE: - SEC**  
**CREDIT: - 2**

Objective: The objective of this course is to help students understand the conceptual framework of financial management.

**COURSE INPUTS**

**UNIT. I**

Dividend Policies; Issues in dividend policies; Walter's model; Gordon's model; M. M. Hypothesis, forms of dividends and stability in dividends determinants. 40%

**UNIT. II**

Management of Working Capital: 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. 40%

**UNIT.III**

Case Study 20%

**Suggested Readings**

1. Van Home J C: Financial Management and Policy: Prentice Hall of India. New Delhi.
2. Van Home J.C: Fundamentals of Financial Management: Prentice Hall of India. New Delhi.
3. Khan M.Y. and Jain P.K: Financial Management, Tart and Problems. Tala McGraw Hill, New Delhi.
4. Prasanna Chandra: Financial Management Theory and Practice; Tala McGraw Hill, New Delhi.
5. Pandey I.M: Financial Management: Vikas Publishing House, New Delhi
6. Brigham E.F. Oapenski L.C., and Ehrhardt M.C: Financial Management - Theory and-Practice: Harcour College Publishers. Singapore.
7. Bhalla V.K.: Modern Working Capital Management, Anmol Pub, Delhi.



**VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT**

**SYLLABUS (in force From ACADEMIC YEAR 2023-24)**

**CLASS AND SEMESTER: -FIRST YEAR (B. COM (SEM-2))**

**SUBJECT AND PAPER: -MANAGEMENT (PAPER-2)**

**COURSE TYPE: - SEC**

**CREDIT: - 2**

**Objectives:**

1. Understand the differences between traditional and modern management models and their implications for organizations.
2. Explore the recent trends in various areas of management such as total quality management, crises management, risk management, change management, globalization, supply chain management, and customer relationship management.
3. Examine the impact of innovation culture on organizations, including both positive and negative effects.
4. Gain insights into the importance of process management and its benefits for organizations.
5. Develop an understanding of business process management (BPM) and its stages in the BPM life cycle.

**Learning Outcomes:**

1. Identify and analyse the key differences between traditional and modern management models, and evaluate their relevance in today's organizational context.
2. Demonstrate knowledge of recent trends in management, including concepts such as total quality management, crises management, risk management, change management, globalization, supply chain management, and customer relationship management.
3. Evaluate the impact of innovation culture on organizations, recognizing both the positive effects that foster growth and the negative effects that may hinder progress.
4. Apply the principles of process management, recognizing its importance and benefits in improving efficiency and effectiveness within organizations.
5. Demonstrate understanding of the stages of the BPM life cycle and the significance of BPM in managing and optimizing business processes.

**Chapter-1**

**Traditional V/S modern management model**

**50%**

- Forces Shaping Management
- Traditional organizational management model
- Modern organizational management model
- Comparing Traditional and Modern Management models

**Chapter-2**

- Recent trends in management (Only Concepts)

**50%**

- Total quality management
- Crises management
- Risk management
- Change management
- Globalisation
- **Recent trends in operations management**
  - Supply chain management
  - Shrinking product life cycle
  - Computer aided Design and manufacturing
- **Recent trends in marketing management**
  - Customer relationship management
  - Emphasis on quality, Customer satisfaction and retention
- **Recent trends in Human resource management**
  - Work force diversity
- **Recent trends in leadership management**
  - Soft skill development
  - Gender balance
  - Remote working
  - Flat organizational structure
  - Self-development
  - External consultants

#### **References:**

- Principles of management” by Harold Knootz and Heinz Weihrich
- “Fundamentals of management” By Stephen.P. Robbins and David.A. Decenzo
- <https://www.vedantu.com/commerce/recent-trends-in-management>
- <https://www.mbaknol.com/management-concepts/traditional-management-model-vs-modern-management-model/>
- <https://kissflow.com/workflow/bpm/what-is-process-management/>
- <https://www.mbaknol.com/management-concepts/innovation-culture-in-organizations>

**VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT**  
**SYLLABUS (IN FORCE FROM ACADEMIC YEAR 2023-24)**  
**CLASS AND SEMESTER: -FIRST YEAR (B. COM (SEM-2)**  
**SUBJECT AND PAPER: -MARKETING (PAPER-2)**  
**COURSE TYPE: - SEC**  
**CREDIT: - 2**

**Objectives:**

1. Understand the principles and concepts of strategic pricing in marketing.
2. Explore the factors that influence price sensitivity and their impact on pricing decisions.
3. Analyze the role of pricing strategy in different stages of the product life cycle.
4. Examine the pricing tactics and the pricing process used by companies for growth.
5. Gain insights into the significance of integrated marketing communications (IMC) in marketing strategy.

**Learning Outcomes:**

1. Identify the factors that influence price sensitivity and apply strategies to effectively price products or services.
2. Evaluate the impact of costs on pricing decisions and determine the customer value associated with pricing.
3. Apply pricing strategies based on the product life cycle and competitive dynamics in the market.
4. Design and implement integrated marketing communication plans using various communication tools and media.
5. Analyze customer expectations, perceptions, and satisfaction levels to enhance service quality and improve marketing strategies.

**COURSE CONTENTS**

Unit	Title Name	Unit wise Weightage of Marks (in %)
1	Strategic pricing	50%
2	Integrated marketing Communication	50%

Course	Commerce
Course Title	Marketing-2
Credit	2
Teaching Hour per Week	2
Review /Revision Required	No
Minimum weeks/Semester	
Medium of Instruction	English
Purpose of Course	To orient the students with basics of marketing

### **Unit 1: Strategic Pricing**

- a) Introduction
- b) Costs: Impact on Pricing
- c) Customer Value and Price Sensitivity
  - I. Nagle and Holden's Nine Factors that influence Price Sensitivity
  - II. Market Segmentation using Price-Value Perceptions
- III. Effect of the Internet on Price Sensitivity
- d) Pricing Strategy and the Product Life Cycle
- e) Understanding the Pricing Game
  - I. Price Competitiveness
  - II. Reacting to Competition with Price
- f) Pricing: Key Tool of a Company's Growth Strategy
  - I. Role of the Distribution Channel in Setting Prices
  - II. Product Line Pricing
- III. Pricing Tactics
- IV. The Pricing Process

### **Unit 2: Integrated Marketing Communications (IMC)**

- a) Introduction
- b) Concept of IMC
- c) The Communications Process
  - I. The AIDA Concept
- d) The Communications Mix
  - I. Advertising
  - II. Sales Promotion
  - III. Public Relations and Publicity
  - IV. Personal Selling
  - V. Direct Marketing
  - VI. Internet as a Communication Tool
- e) Factors affecting the Communications Mix
- f) The Media Mix
  - I. Factors affecting Media Selection
  - II. Characteristics of Different Media
- g) Planning Communications Campaign
- h) Budgeting for Marketing Communications

### **References:**

1. "Marketing Management: Indian Context" by Rajan Saxena
2. "Consumer Behavior: Insights from Indian Market" by Dipankar Gupta
3. "Integrated Marketing Communications: Indian Cases and Concepts" by K. Bhattacharya and S. Basu
4. "Services Marketing: Concepts, Strategies, and Cases" by S. Ramesh Kumar and C. Rajendran
5. "Pricing: Strategies and Tactics for Pricing in India" by Utpal M. Dholakia

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM - II</b>	
	<b>COURSE TYPE: - SEC CREDIT: - 2</b>	
	<b>COURSE CODE -</b>	
	<b>OFFICE MANAGEMENT</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	
<b>Unit : 2</b>	<b>RECORD MANAGEMENT: RECORDS</b>	<b>50</b>
	Importance Of Records – Records Management – Filing – Essentials Or Characteristics Of A Good Filing System – Classification And Arrangement Of Files – Filing Equipment – Methods Of Filing – Modern Filing Devices – Centralised decentralised Filing – Indexing – Types Of Indexing – Selection Of Suitable Indexing System – The Filing Routine – The Filing Manual – Records Retention – Evaluating The Records Management Programme – Modern Tendencies In Records Making	
<b>Unit : 3</b>	<b>OFFICE STATIONERY AND SUPPLIES</b>	<b>50</b>
	Stationery – Importance Of Stationery – Need To Control Office Stationery And Supplies – How To Keep Down The Stationery Cost – Proper And Careful Selection – Study Procedures – Method Improvement – Work Measurement – Motion Study Theory – Laws And Principles Of Motion Economy – Advantages Of Motion Study – Steps In Time And Limitations Of Time Study – Time And Motion Study – Special Characteristics Of Office – Work Activity Or Work Simplification – Standardisation – Advantages – Limitations – Work Simplification	

**Text & References:**

**Taxt book of office management-J.C**

**Office Organization and Management- S.P Arora- First Edition**

**Office Organization and Management- M.C Shukla**

**Office Management-S.P.Jian&T.NChhabra**

**Office and Administrative Management- C.L Little Field &FranuRacher**

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 2</b>	
	<b>COURSE TYPE: - SEC</b>	
	<b>CREDIT: - 2</b>	
	<b>COURSE CODE –</b>	
	<b>SALESMENSHIP AND PUBLICITY</b> <b>(SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24</b> <b>AND ONWARDS)</b>	<b>%</b>
	<b>Objective</b> <b>To Help Student Understanding The Concept Of Salesmanship And Advertising</b>	
<b>Unit :-1</b>	<b>Type Of Salesman</b>	<b>40</b>
	Meaning And Type, Qualities Of Salesman Selection And Appointment Of Salesmanship Training, Remuneration of Salesmanship, Power Of Salesman.	
<b>Unit :-2</b>	<b>Advertising</b>	<b>40</b>
	Different Media, Press Publicity Outdoor Publicity, Radio And Television Publicity, Advertisement On Internet, Media Selection Decision.	
<b>Unit :-3</b>	<b>Case Study</b>	<b>20</b>

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 2</b>	
	<b>COURSE TYPE: - SEC</b>	
	<b>CREDIT: - 2</b>	
	<b>COURSE CODE –</b>	
	<b>SECRETARIAL PRACTICE</b> (SYLLABUS EFFECTIVE FROM ACADEMIC YEAR 2023-24 AND ONWARDS)	%
<b>Unit :-1</b>	Share	50
	Definition and Type Of Share Duties Of Company Secretary Related To Issue, Application, Allotment Of Shares and Calls On Share Share Certificate and Share Warrant, Difference Between Share Certificate and Share Warrant (With Their Performa)	
<b>Unit :-2</b>	Company Meeting	50
	Type of Company Meeting (Statutory, Annual, General Board Of Directors And Extraordinary ) Conduct and Secretarial Duties Of Company Meeting (Including Performa Of Notice and Agenda For Different Type Of Meetings)	

	<b>VEER NARMAD SOUTH GUJARAT UNIVERSITY , SURAT</b>	
	<b>F.Y.B.COM SEM 2</b>	
	<b>COURSE TYPE: - SEC</b>	
	<b>CREDIT: - 2</b>	
	<b>COURSE CODE --</b>	
	<b>THEORY &amp; PRACTICE OF CO- OPERATION</b> (SYLLABUS EFFECTIVE FROM ACADEMICE YEAR 2023-24 AND ONWARDS)	%
	<b>Objective</b> The Objective Of This Paper Is To Be Acquire Basic Knowledge To The Students With The Nature And Development of Co-Operatives.	
<b>Unit :-1</b>	Roll/Place Of co-Operations In Indian Economic System. The Problem Of Co-operative Activities.	40
<b>Unit :-2</b>	The Different Type Of Co-Operative Societies. Credit And Non Credit Co-Operative Organizations. Milk Procedure Co-Operative Societies. Sugarcane Procedure Co-Operative Societies.	40
<b>Unit :-3</b>	Co-Operative And State Co-operative Planning And Various Assistants Given By The State To The Various Co-operative Societies.	20

**References :** 1. સહકાર સિદ્ધાંતો અને વ્યવહારો. - પીયુષ વ્રજાન - સુરત.

2. "સહકાર" - સી. જમનાદાસ એન્ડ કું. અમદાવાદ.

3. સહકાર દર્શન ભાગ ૧-૨-૩ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૪. સહકાર પર્વ. - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ.

૫. સાંપ્રતમાં સહકારી પ્રવૃત્તિ - શ્રી જગદીશભાઈ મૂલાની, અમદાવાદ ગુર્જર સાહિત્ય ભવન.

૬. સહકાર - મુખપત્ર (પાસિક) - ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૭. ગ્રામ સ્વરાજ (માસિક), ગુજરાત રાજ્ય સહકારી સંઘ - અમદાવાદ.

૮. ડો.ઓપ. મેનેજમેન્ટ પ્રીન્સિપાલ પોલીસીસ એન્ડ પ્રેક્ટીસ (૧૯૭૭). - આર.ડી. અગ્રવાલ.,

**Bibliography:** 1. Journals / Magazines : Co-operative Perspective, Vaikunth Mehta

National Institute of Co-operative management, Pune (1998.)

1. Websites : <http://Co-operative on net.com> (1998)

<http://youarticle.com>

<http://shodhganga.inflibnet.ac.in>