<table>
<thead>
<tr>
<th>Course Type</th>
<th>Course Code</th>
<th>Name of Course</th>
<th>T/P</th>
<th>Credit</th>
<th>Exam Duration in Hours</th>
<th>Components of Marks</th>
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<tr>
<td>Ability-Enhancement Compulsory Course</td>
<td>UB06CCOM21</td>
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<td>3</td>
<td>2</td>
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<td>Core Course (A) Core Compulsory</td>
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<td>40 60 100</td>
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<td>UB06CCOM24</td>
<td>Business Law –II</td>
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<td>3</td>
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<td>E- Commerce – II</td>
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<td>(B) Core Allied (Any One)</td>
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<td>UB06DCOM21</td>
<td>Advanced Accounting –XI</td>
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<td></td>
<td>UB06DCOM23</td>
<td>Computer Application in Finance</td>
<td>T</td>
<td>3</td>
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<td>40 60 100</td>
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<td></td>
<td>UB06DCOM24</td>
<td>Current Trends in Finance</td>
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<td>40 60 100</td>
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<td>UB06DCOM25</td>
<td>Computer Application in Marketing</td>
<td>T</td>
<td>3</td>
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<td>40 60 100</td>
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<td>3</td>
<td>2</td>
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**Discipline Specific Elective (Any One Group)**
<table>
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<tr>
<th>Course Type</th>
<th>Course Code</th>
<th>Name of Course</th>
<th>T/P</th>
<th>Credit Duration in Hours</th>
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<td>UB06DCOM31</td>
<td>Business Management – XI (Retail Marketing - I)</td>
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<td>UB06DCOM32</td>
<td>Business Management – XII (Retail Marketing – II)</td>
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<td>Economics – VI (Business Economics-II)</td>
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<td>Skill - Enhancement Elective Course (Any One)</td>
<td>UB06SCOM21</td>
<td>Social Entrepreneurship</td>
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<td></td>
<td>UB06SCOM22</td>
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<td>UB06SCOM23</td>
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<td>NSS-V</td>
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<td>UB06SCOM27</td>
<td>Personality Development</td>
<td>T</td>
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<td></td>
<td>UB06SCOM28</td>
<td>Right To Information Act - II</td>
<td>T</td>
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</table>
Objectives: make students to understand some basic economic concepts and developing economic reasoning which the learners can apply in their day-to-day life as citizens, workers and consumers

<table>
<thead>
<tr>
<th>Course Code: UB06SCOM26</th>
<th>Total Credits: 3</th>
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<tr>
<td>Course Title: Indian Society and Economy – II</td>
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<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
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<tbody>
<tr>
<td>1</td>
<td>Agriculture: Nature and Importance; trends in agricultural production and productivity, Factors determining productivity, Land reforms, Green Revolution, Rural credit, agricultural marketing.</td>
<td>25%</td>
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<tr>
<td>2</td>
<td>Industry: Industrial development during the planning period, Industrial Policies, Industrial licensing policies – MRTP Act, FERA and FEMA. Growth Performance and problems of MSMEs, Role of public sector enterprises.</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>Service Sector: Growth trends of Service Sector in India, Factor Underlying the Services Growth, World Trade in Service Sector, Recent Investments and development concept of Knowledge Economy</td>
<td>25%</td>
</tr>
<tr>
<td>4</td>
<td>External Sector: Role of foreign trade, trends in exports and imports, composition and direction of India’s foreign trade, BOP crisis and the new economic reforms – export promotion measures and the new trade policies. Foreign capital – FDI and MNCs</td>
<td>25%</td>
</tr>
</tbody>
</table>

Basic Text & Reference Books:
- Datt, R. and K.P.M.Sundaram, Indian Economy, S.Chand and company ltd, New Delhi
- Misra, S.K and V.K Puri, Indian Economy – It’s Development and Experience, Himalaya Publishing
- House, Mumbai.
- Economic Surveys (Various Issues), Government of India.
Sardar Patel University  
Programme: BCOM  
Semester: VI  
Syllabus effective from : June 2020

Objectives: To acquaint candidates with tools of Managerial Economics;

<table>
<thead>
<tr>
<th>Paper Code: UB06GCOM21</th>
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<tr>
<td>Title of Paper: Managerial Economics</td>
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<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weighting</th>
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</table>
| 1    | Nature and Scope of Managerial Economics  
Meaning and objectives of Managerial Economics.- Nature and scope of managerial economics.- Theory of decision making and business decision. | 25% |
| 2    | Elasticity of Demand  
Price elasticity – Methods, types and Uses–Income elasticity – concept and uses- Cross elasticity –Concept, Types and Uses, Promotional Elasticity and its Uses. | 25% |
| 3    | Demand Forecasting  
Demand Forecasting -Meaning, categories, purpose of forecasting. Steps involved in demand forecasting, determining scope of a forecasting exercise, determinants of demand forecasting, methods of demand forecasting | 25% |
| 4    | Market Structure and Revenue Relationship  
Concepts and determinants – plant and firm- industry and firm- Revenue relationship. Breakeven point: Assumptions- arithmetic of breakeven analysis- evaluation. | 25% |

Reference Books:

- Economic theory and operation analysis- S.J. Baumol
- Managerial economics- Samuel Paul
- Introduction to ME- Savage and Small
- Managerial economics- D.C. Haque
- Economic Theory – Stonier Haque
- Advance Economic theory- H.L.Ahuja
- Managerial economics- P.L.Mehta
- Managerial Economics- Gopal Krishna
- Managerial Economics- G.S. Gupta
- Principles of Management- I.M.Pandey
- Managerial Economics-Thomas Maurice
## UNIT CONTENT

### UNIT 1: Sale Of Goods Act-1930
- Difference of sale and agreement of sale
- Condition and warranty- implied conditions and warranties
- Rules regarding delivery of goods
- F.O.B. Contract and C.I.F. Contract
- Rights and duties of buyer
- Sale by non owner
- Rights of unpaid seller

#### WEIGHTAGE 25%  

### UNIT 2: Negotiable Instrument Act-1881
- Definition and Elements of Negotiable Instrument
- Presumptions of Negotiable Instrument
- Promissory note
- Bill of exchange
- Cheque
- Difference of Promissory note, Bill of exchange, Cheque

#### WEIGHTAGE 25%  

### UNIT 3: Holder
- Holder in due course
- Privileges holder in due course
- Negotiation
- Presentment of instrument
- Crossing and types of crossing of cheque

#### WEIGHTAGE 25%  

### UNIT 4: Consumer Protection Act-1986
- Object of the act
- Rights of consumer
- Definition and concept of consumer, complaint, complainant, restrictive trade practice, unfair trade practice
- National and state council
- Grievance Redressal agencies (District Forum, State Commission, National Commission)

#### WEIGHTAGE 25%  

---

**Reference books:-**
2. Mercantial law- N.D.Kapoor- Sultan Chand & Sons
3. The Indian Contract Act-1872-Dr,R.K.Chopra
5. Business law- N.D.Kapoor- Sultan Chand & Sons
Objectives:

i. To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

ii. To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.

iii. Understanding of basic business management concepts as well as basic technical concepts relating to E-Commerce, M-commerce, cybercrime, IT Act, E-Marketing, E-Governance.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in Detail</th>
<th>Weightage (%)</th>
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<tbody>
<tr>
<td>I</td>
<td>M-Commerce:</td>
<td>25%</td>
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<tr>
<td>II</td>
<td>Cyber Crimes and IT Act 2000</td>
<td>25%</td>
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<tr>
<td></td>
<td>Introduction, Cyber Crime: Meaning and Definition, Meaning of Crime, Meaning of Cyber Crime, Types of Cyber crime</td>
<td>25%</td>
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<tr>
<td></td>
<td>Classifications of Cyber Crimes</td>
<td>25%</td>
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<tr>
<td></td>
<td>1. Cyber Crime Against Person;</td>
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<td>2. Cyber Crime Against Property;</td>
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<td>3. Cyber Crime Against Government;</td>
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<td>4. Cyber Crime Against Society.</td>
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<td>Causes of Cyber Crime, Impact and Effects of Cyber Crimes</td>
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<tr>
<td></td>
<td>Hacking:</td>
<td>25%</td>
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<tr>
<td></td>
<td>Introduction, History of Hacking, What is Hacker?, Types of Hacker (White Hat, Black Hat, Gray Hat), Ethical Hacking.</td>
<td>25%</td>
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<tr>
<td></td>
<td>Information Technology Act, 2000</td>
<td>25%</td>
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<td>III</td>
<td>E-Marketing:</td>
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<td>Meaning, Traditional Marketing, Different between E-Marketing and Traditional Marketing, Uses of Marketing, Advantages of E-Marketing</td>
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<table>
<thead>
<tr>
<th>IV</th>
<th>Introduction to E-governance</th>
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<tbody>
<tr>
<td></td>
<td>Study and use of Different E-governance services on Digital Gujarat / Digital India like Citizen Services, PAN Card, Digital Locker, Election ID, Vehicle Registration Details, Aadhar Card, Property Card, study of APP like UMANG</td>
</tr>
</tbody>
</table>

Practical's: Practical’s are based on above Units. (Weightage 50%) – Two Practical periods per week per batch

Reference Books/Suggested Readings:

- E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
- E-Commerce Concept Model And Strategy, C.S.V. Murthy, Himaliya Publishing
- E-Commerce, Jibitesh Mishra, Macmillan Publishers India
- E-Commerce - An Indian perspective 3/e, P. T. Joseph, PHI Publication
- Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
- Sushila Madan, E-Commerce, Taxmann
- E-Commerce Bussiness technology society-kenneth c. Laudon.carol guercio Traver-Pearson
- Cybercrime- Vishwakarma Publication-Dr. Deepak Shikarpur..
- M-Commerce-Fundamental of Mobile Commerce System- Colin Combe
- E-Commerce Bussiness technology society-kenneth c. Laudon.carol guercio Traver-Pearson
- PDF-Cyber_Crime_Law_and_Practice
- PPT-Information-Technology-Act 2000- An overview-sethassociatesppt
- Digitalindia.gov.in.
Objectives:

i. To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

ii. To provide computer skills and knowledge for commerce students and to enhance the student understanding of usefulness of information technology tools for business operations.

iii. Understanding of basic business management concepts as well as basic technical concepts relating to E-Commerce

iv. Create Web Pages using Predesigned Layouts or by creating your own.

v. Creating Web Pages and Managing your website with Dreamweaver.

vi. Have hands-on knowledge in developing simple and Comprehensive Internet Web sites.

vii. Be able to plan, Design and develop web sites.


ix. Understand Fundamental trends of Technological Evolution of Web Pages.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in Detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
</table>
| I    | E-Business:
| II   | Web Designing tool:
- Introduction to Web Designing tools, Features of Web Designing tools
- Insert text, images, Page properties
- Working with text, text formats
- Layouts and alignments, Working with Text – Text and Typefaces
- Inserting Paragraph and Break Tags, Text Formatting with the Properties
- alignment of text & change color and size of font | 25% |
### III
- **Lists** (Ordered, Unordered, Definition)
- **Hyperlinks** – Creating a Link, Linking to an e-mail,
- **Inserting Image**

#### Tables:
- What are they? Introduction
- Properties of Tables.
- Inserting a table
- Working with cells
- Selecting elements in a table
- Table Formatting
- Cells and Table sizes
- Eliminating Rows and Columns
- Combining and dividing cells
- Table modes
- A table as a layout tool.
- Nested tables.

#### Layout:
- What is it?
- Layout for tables.

<table>
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<th>IV</th>
<th>Frames - Introduction</th>
<th>25%</th>
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<tbody>
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<td>What are they?</td>
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</tr>
<tr>
<td></td>
<td>Creating Frames</td>
<td></td>
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<tr>
<td></td>
<td>Selecting Frames</td>
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<tr>
<td></td>
<td>Saving Frames</td>
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<tr>
<td></td>
<td>Setting up Frames</td>
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<th>IV</th>
<th>Form - Introduction</th>
<th>25%</th>
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</thead>
<tbody>
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<td>What is it for?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Form objects</td>
<td></td>
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</table>

**Practicals:** Practical are based on above Units. (Weightage 50%) – Two Practical periods per week per batch

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- E-Commerce, Jibitesh Mishra, Macmillan Publishers India
- E-Commerce - An Indian perspective 3/e, P. T. Joseph, PHI Publication
- KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
- Sushila Madan, E-Commerce, DhanpatRai & Co.
- E-Commerce Business technology society-kenneth c. Laudon.carolguercioTraver-Pearson
- dw-cs4-introduction- PDF
SARDARPATEL UNIVERSITY
Programme: B.Com. Semester: VI
Syllabus with effect from: December-2020
E-Commerce-II
Title of Paper: Fundamental of E-Commerce & HTML-II
Paper Code: UB06CCOM25
Weightage of Marks: Theory (50%) + Practical (50%)
Total Credit: 3

Objectives:

i. To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

ii. To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.

iii. Understanding of basic business management concepts as well as basic technical concepts relating to E-Commerce.

iv. Design and Develop a Web Page using HTML.

v. Link Pages so that they create a Web Site.

vi. Design and develop a Web Site using Test, image, Links, list and tables for navigation and layout.

vii. Have Hands –on knowledge in developing simple and Comprehensive Internet Web sites.

viii. Be able to plan, Design and develop web sites.

ix. Acquire creative skill in Deign, Layout and interactivity of Web Pages.

x. Understand Fundamental trends of Technological Evolution of Web Pages.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in Detail</th>
<th>Weightage</th>
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<tbody>
<tr>
<td>I</td>
<td>E-Commerce Payment Systems: Credit Card, Credit Card Payment Process, Debit Card, Smart Card, RuPay Card, Prepaid Money Card, E-money, E-Wallet, Net banking, Electronic fund Transfer, Cash On Delivery, Benefits and Limitation of each, risks involved in e-payments</td>
<td>25%</td>
</tr>
<tr>
<td>II</td>
<td>E-Commerce and Online Services: • Online shopping (amazon, snapdeal, alibaba, flipkart,olx, quicker, etc.) • Online Travel (makemytrip,Railway reservation-irctc, Bus reservation, Air reservation ) • Online career services / Job Portal Learning (ojas, naukari, marugujarat,ncs.gov.in etc..) • Online payment of utility bills</td>
<td>25%</td>
</tr>
</tbody>
</table>
### III HTML – LISTS
- Ordered List
- Unordered List
- Definition List
- Nested List

### HTML – TABLES
- Tables in HTML, Different table tag - `<table>`, `<tr>`, `<th>`, `<td>`, `<caption>`, colspan, rowspan, Table background, Table height and width, Nested Tables

### IV HTML – FRAMES
- What is Frames, Advantage of Frame, Disadvantage of Frame, Creating Frames, `<frameset>` Tag Attributes, `<frame>` Tag Attributes, Create a html document using frameset and frame tag

### HTML – FORMS
- What is Forms and why it required, `<form>` tag, `<input>` tag
- HTML Form Controls – simple text box, Password input controls, Checkbox Control, Radio Button Controls, Select Box Control (drop down box), Reset Button, Submit Button

### Practical:
Practicals are based on above Units. (Weightage 50%) – Two Practical periods per week per batch

### Reference Books/Suggested Readings:
- E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
- E-Commerce Concept Model And Strategy, C.S.V. Murthy, Himaliya Publishing
- E-Commerce, Jibitesh Mishra, Macmillan Publishers India
- E-Commerce - An Indian perspective 3/e, P. T. Joseph, PHI Publication
- Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
- McGraw Hill Education
- KK Bajaj and Debdani Nag, E-commerce, McGraw Hill Education
- Sushila Madan, E-Commerce, Taxmann
- E-Commerce Bussiness technology society-kenneth c. Laudon.carol guercio Traver-Pearson
- Cybercrime- Vishwakarma Publication-Dr. Deepak Shikarpur.
- Internet Technology and web Design, ISRD Group,TMH Publication
- Internet and web Design, Doeacc “O” level , Fire威尔 Media.
- Designing Interactive Website, by James L Mohler & Jon M Duff, CENGAGE
- Word Wide Web design with HTML, by C. Xavier, TMH Publication.
Objectives:
1. To enhance analytical ability in students for processing data
2. To familiarize students with applications of statistical techniques in business decision making.

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DESCRIPTION IN DETAIL</th>
<th>WEIGHTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Moments</strong>: Meaning of a random variable, definition of probability distribution of random variable, definition of raw and central moments. Relation between first four raw and central moments (without proof), concept of coefficient of skewness and kurtosis and their interpretations, simple examples for obtaining the measure by using raw data, grouped data and probability distribution.</td>
<td>[25%]</td>
</tr>
<tr>
<td>2</td>
<td><strong>Decision Theory</strong>: Meaning of decision theory and its basic terminologies, methods of solving decision problem (i) Decision under uncertainty – Maxi-max principle, Maxi-min principle, Hurwitz’s principle and Laplace principle, (ii) Decision under uncertainty when event probabilities are known - E.M.V, E.V.P.I. Simple examples and their interpretations.</td>
<td>[25%]</td>
</tr>
<tr>
<td>3</td>
<td><strong>Testing of Hypothesis</strong>: Meaning of statistical hypothesis, definition of null hypothesis, alternate hypothesis, simple and composite hypothesis, critical region, type-I and type-II errors, level of significance, power of tests. SMALL SAMPLE TESTS: Definition, assumptions, and properties of t-distribution. Test of significance of the difference between sample mean and population mean. Test of significance of the difference between means of two small samples. Paired test for difference of two means.</td>
<td>[25%]</td>
</tr>
<tr>
<td>4</td>
<td><strong>Chi-Square Test, F Test and Analysis of Variance</strong>: Definition and limitations of Chi-Square test, Goodness of fit test, test of independence of two attributes and Yate’s Correction. F-test (only introduction), meaning and assumption of Analysis of Variance. Analysis of Variance for one way classification and its applications.</td>
<td>[25%]</td>
</tr>
</tbody>
</table>

References:
4. Sancheti & Kapoor: Business Statistics. Sultan Chand & sons,
## Financial Management - II

### Course Title:
Financial Management - II

### Course Code:
UB06CCOM22

### Total Credits:
3

### Syllabus with effect from:
NOV./DEC. 2020

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
</table>
| 1    | Management of Cash, Receivables, Inventory:  
Motives for Holding Cash, Cash Budgeting examples, Credit Policy variables,  
Credit Evaluation, Types of Inventory, Computation of EOQ, Maximum level,  
Minimum Level, Recorder point and safety stock, ABC Analysis.            | 25 %           |
| 2    | Cost of Capital:  
Concept of cost of Capital, Significance, Classification of cost,  
Cost of Equity Capital, Cost of Preference Capital, Cost of Debt Capital,  
Examples of WACC.                                                       | 25 %           |
| 3    | Financial Planning  
Meaning, Characteristics, Factors affecting Financial Planning, Limitations of  
financial planning  
Capitalization: Meaning, Theories of Capitalization - Types - Overcapitalization &  
Undercapitalization: Meaning, Causes, Symptoms, Effects & remedies | 25 %           |
| 4    | Capital Structure and Leverage:  
Capital Structure:  
Meaning, Features, Optimum capital structure, factors, Examples on EPS.  
Leverage:  
Meaning, Importance of Capital Gearing / Leverage-  
Types of Leverage (Theory & Examples) – Operating Leverage,  
Financial Leverage, Composite / Total Leverage  
(Examples Based on Preparation of Income Statement be taught)  
Effects / Implications of Leverages, Trading on Equity – Merits and Limitations | 25 %           |

### Basic Text & Reference Books:
- Financial Management: P.V.Kulkarni.
- Financial Management: S.N.Maheshwari.
- Financial Management: I.M.Pandey.
- Financial Management: Prasanna Chandra.
- Financial Management: Khan & Jain
- Financial Management: R.S.Kulshreshta
<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
</table>
| 1    | Assessment, TDS, Advance Tax & Return of Income (Theory only)  
|      | • Meaning of Assessment, Types of Assessment  
|      | • Tax Deducted at Source (TDS)  
|      | • Advance Payment of Tax  
|      | • Return of Income, Time for filling Return, Types of Income Tax Return  
|      | • Permanent Account Number (PAN)  | 25 % |
| 2    | Profits & Gains from Business & Profession of Individual (Examples only)  
|      | Examples on Business and Professional Income excluding Depreciation as per Section 32. | 25 % |
| 3    | Income from Capital Gains (Examples only)  
|      | Computation of Short term & Long term Capital Gain  
|      | Exemptions under section 54, 54EC & 54F. (Including Theory) | 25 % |
| 4    | A.) Income from Other Sources & Goods and Services Tax (GST)  
|      | Income from other sources: (Examples only)  
|      | Example on Computation of Income from Other Sources  
|      | B.) Introduction to Goods and Services Tax Act: (Theory only)  
|      | • Overview of GST  
|      | • Need for GST in India  
|      | • Advantages of GST  
|      | • GST Council  
|      | • Provisions and Procedure of Registration under GST  
|      | • Law relate to GST: CGST, SGST, IGST, UGST, Cess  
|      | • Input Tax & Input Tax Credit  
|      | **Definition:** Goods, Services, Supply, Taxable Person, Business, Place of Business, Reverse Charge, Composition Scheme and Exemption | 25 % |

**Basic Text & Reference Books:**
TAXMANN: Students’ Guide to Income Tax - Dr. Vinod K. Singhania & Dr. Monica Singhania
TAXMANN: Direct taxes law & practice - Dr. Vinod K. Singhania & Dr. Kapil Singhania
Objectives: (1) To enhance analytical ability in students for processing data.  
(2) To familiarize students with applications of Statistical Techniques in business decision Making.

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DESCRIPTION IN DETAIL</th>
<th>WEIGHTAGE</th>
</tr>
</thead>
</table>
| 1    | **Moments:**  
Meaning of a random variable, Definition of probability distribution of random variable, Definition of Raw and Central moments. Relation between first four raw and central moments (without proof), Concept of coefficient of Skewness and kurtosis and their interpretations, Simple examples for obtaining the measure by using raw data, grouped data and probability distribution. | 25% |
| 2    | **Decision theory:**  
Meaning of decision theory and its basic terminologies, Methods of solving decision problem (i) Decision under uncertainty – Maxi-max principle, Maxi-min principle, Hurwitz’s principle and Laplace principle. (ii) Decision under certainty when events probabilities are known- E.M.V, E.V.P.I. Simple examples and their interpretation based on these tests. | 25% |
| 3    | **Testing of Hypothesis:**  
Meaning statistical hypothesis, Definitions of Null hypothesis, Alternate hypothesis, Simple and Composite hypothesis, Critical region, Type-I and Type-II errors, Level of significance, Power of tests. **SMALL SAMPLE TESTS:** Definition, Assumptions, and Properties of t-distribution. Test of Significance of the difference between Sample Mean and Population Mean. Test of Significance of the difference between Means of Two Small Samples. Paired t test for difference of two Means. | 25% |
| 4    | **CHI-SQUARE TEST, F TEST AND ANALYSIS OF VARIANCE:**  
Definition and limitations of Chi-Square test, Goodness of fit, Test of Independence of Two Attribute and Yate’s Correction. F-test (only introduction), Meaning and Assumptions of Analysis of Variance. Analysis of Variance for One Way Classification and its application. | 25% |

Reference Books:  
Objectives: (1) To enhance analytical ability in students for processing data. 
(2) To familiarize students with applications of Statistical technique in business decision Making.

<table>
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<tr>
<th>UNIT</th>
<th>DESCRIPTION IN DETAIL</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Demand Analysis &amp; Monopoly &amp; Duopoly Problems: Demand and supply function, Market equilibrium, effect of taxation and subsidy, marginal and average, revenue &amp; cost function, Discussion of monopoly problems-classical duopoly problems (idea only), Simple examples of monopoly under perfect competition, Difference between monopoly &amp; duopoly problems.</td>
<td>25%</td>
</tr>
<tr>
<td>2</td>
<td>Partial Derivatives and its applications: Definition of partial derivative involving two variables up to second order, Homogeneous functions, Statement of Euler’s theorem (without proof) and its application to homogeneous function, Application of partial derivative to the problems related to constrained optimization problems, (Cost function and Utility function).</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>Statistical Software: Simple introduction to SPSS and R Software and their Simple uses. Define Variable and find mean and standard deviation using both software and how to write basic Formula.</td>
<td>25%</td>
</tr>
<tr>
<td>4</td>
<td>Curve Fitting: Meaning and definition of least square principle, Fitting of linear, quadratic and exponential curves like (i) ( y = ab^x ) (ii) ( y = ae^{bx} ) (iii) ( y = ax^b ) etc. and simple examples based on it.</td>
<td>25%</td>
</tr>
</tbody>
</table>

Reference Books:
7. Discovering Statistics Using IBM SPSS by ANDY FIELD,
Objectives: (1) To enhance analytical ability in students for processing data.

(2) To familiarize students with applications of Statistical technique in business decision Making.

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DESCRIPTION IN DETAIL</th>
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</tr>
</thead>
</table>
| 1    | **Market Research:**  
Definition of Market Research, scope, problem and formulation, cost value and round off use of EMV and EVPS approach. Research design data collection. Strategies, univariate and bi-variate analytical tools and quantitative methods applied to Marketing problems. Bayesian approach to problems of market research. | 25%       |
| 2    | **Design Of Experiment:**  
Principles of randomization replication and local control, Completely randomized Design, Randomized block Design and Latin Square Design and their ANOVA table. Simple Applications. | 25%       |
| 3    | **Sampling Techniques:**  
Meaning of Sample and population. Characteristics of an ideal sample. Systematic Sampling, Cluster sampling and two stage sampling methods and estimation of population mean and standard error without proof. Non-sampling error. | 25%       |
| 4    | **Demography:**  
Meaning and Scopes of demography, history and growth of demography, measures of population growth, common measures of growth rate, growth curves, logarithmic, exponential, Gompertz and logistic curves. Life tables scope, Importance and limitations of life tables, Different methods of construction of life tables, abridged life tables, numerical examples to illustrate these methods. | 25%       |

Reference Books:
6. World Population Dynamics Barban A. Anderson
7. The life Table Wunsch, Guillium.
**Course Code:** UB06CCOM26  
**Total Credits:** 3

### Course Title: Entrepreneurship-II

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks</td>
<td>25 %</td>
</tr>
<tr>
<td>2</td>
<td>Launching the New Venture: Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture</td>
<td>25 %</td>
</tr>
<tr>
<td>3</td>
<td>Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital</td>
<td>25 %</td>
</tr>
<tr>
<td>4</td>
<td>Harvesting Rewards: Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy</td>
<td>25 %</td>
</tr>
</tbody>
</table>

**Basic Text & Reference Books:**

- Entrepreneurship Development by S.S.Khanka
- Entrepreneurship Development and Project Management by Neeta Baporikar.
- Entrepreneurial Development by Gupta and Shrinivasan.
Objective: The Objective of this paper is to help students to acquire conceptual knowledge of Amalgamation of Companies, Mergers and Purchase, Accounting of Holding Company and Value Analysis.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
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</table>
| 1    | **Amalgamation of Companies:**  
      Meaning of Amalgamation, Absorption & Reconstruction.  
      Purpose (objectives) of amalgamation.  
      Calculation of purchase consideration (Net Assets and consideration Method).  
      Accounting entries and ledger accounts in vendor company and purchasing company (New Company) as per Accounting Standard 14.  
      Balance Sheet in the books of purchasing company *(New Company - Vertical Form)*. | 25 %      |
| 2    | **Mergers and Purchase (As Per AS - 14):**  
      Meaning of Mergers and Purchase  
      Types and Conditions of Merger and Purchase  
      Amalgamation in the nature of Merger.  
      Amalgamation in the nature of Purchase.  
      Methods of Merger  
      Pooling of Interest Method.  
      Purchase Method  
      Difference between Pooling of Interest Method and Purchase Method.  
      Examples of Mergers in the books of new company only. | 25 %      |
| 3    | **Accounting of Holding Company:**  
      Meaning, Advantages, Disadvantages of Holding Company.  
      Examples of Consolidated Balance Sheet (Two Companies Only) with Adjustments of Capital and Revenue Profit or Loss, Inter Company Transaction and Unrealized Profit. | 25 %      |
| 4    | **Value Analysis: (Theory Only)**  
      Definition and Characteristics.  
      Types of Value.  
      Procedure of Value Analysis.  
      Techniques of Value Analysis.  
      Additional Techniques of Value Analysis.  
      TQM – Just in Time, Product Mix Optimization.  
      Advantages of Value Analysis. | 25 %      |

**Basic Text & Reference Books:**
- Advanced Accounting – 2, Sehgal Ashok and Sehgal Deepak.
- Advanced Accounts – Shukla M C and Grawl T S.
- Problems and Solution in Adv Accounting – Gupta R L.
- Company Accounts – Gupta R L and Radhaswamy M.
- Rathmans Company Accounts Theory Prob. And Solution – Rathman P V and Raju D R.
- Accounting Standards and Corporate Accounting Practice – Ghosh T P.
Objective: The Objective of this paper is to help students to acquire conceptual knowledge of Hire Purchase System, System & Procedure of Banks, Social Accounting and to learn Standard Costing based on Overheads.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accounting For Hire Purchase System: (Examples Only): Meaning, Essential features of Hire Purchase System Difference between Hire Purchase and Credit Sales. Examples of Hire Purchase Trading Account</td>
<td>25 %</td>
</tr>
<tr>
<td>2</td>
<td>Accounting System and Procedure of Banks: Introduction, Functions of a Bank Important Provisions of Banking Regulation Act Short Examples base on: - Interest on Doubtful Debts - Rebate on Bills Discounted - Transactions of Loan, Cash Credits &amp; Overdrafts New format of Profit &amp; Loss Account of Bank (Schedule - 13,14,15,16)</td>
<td>25 %</td>
</tr>
<tr>
<td>3</td>
<td>Standard Costing: (Based on Overheads) Overhead Variances: Fixed and Variable, Expenditure Variance, Efficiency Variance, Capacity Variance and Calendar Variance Note: 1. Rate of recovery of Overheads to be based on Labor time only. 2. Problems relating to finding out missing data are not expected.</td>
<td>25 %</td>
</tr>
</tbody>
</table>

Basic Text & Reference Books:
- Advanced Accounting – 2, Sehgal Ashok and Sehgal Deepak.
- Advanced Accounts – Shukla M C and Grawl T S.
- Problems and Solution in Adv Accounting – Gupta R L.
- Company Accounts – Gupta R L and Radhaswamy M.
- Rathmans Company Accounts Theory Prob. And Solution – Rathman P V and Raju D R.
- Accounting Standards and Corporate Accounting Practice – Ghosh T P.
Course Code: UB06DCOM23  
Course Title: Computer Applications in Finance  
Total Credits: 3

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>E-Finance</strong>&lt;br&gt;What is eFinance? What does eFinance change? eFinance: the technology, eFinance Products and Services – e-money, e-trading, e-procurement, eFinance developments in India, Transactions through Internet, requirements of epayment systems, Electronic Spreadsheet: Structure of spreadsheet and its applications to accounting, and finance, Areas of e-finance, e-banking, traditional vs/ e-banking, trading v/s e-trading, importance and advantages of e-trading.</td>
<td>25 %</td>
</tr>
<tr>
<td>2</td>
<td><strong>E-Banking</strong>&lt;br&gt;What led to e-banking?, Choosing the ASP, Bank websites, Stand-alone e-banking, Planning and development, Products and services, Retail banking, Critical influences accelerating and retarding the growth of e-banking Security, encryption and regulatory issues.</td>
<td>25 %</td>
</tr>
<tr>
<td>3</td>
<td><strong>Technology in Banking</strong>&lt;br&gt;Need and importance of technology in banking, ATM, Credit card, Debit card, Tele Banking- Net banking, SWIFT (Society for Worldwide Inter-bank Financial Telecommunication), Concept of Core Banking Solution</td>
<td>25 %</td>
</tr>
<tr>
<td>4</td>
<td><strong>Investment Decision using spreadsheet</strong>&lt;br&gt;Future value of a single cash flow, Future value, Sinkinfg fund, Present value, Multi period compounding, Net Present Value, Yield/Internal Rate of Return, Standard deviation and variance, Scenario Analysis, Investment analysis under inflation, Capital rationing using the Excel Solver</td>
<td>25 %</td>
</tr>
</tbody>
</table>

Basic Text & Reference Books:

- E-Finance : ICFAI University
- Fundamentals of banking'- Dr. R.S.S.Swami
SARDAR PATEL UNIVERSITY  
Programme: BCOM  
Semester: VI  
Syllabus with effect from: NOV./DEC. 2020  

<table>
<thead>
<tr>
<th>Course Code: UB06DCOM24</th>
<th>Total Credits: 3</th>
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<tbody>
<tr>
<td><strong>Course Title:</strong> Current Trends in Finance</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
</table>
| 1    | **Investment Decision**  
Equivalence of NPV and IRR, Modified Internal Rate of Return, Investment Analysis under Inflation, Annual Equivalent Method, Replacement of an existing asset, Investment decision under capital rationing, Programming approach to capital rationing, Scenario Analysis, Simulation Analysis, Utility Theory, Real options, Qualitative factors and judgment in capital budgeting | 25 % |
| 2    | **Financing Decision**  
The Trade-off Theory, Pecking Order Theory, FRICT Analysis, Approaches to establish target capital structure, Practical considerations in determining capital structure, Equity cashflows or flow to equity approach, Capital cashflows and the opportunity cost of capital, Adjusted Present Value, The Adjusted cost of capital, Valuation of a firm | 25 % |
| 3    | **Dividend Decision**  
Informational content of dividends, Practical considerations in dividend policy, Target payout and dividend smoothing – Linter’s Model of corporate dividend behaviour, Bonus share vs Share Split, Buyback of shares, Dividend policy analysis | 25 % |
| 4    | **Working Capital Management**  
Issues in working capital management, Collection Experience Matrix, Analysis of investment in inventory, Computerized inventory control systems, Baumol’s model, The Miller-orr model | 25 % |

**Basic Text & Reference Books:**  
- I M Pandey, Financial Management.  
- Khan & Jain, Financial Management.  
- Prasanna Chandra, Financial Management.  
- S N Maheshwari, Financial Management.
# Syllabus

**Programme:** BCOM  
**Semester:** VI  
**Syllabus with effect from:** DECEMBER 2020

<table>
<thead>
<tr>
<th>Course Code: UB06ACOM21</th>
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<tr>
<td><strong>Course Title:</strong> English and Business Communication – VI</td>
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</table>

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Business Reports:</strong></td>
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<tr>
<td></td>
<td>Drafting of Individual and Committee Reports on the following topics:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Selection of Site (Feasibility Report)</td>
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<tr>
<td></td>
<td>• Labour and Personnel Problems</td>
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<tr>
<td></td>
<td>• Decline in Sales</td>
<td></td>
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<tr>
<td></td>
<td>• Fire and Accidents</td>
<td></td>
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<tr>
<td></td>
<td><strong>Drafting of Speeches:</strong></td>
<td></td>
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<tr>
<td></td>
<td>(Speeches on the occasions like inauguration, welcoming, condolence meetings, farewell functions, celebration of important days and national holidays, vote of thanks)</td>
<td></td>
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<tr>
<td></td>
<td><strong>Notice, Agenda and Minutes of Corporate Meetings:</strong></td>
<td></td>
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<tr>
<td></td>
<td>(Drafting of Notice, Agenda and Minutes of First Meeting of the Board of Directors; Statutory Meeting; Routine Meeting; Meeting of the Board of Directors held prior to the Annual General Meeting of the Company and Annual General Meeting)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Sales Promotion Letters</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Letters to promote the sales of products and services)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Job Application Letters and Resumes</strong></td>
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</tr>
<tr>
<td></td>
<td>Writing Application Letters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Drafting of Resumes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Resume / Bio-data / Curriculum Vitae</td>
<td></td>
</tr>
</tbody>
</table>

**Basic Text & Reference Books:**

- Essentials of Business Communication - Rajendra Pal and J S Korlahalli (Sultan Chand & Sons)
- Principles and Practice of Business Communication - Rhoda A Doctor & Aspi H Doctor (A R Sheth & Company, Mumbai)
- Business Communication - U S Rai & S M Rai. (Himalaya Publishing House, Mumbai)
- Developing Communication Skills - Krishna Mohan & Meera Benerjee (Macmillan)
- Business Communication - Asha Kaul (Prentice Hall of India Pvt. Ltd, New Delhi)
- Effective Business Communication - M V Rodrigues (Concept Publishing House)
- Business Communication and Report Writing - R P Sharma and Krishna Mohan
- (Tata McGraw Hill 2002)
- Contemporary Business Communication - Scot Ober (Biztantra)
- Communication Skills – Sanjay Kumar & Pushp Lata (OUP)
- Communication for Business A Practical Approach Shirley Taylor (PearsonEducation)
## Syllabus

**Sardar Patel University**  
**Programme : B.Com.**  
**Semester : VI**  
**Syllabus with effective from: Nov./Dec. - 2020**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>UB06SCOM23</th>
<th>Course Title</th>
<th>Soft Skills – II</th>
<th>Total Credits : 3</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
</table>
| 1    | Developing the reading habit  
The importance of reading  
How to read faster and better  
The importance of a good vocabulary and how to gain it  
Using the dictionary  
Practicing comprehension  
How to identify the core ideas of reading material  
The pleasure of reading  
Preparing a blueprint to develop the reading habit | 25% |
| 2    | Writing speech and presentation skills  
Importance of writing effectively  
The importance of public communication  
The power of language  
Methods of better written and spoken skills: Selecting a topic; Knowing your audience; Writing and outline; Researching; Organizing; Writing and revising drafts; Making quick notes; Using audio-visual aids; Rehearsal and delivery  
Making a good presentation | 25% |
| 3    | The art of note-taking and better memorization  
The importance of making notes  
Effective note taking  
The Outline technique of making notes  
Preparing a blueprint for better note taking  
How to memorize better and why?  
What helps your memory  
What are the barriers for a better memorization | 25% |
| 4    | Career Planning  
Understanding the difference between jobs and careers  
Anticipating and planning for a career  
Importance of being flexible  
How to reach a decision  
Understanding the importance of mentors and networking  
Conducting a job search; job search tactics and strategies  
Writing your resume and covering letter | 25% |

**Basic Text & Reference Books :**

- Shalini Verma, Enhancing Employability @ Soft Skills, Pearson, India.
- Dr. K. Alex, Soft Skills, S. Chand & Sons, India.
Sardar Patel University
Programme: B.Com.
Semester: VI

Syllabus with effective from: November 2020

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>UB06SCOM24</th>
<th>Total Credit: 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Of Paper</td>
<td>National Cadet Corps - V</td>
<td></td>
</tr>
</tbody>
</table>

Objective: The objective of this course is to impart basic knowledge Stress Management Skills, Interview Skills, Group/Team Work and Body Language.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Stress Management Skills</strong>&lt;br&gt;Introduction, Understanding Stress, Expected Responses, Stress Signals, Stress Management Techniques, Understanding Emotions and Feelings.</td>
<td>25 %</td>
</tr>
<tr>
<td>2</td>
<td><strong>Interview Skills</strong>&lt;br&gt;Introduction, Curriculum Vitae, Interview Skills: Before the Interview, Conducting yourself during the Interview, Mock Interview.</td>
<td>25 %</td>
</tr>
<tr>
<td>3</td>
<td><strong>Group/Team Work</strong>&lt;br&gt;Introduction, Types of Groups, Importance of a Group, Characteristics of a Group, Team: Definition, Types of Teams, Importance of a Team, Characteristics of a Team.</td>
<td>25 %</td>
</tr>
</tbody>
</table>

Basic Text & References Books:

- Cadet’s Hand Book Common Subject, All Wings, By DGNCC, New Delhi.
- Cadet’s Hand Book Specialized Subject, Army, By DGNCC, New Delhi.
## Course Details

**Course Code:** UB06SCOM21  
**Course Title:** Social Entrepreneurship  
**Total Credits:** 3  
**Syllabus with effect from:** NOV./DEC. 2020

### Table of Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description in detail</th>
<th>Weightage (%)</th>
</tr>
</thead>
</table>
| 1    | **Fundamentals of Social Entrepreneurship:**  
      Concept of Social entrepreneur & entrepreneurship – Evolution, Need, Major Functions, Difference between Social and Commercial entrepreneurs, Areas of Social Entrepreneurship. | 25 %          |
| 2    | **Women Entrepreneurship:**  
      Concept, Functions, Problems, Development of women entrepreneurship in India, Role of women Associations.                                                                                                     | 25 %          |
| 3    | **Rural Entrepreneurship:**  
      Concept, Need, Problems, NGO & Rural entrepreneurship – Development of rural entrepreneurship in India.                                                                                                       | 25 %          |
| 4    | **Trends in Social Entrepreneurship:**  
      Major challenges, Major opportunities, Role of Government for growth of social entrepreneurship in country, Global trends in social entrepreneurship, Contribution of Successful Social entrepreneurs of India and Abroad. | 25 %          |

### Basic Text & Reference Books:

- Social Entrepreneurship by Dr. Sanjay R. Ajmeri, Pothi.com
- Social Entrepreneurship by David bournstein & Susan Devis, Oxford University Press.
- Entrepreneurship Development by S.S.Khanka