

SARDAR PATEL UNIVERSITY
Programme: BCOM Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05ACOM51	Total Credit: 3
Title Of Paper: English and Business Communication-V	

Unit	Description in detail	Weighting (%)
	Text: A short novel or a play (not more than 200 pages-unabridged) Name of the Text: Justice – by John Galsworthy	
1	Two text-based essay type questions	25 %
2	Text-based short note Communication Modern forms of communicating fax, e-mail, internet, video conferencing) Non-verbal aspects of communication (Body language: Kinesics, Proxemics, Paralanguage) [general questions, short notes may be asked	8 % 17 %
3	Press Reports (Drafting of Press reports on accidents, disasters, natural calamities, celebration of national holidays and important days, current events)	25 %
4	Drafting of Questionnaires to survey the following: Marketability/Launching of a new product Habits/Attitudes of college students Socio-economic conditions of a particular class of people	25 %

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)
- Effective Business Communication - Asha Kaul (Prentice Hall - Economy Edition)
- 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)
- Research Methodology Methods and Techniques C R Kothari (New Age International Publishers)
- Communication for Business A Practical Approach Shirley Taylor (Pearson Education)



SARDAR PATEL UNIVERSITY
Programme: BCOM Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05CCOM51	Total Credit: 3
Title Of Paper: Business Taxation-I	

Unit	Description in detail	Weightage (%)
1	Definitions (Theory only) Assessment Year, Previous Year, Person, Assessee, Company, Dividend, Agricultural Income, Casual Income, Total Gross income & Total Taxable Income	25 %
2	Residential Status , General Deductions & Exempted Incomes <ul style="list-style-type: none"> • Residential Status (Examples of Individual Assessee only) • Incidence of Tax (Theory only) • General Deduction available under section 80 C, 80 D, 80 E, 80 G and 80 U (Theory & Examoles) • Exempted Incomes (Theory Only) 	25 %
3	Income from Salaries (Examples only) Examples Based on Allowances, Perquisites, Bonus, Commission, Provident Fund, Deductions Available from Salary Income (No retirement benefits will be covered in the chapter)	25 %
4	Income from House Property (Examples only) Examples covering Self-occupied, Let-out, Deemed to be Let-out, Partly & Proportionate Let-out Property only and Deduction U/s 24.	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
- Ahuja Girish and Ravi Gupta, "Systematic Approach to Income Tax", Bharat Law House, Delhi



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from: JUNE 2021

Paper Code: UB05CCOM52	Total Credit: 3
Title Of Paper: Financial Management -I	

Unit	Description in detail	Weighting (%)
1	Introduction Meaning, Scope, Importance, Objectives of Financial Management, Finance Functions & its Classification – Managerial and Routine Functions, Role of Finance Manager.	25 %
2	Sources of Finance Long Term, Medium Term and Short term sources of finance Shares, Debentures and Bonds Public Deposits Commercial Banks Internal Financing Foreign Capital	25 %
3	Capital Budgeting Meaning, Characteristics of Capital Budgeting Decisions, Significance, Process, Types of Capital Budgeting decisions ,Capital rationing (Theory Only), Techniques : PBP, ARR, NPV, IRR, PI (including examples)	25 %
4	Working Capital Management: Concepts: <ul style="list-style-type: none"> • Gross Working Capital. • Net Working Capital. • Fixed/ Permanent Working Capital • Fluctuating Working Capital Needs for Working Capital, Sources of Working Capital Finance. Factors determining working capital requirement. Examples of estimation of working capital and operating cycle.	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 : R. S. Kulshreshta
- Financial Management : Khan & Jain

SARDAR PATEL UNIVERSITY

B.COM SEMESTER: V

Paper code: UB05CCOM53

Title of Paper: **Business Mathematics & Statistics – V**
(TOTAL CREDIT:3) Syllabus will effect from : June 2021

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

UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE
1	Discrete Probability Distributions: Probability mass function of Hyper-Geometric distribution, properties and simple applications based on it. Probability mass function of Negative Binomial distribution and Geometric distribution, its properties, uses and simple examples based on it.	[25%]
2	Theory of Games and Sequencing Problem: Introduction, Assumptions of the Game, Two-person Zero-Sum Games, Pure Strategies (Minimax- Maximin Principles): Games with Saddle Point, Rules to Determine Saddle point, Mixed Strategies: Game without Saddle Point, Principles of Dominance. Solution method for Games without Saddle Point (Algebraic Method only). Sequencing: Introduction, Concept of Sequencing Problem, Processing of N jobs through two machines. Applications of Game theory and Sequencing problems.	[25%]
3	Demographic Statistics: Meaning, definition and uses of demographic Statistic, Methods of collecting demographic statistics – Registration Method, Census Method and Analytical Method. Mortality rates pertaining to (i) CDR (ii) SDR (iii) IMR, Crude birth rate C.B.R, Fertility rates pertaining to (i)GFR (ii) SFR (iii) TFR. Simple illustrations.	[25%]
4	Product Control Techniques: Meaning of Product Control Technique and its advantages, Single Sampling Plan, Explanation of the terms: AQL and LTPD, Producer's risk, Consumer's risk, O.C. Curve, ATI, AOQ, AOQL Simple example based on Hyper-Geometric and Poisson distribution.	25%]

References:

- (1) Grant E.L.: Statistical Quality Control, McGraw ill.
- (2) Levin and Rubin: "Statistics for Management", Prentice Hall of India Pvt.Ltd.
- (3) Sancheti & Kapoor: Business Mathematics, Sultan Chand & Sons, New Delhi
- (4) Sancheti & Kapoor: Business Statistics. Sultan Chand & Sons, New Delhi.
- (5) Sharma J.K: "Introduction to Operation Research.
- (6) Srivastava O.S.: A Text Book on Demography, Vikas Publishing.
- (7) Sharma J.K: "Introduction to Operation Research.

**SARDAR PATEL UNIVERSITY
VALLABH VIDHYANAGAR
B.COM PROGRAME-SEMESTER-5
BUSINESS LAW-I
CODE-UB05CCOM54**

UNIT	CONTENT	CREDIT	WAITAGE
1	INDIAN CONTRACT ACT-1872 Essential elements of valid contract Offer and acceptance Competency of parties Free consent Consideration Legality of object Void agreement Contingent contract	1	25%
2	Performance of contract Discharge of contract Quasi contracts breach of contract Remedies for breach of contract	1	25%
3	Special contract Contract of indemnity Contract of guarantee Difference of indemnity and guarantee Rights of surety Discharge of surety Contract of Bailment and pledge	1	25%
4	Contract of agency Meaning and elements of agency Kinds of agent Creation and termination of agency Rights and duties of principal and agent Ratification Delegation of authority	1	25%

Reference books:-

- 1- The Indian Contract Act-1872- S.N.Maheswari –Himalaya Publishing House**
- 2- Mercantial law- N.D.Kapoor- Sultan Chand & Sons**
- 3- The Indian Contract Act-1872-Dr,R.K.Chopra**
- 4- Contract-Avtar Singh –Eastern Book Company**
- 5- Business law- N.D.Kapoor- Sultan Chand & Sons**

SARDARPATEL UNIVERSITY
Programme: B.Com. Semester: V
Syllabus with effect from: June-2021
 Third Year B.Com.
 Semester- V

E-Commerce-I

Paper Code: UB05CCOM55

Total Credit: 3

Title of Paper: Fundamental of E-Commerce & HTML-I

Weightage of Marks: Theory (50%) + Practical (50%)

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 Text, 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 Design, Layout and interactivity of Web Pages.
- x. Understand Fundamental trends of Technological Evolution of Web Pages.

Unit	Description in Detail	Weightage (%)
I	<p>E-commerce Overview:</p> <ul style="list-style-type: none"> • Features, What is E-Commerce, Traditional v/s E-Commerce, History of E-Commerce, Benefits and Limitation of E-Commerce, Features of E-commerce Technology, Driving forces of E-Commerce, Impact of E-Commerce, How E-Commerce works? <p>E-Commerce Advantages:</p> <ul style="list-style-type: none"> • Advantages to Organizations • Advantages to Customers • Advantages to Society <p>E-Commerce Disadvantages:</p> <ul style="list-style-type: none"> • Technical Disadvantages • Non-Technical Disadvantages 	25%

I I	E-Commerce Business Models: <ul style="list-style-type: none"> • Business - to - Business • Business - to - Consumer • Consumer - to - Consumer • Consumer - to - Business • Business - to - Government • Government - to - Business • Government - to - Citizen • Business-to-Business-to-Consumer (B2B2C) • Business-to-Employees (B2E) 	25%
II I	HTML – Introduction : <ul style="list-style-type: none"> • History, Uses of HTML, HTML and Tag, Importance point of HTML Tag, Structure of HTML document, HTML Tag rules, Basic HTML Document, The <!DOCTYPE> Declaration HTML – BASIC TAGS <ul style="list-style-type: none"> • Heading Tags, Paragraph Tag ,Line Break Tag, Centering Content, Horizontal Lines, Preserve Formatting <pre> , Nonbreaking Spaces (&nbsp;) HTML – BASIC FORMATTING TAGS <ul style="list-style-type: none"> • Bold Text Italic Text, Underlined Text, Strike Text, Monospaced Font, Superscript Text, Subscript Text Inserted Text , Deleted Text, Larger Text, Smaller Text, • HTML – FONTS , Font Size , Font Face , Font Color 	25%
I V	HTML – TAGS <ul style="list-style-type: none"> • HTML – MARQUEES , The <marquee> Tag Attributes • HTML – COMMENTS , Using Comment Tag • HTML – IMAGES , Insert Image, Set Image Location, Set Image Width/Height, Set Image Border, Set Image Alignment • HTML LINKS - Anchor tag , Text Links , Image Links , E-mail Links (Email Tag) • Adding Multimedia objects in HTML documents – Adding background sound using <BGSOUND> , Linking external sound using Anchor tag 	25%

Practicals: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
- E-Commerce Bussiness technology society-kenneth c. Laudon.carolguercioTraver-Pearson
- E-Business- Introduction to E-Business Management and starategy..
- Internet Technology and web Design, ISRD Group, TMH Publication
- Internet and web Design, Doeacc “O” level ,Firewell Media.
- Designing Interactive Website, by james L Mohler&jon M Duff, CENGAGE
- Word Wide Web design with HTML, by C. Xavier, TMH Publication.
- Html_tutorial-Tutorial point-PDF

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from: JUNE 2021

Course Code: UB05CCOM56	Total Credits: 3
Course Title: Entrepreneurship-I	

Unit	Description in detail	Weightage (%)
1	Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship.	25 %
2	The Entrepreneur: Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.	25 %
3	Business Opportunity Identification: Business ideas, methods of generating ideas, and opportunity recognition	25 %
4	Preparing a Business Plan: Meaning and significance of a business plan, components of a business plan, and feasibility study	25 %

Basic Text & Reference Books:

- **Entrepreneurship Development by S.S.Khanka**
- **Entrepreneurship Development and Project Management by Neeta Baporikar.**
Entrepreneurial Development by Gupta and Shrinivasan.



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05CCOM57	Total Credit: 3
Title Of Paper: Tax Procedure and Practices – V	

Unit	Description in detail	Weighting (%)
1	Introduction Introduction to customs duty, brief background of customs law, nature of customs duty, “goods” under customs Act, basic customs duty, additional customs duty (CVD), education cess on customs duty, secondary and higher education cess, protective duties, anti dumping duty, safeguard duty, export duty	25 %
2	Customs Procedure Introduction, customs stations, import procedure, overview of procedure for import, submission of bill of entry, provisional assessment, relevant date for foreign exchange rate, procedure after self assessment, export procedure, procedure to be followed by exporter	25 %
3	Baggage, Courier and Post Meaning of baggage, rate of duty on baggage, exemption/restriction on baggage, baggage of Indian resident or foreign residing in India, concession to person transferring his residence concession to tourist, practical problems on baggage, import and export through courier, export and import by post	25 %
4	Other Provisions in Customs Warehousing in customs, public/private bonded warehousing, warehousing period, clearance from bonded warehouse, storage without warehousing, prohibition on import and export, penalties under customs Act.	25 %

Basic Text & Reference Books

- Indirect Taxes Law and Practice by V.S.Datey

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05CCOM58	Total Credit: 3
Title Of Paper: Advertising, Sales Promotion and Sales Management-V	

Unit	Description in detail	Weighting (%)
1	Sales Management Meaning, Definition, Characteristics, Importance, Objectives and Principles of Sales Force Management. Difference between Sales Management and Marketing Management. Functions(Duties & responsibilities) of a Sales Manager Qualities of a Sales Manager Organisation of Sales Department	25 %
2	Recruitment And Selection Of Salesman Meaning of Recruitment and selection. Importance & Sources of Recruitment. Methods of selecting salesmen Principles of selection and Selection procedure.	25 %
3	Training Of Salesmen Meaning Importance of Sales Training, Objectives of Training. Methods of Sales Training. Principles of Training. Contents of a good Training programme. Limitations of Training.	25 %
4	Motivation And Compensation Of Salesmen Meaning and Needs of Motivation Tools of Motivation Need of sound Remuneration Plan. Essential features of a sound Remuneration Plan. Factors affecting Remuneration plan. Methods of Remuneration	25 %

Basic Text & Reference Books

- Salesmanship and Advertising- R.C.Agrawal
- Salesmanship and Publicity- J.S.K.Patel.
- Marketing Management- R.C.Agrawal
- Advertising, sales & Promotion Management- S.A.Chunawala.
- Sales Promotion and Advertising Management- M.N.Mishra.
- Salesmanship and Sales Management- P K Sahu & K C Raut

SARDAR PATEL UNIVERSITY

PROGRAMME B.COM (CBCS)

Syllabus with effect from: June-2021 Semester: 5

Paper Code: UB05CC0M59	Total Credit:03
Title Of Paper: Intellectual Property Rights	

UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE
1	The Copy Right Act	25%
	1.1 History ,development and definition of Copyright 1.2 Copy Right Office, Copyright Board and Copyright General 1.3 Term of Copy Rights and Licenses 1.4 Civil Remedies and Criminal Remedies	
2	The Patent Act	25%
	1.1 Introduction ,Origin and Concept of Patent 1.2 Patentable Subject -matter 1.3 Rights of the Patentee 1.4 Patent Infringement and action of Infringement	
3	The Trade Mark Act	25%
	1.1 History, nature and development of Trade Mark 1.2 Procedure of Registration of Trade Mark 1.3 Registered Users and Their Rights 1.4 Remedies of Infringement	
4	The Designs Act	25%
	1.1 Definition of designs 1.2 Design Controller 1.3 Condition and Procedure of Registration of Designs 1.4 Remedies of Designs	

Reference Books:

- 1 Intellectual Property Law , A.N.Karia, C.Jamanadas Co.Ltd.
- 2 Intellectual Property Laws- S. K.Singh
- 3 An Introduction to Intellectual Property Rights, J.P. Misra, Central Law Publication.
- 4 Law Relating to Intellectual Property Rights, M.K. Bhandari, Central Law Publication.
- 5 Intellectual Property, P. Narayanan, R. Cambray & Co. Pvt. Ltd.

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from: JUNE 2021

Paper Code: UB05DCOM51	Total Credit: 3
Title Of Paper: Advance Accounting and Auditing- IX (Advanced Management Accounting)	

Objective: The Objective of this paper is to help students to acquire conceptual knowledge of Decision Making, Pricing Decision, Fund Flow and Cash Flow Statement.

Unit	Description in detail	Weighting (%)
1	DECISION MAKING (Only Examples) Examples On: Key Factor, Product Mix, Dropping of Product, Make or Buy & Acceptance of Special offer	25 %
2	PRICING DECISION (Theory & Examples) Meaning, objectives, Major factors influencing Pricing Decision, Various methods of Pricing Examples based On: Variable Cost Pricing Differential Cost Pricing Direct Cost Pricing Transfer Pricing	25 %
3	FUND FLOW STATEMENT (Vertical Form) Meaning of Fund Flow Statement Uses of Fund Flow Statement Importance of Fund Flow Statement Examples: Fund Flow Statement	25 %
4	CASH FLOW STATEMENT Meaning of Cash Flow Statement Importance of Cash Flow Statement Uses of Cash Flow Statement Difference between Cash Flow Statement and Fund Flow Statement Examples: Cash Flow Statement (Based on AS-3)	25 %

Basic Text & Reference Books

- Advanced Cost Accounting - Jain S P And Narang K L
- Textbook of Cost & management Accounting- Arora M.N.
- Cost Accounting - Khan My And Jain Pk
- Cost Accounting And Financial Management - Kishore Ravi M
- Problems And Solution In Adv Accounting - Maheshwari S N And Maheshwari S K
- Advanced Cost Accountancy - Nigam Lalla And Sharma G.L
- Cost Accounting - Saxena V K
- Advanced Management Accounting: Ravi M. Kishore
- Accounting for Management: Dr. Jawaharlal



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from: JUNE 2021

Paper Code: UB05DCOM52	Total Credit: 3
Title Of Paper: Advance Accounting and Auditing-X (Contemporary Issues of Management Accounting)	

Objective: The Objective of this paper is to help students to acquire conceptual knowledge of Return of Capital Employed, Value Added Accounting , Absorption & Marginal Costing and Environmental Accounting.

Unit	Description in detail	Weighting (%)
1	RETURN ON CAPITAL EMPLOYED Introduction and Meaning of Capital Employed Du – Pont Chart Advantages and Limitations of Return on Capital Employed Various variables affecting Return on Capital Employed Examples	25 %
2	VALUE ADDED ACCOUNTING Introduction, Definition of Value Added Accounting Presentation of Value Added Statement Utility of Value Added Statement Constitution of Value Added Statement as indicator of performance measurement Difference between Value Added Statement and Profit And Loss Account Examples based on Value Added Statement	25 %
3	ABSORPTION COSTING & MARGINAL COSTING (THEORY & EXAMPLES) Meaning of Absorption Costing and Marginal Costing Difference between Absorption Costing and Marginal Costing Examples of Income determination under Absorption Costing and Marginal Costing (One year information)	25 %
4	ENVIRONMENTAL ACCOUNTING: (Theory Only) Introduction & Meaning Scope of Environmental Accounting Utility of Environmental Accounting Procedure of Environmental Accounting Development of Environmental Accounting in India	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.
- Advanced Accountancy Vol. I – P.C.Tulsian.



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from: JUNE 2021

Paper Code: UB05DCOM53	Total Credit: 3
Title Of Paper: Fundamentals of International Finance	

Unit	Description in detail	Weighting (%)
1	INTERNATIONAL FINANCIAL MANAGEMENT :AN OVERVIEW Introduction: Why study International Finance?; The Finance function; The Emerging Challenges; Recent Changes in Global Financial Markets, Objectives of the Firm; Risk Management and Wealth Maximization; A Framework for Financial Decisions; Role of the International Financial Manager	25 %
2	Foreign Exchange Markets The Foreign Exchange Market, International Parity Relationships, Foreign Exchange Risk and Hedging, Financing International Operations, Cost and Risk of International Financing, Financing Foreign Operations, Raising Foreign Currency Finance, Management of Foreign Exchange Exposure	25 %
3	Foreign Exchange Dealings and Risk Management The Foreign Exchange Markets, Foreign Exchange Dealings – Exchange Rates, Determinants and Select theories of Exchange Rates, Foreign Exchange Risk Management – External & Internal Techniques	25 %
4	Instruments of International Financing International Bond Financing; International Equity Financing; Brief Introduction to Other sources of financing – Parallel Loans, Credit Swaps, Government Lending, Development Institution Lending; Selected Instruments of the International Money Market-Eurocurrency Time Deposits and Certificate of Deposit, Banker’s Acceptances and Letters of Credit, Euro notes and Euro commercial Paper, Medium-term Notes and Deposit Notes, Floating Rate Notes	25 %

Basic Text & Reference Books

- I M Pandey, Financial Management
- Khan & Jain, Financial Management
- Prasanna Chandra, Financial Management
- Van Horne, Fundamentals of Financial Management



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from: JUNE 2021

Paper Code: UB05DCOM54	Total Credit: 3
Title Of Paper: Advanced Financial Management-II	

Unit	Description in detail	Weighting (%)
1	Investment Decision Concept of Risk & Uncertainty Risk evaluation Approaches Risk – adjusted discount rate approach, Certainty – equivalent approach, CE approach, Standard deviation, coefficient of variation, Sensitivity analysis, Decision – Tree Analysis, Mathematical Analysis - Probability Distribution approach - [i] Correlated cash flows, [ii] Uncorrelated cash flows	25 %
2	Valuation of Securities Concept of Value Basic Valuation Model Bond Valuation : Basic Bond Valuation Model, Bond Value Theorems, Yield to Maturity, Bond values with Semi-annual Interest Present Value of Preference Shares Valuation of Equity : Dividend Capitalisation approach, Single Period Valuation, Multiperiod valuation, Valuation with Supernormal growth	25 %
3	Project Management Preparation of Project Report Appraisal of Project Project Abandonment PERT & CPM (Brief Overview only)	25 %
4	Inflation & Financial Management Inflation & Financial Revaluation Inflation & Firm value Inflation & Financial Market Returns Inflation & Financial Analysis Inflation & Capital Budgeting	25 %

Basic Text & Reference Books

- I M Pandey, Financial Management
- Khan & Jain, Financial Management
- Prasanna Chandra, Financial Management
- Van Horne, Fundamentals of Financial Management



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05DCOM55	Total Credit: 3
Title Of Paper: Service Marketing	

Unit	Description in detail	Weighting (%)
1	Introduction of Service Marketing Introduction, Characteristics of Service, Classification of Service, Service Marketing Mix	25 %
2	Product and Pricing Strategy for Service Marketing Product Mix, Product Development Process, Pricing Policy, Pricing Strategies	25 %
3	Distribution and Communication Strategy Introduction, Types of distribution channels, location decisions, managing horizontal communication	25 %
4	Managing Quality In Service Organization Introduction, Determinants of Service Quality, Characteristics of Service Quality, Strategies for Recovering Service Quality Failures	25 %

Basic Text & Reference Books

- Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
- Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- Marketing Management by Philip Kotler
- Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
- Service Marketing by P.K.Gupta, Everest Publishing House
- Marketing of Services STRATEGIES FOR SUCCESS, by Haresh V. Verma., Global Business Press



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05DCOM56	Total Credit: 3
Title Of Paper: Brand Management	

Unit	Description in detail	Weighting (%)
1	Fundamental of Brand Management Concept, Types, Significance of Branding Myths, Branding Decisions Brand Image: concept and Types Brand Identity: Concept and Sources	25 %
2	Brand Equity Concept, Sources of brand equity Cost based, Price based and Consumer Brand equity	25 %
3	Brand Positioning and Repositioning Positioning: Meaning and concept Positioning Errors, Guidelines for effective positioning, Strategies Repositioning: Meaning, Ways to repositioning	25 %
4	Brand Personality, Extension and Hierarchy Brand Personality: Concept, importance, Types (Emotion centered and Human Centered) Brand Hierarchy: Meaning, Levels Brand Extension: Meaning, Importance and Types (Category & Image Related)	25 %

Basic Text & Reference Books

Brand Management: Y L R Moorthi, Vikas Publishing House
 Brand Marketing Management: M V Kulkarni, Everest Publication
 Strategic Brand Management: Kevin Keller, Pearson Publishing House
 Marketing Management: Philip Kotler, Tata McGraw Hills



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05DCOM57	Total Credit: 3
Title Of Paper: Managing Interpersonal and Group Processes	

Unit	Description in detail	Weighting (%)
1	Interpersonal Behavior & Group Dynamism Nature of interpersonal behavior, transactional Analysis, level of self-awareness, Interpersonal relationship-Networking	25 %
2	Group Dynamism Concept of group, types and organization of group Group behavior, norm, decision making, aspect of group ,inter-group behavior , Group cohesiveness , Reasons for forming group by people	25 %
3	Power , Authority and communication Meaning of power types, distribution in organization Authority, sources limits and status Concept of Communication, process channels, barriers and effective communication	25 %
4	Organizational Conflicts and leadership Concept of Conflicts, Aspects of Conflicts ,Conflict Management Building effective relationship, implementing situational leadership, Managing differences	25 %

Basic Text & Reference Books

- Bennis, W G. Essay in Interpersonal Dynamics. U.S.A., Dorsey Press, 1979
 Kolb, D. etc. Organizational Behaviour; an Experiential Approach. 5th ed.
 Englewood New Jersey Prentice Hall Inc., 1991
 Kolb, D. etc. Organizational Behaviour: Practical Readings for Management. 5th
 Ed. Englewood New Jersey Prentice Hall of India., 1991
 Mainiero, L A &Tromley CL. Developing Managerial Skills in OB. New Delhi, Prentice Hall of
 India,1985
 Moore, MD. Etc.Inside Organizations: Understanding the Human Dimensions. London, Sage.1988.



SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05DCOM58	Total Credit: 3
Title Of Paper: Organizational Change and Intervention	

Unit	Description in detail	Weighting (%)
1	ORGANIZATIONAL CHANGE Overview of Organizational Change-Types and Forces of Change and its Perspectives-Models of change-Resistance to Changes-Approaches to Manage resistance-Implementation of Organizational Change	25 %
2	ORGANIZATIONAL CULTURE AND CHANGE Organizational Culture – Importance in Change-Sub c ultures and Change management-Functions of Culture and Change- Power, politics and Ethics in Change Management	25 %
3	ORGANIZATION DEVELOPMENT (OD) Field of Organization Development-Historical overview of OD Values, Assumptions & Beliefs in OD-Foundations of OD-Organization Development Process	25 %
4	ISSUES AND TRENDS IN ORGANIZATIONAL CHANGE Introduction to Organization Development Interventions-Classifications of OD Interventions-Team and Inter Group Interventions-Structural and Comprehensive Interventions-Advantages & limitations of change	25 %

Basic Text & Reference Books

- Cummings, Organisation Development and Change, Cengag Learning , 8th ed ,2010
 French, Bell,Jr, Zawackic ,Organisation Development & Transformation 6 Edition, Tata McGraw Hill 2010
 Kandakar, Organisational Effectiveness and Change Management , PHI Learning,2009 French ,Bell,Jr, Organisation Development, Pearson Education 2009
 Kavita Singh, Organisation Change & Development, Excel Books , 2009.
 Radha Sharma ,Change Management Concepts and Applications 1 Edition, Tata McGraw Hill 2009
 Bhupen ,Srivastava, Organization Design and Development, Biztantra, 2009 Daft, Organisation Theory & Design, Cengage Learning 2010
 Sengupta, Battscharya, Sengupta, Managing Change in Organisations, PHI learning,2009



SARDAR PATEL UNIVERSITY
B.Com. Semester: V
Syllabus with Effect From: June-2021

Paper Code: UB05DCOM59	Total Credit:3
Title of Paper: Advanced Banking - IX	

Objective: The objective of this course is to impart knowledge about the Indian Banking System prevailing in banking sector in India.

Unit No.	Description in Detail	Weightage (%)
I	SERVICES OF BANKING <ul style="list-style-type: none"> • Safe custody of valuables. • Lockers. • Demand Drafts. • Fee based services – Issuing Guarantees and letters of credit. • Selling Third Party Products – Insurance and Mutual fund units. • Credit Cards, Debit Cards. • Brokerage. 	25%
II	FORMS OF BANKING <ul style="list-style-type: none"> • Meaning and Definition of form of banking. • Forms of banking <ul style="list-style-type: none"> ○ Unit banking (Merits and Demerits) ○ Branch Banking (Merits and Demerits) ○ Mixed banking (Merits and Demerits) ○ Chain banking (Merits and Demerits) ○ Group banking(Merits and Demerits) 	25%
III	DEVELOPMENT BANKS IN INDIA <ul style="list-style-type: none"> • Meaning and Importance of Development Banks • Industrial Development Banks 	25%
IV	FINANCING PRIORITY SECTOR <ul style="list-style-type: none"> • Different types of borrowers and guidelines for financing priority sector Loans for housing • RBI's Guideline on financing priority sector Loans • Financing of Agriculture • Type of finance and lending • Crop loan, Kishan Credit Card Scheme, Agriculture term loan, Land Development loan. 	25%

Basic Text & Reference Books:-

- Banking Law and Practice by Mona Tanna & Manish Tanna, Himalaya Publishing House
- Practice and Law of Banking by B S Khubchandani, MacMillan India Ltd
- Indian Financial System by Bharthi V Pathak
- Principles and Practice of Bank Management by P.Subba Rao (Himalaya Pub.House) Principles of Management for Bankers by Dr.C.B.Gupta (Sultan Chand & Sons) Bank Management by V.S.P.Rao
- Bank Finance for Industry by Bidhani SN, Mitre PK, Vision Book

SARDAR PATEL UNIVERSITY
B.Com. Semester: V
Syllabus with Effect From: June-2021

Paper Code: UB05DCOM60	Total Credit:3
Title of Paper: Advanced Banking -X	

Objective: The objective of this course is to impart knowledge about the Indian Banking System prevailing in banking sector in India.

Unit No.	Description in Detail	Weightage (%)
I	BANKING SYSTEM IN INDIA <ul style="list-style-type: none"> • Structure of Indian Banking System • Commercial Banks, Regional Rural Banks, Cooperative Banks • Distinction between Commercial Banks and Cooperative Banks • Characteristics of a good banking system 	25%
II	MANAGEMENT FUNCTIONS FOR BANKS <ul style="list-style-type: none"> • Planning and MBO(Management by Objectives)in banks • Need and process of Manpower Planning in Banks • Various services of freed by banks • Resent trends in banking 	25%
III	DIFFERENT TYPES OF SECURITIES <ul style="list-style-type: none"> • Methods to issue loan to the customer- <ul style="list-style-type: none"> ○ Mortgage- ○ Hypothecation ○ Lien-Assignment-Pledge • Different types of securities • Advance against Various Property <ul style="list-style-type: none"> ○ Goods, documents of title to goods ○ Stock exchange securities ○ Corporate securities 	25%
IV	Electronic Banking <ul style="list-style-type: none"> • Meaning and Definition of E – Banking • Traditional Banking V/S E – Banking • Advantages and Disadvantages of E – Banking • Electronic clearing and settlements system • E – Cheque Book, E – Passbook 	25%

Basic Text & Reference Books:-

- Banking Law and Practice by Mona Tanna & Manish Tanna, Himalaya Publishing House
- Practice and Law of Banking by B S Khubchandani, MacMillan India Ltd
- Indian Financial System by Bharthi V Pathak
- Principles and Practice of Bank Management by P.Subba Rao (Himalaya Pub.House) Principles of Management for Bankers by Dr.C.B.Gupta (Sultan Chand & Sons) Bank Management by V.S.P.Rao
- Bank Finance for Industry by Bidhani SN, Mitre PK, Vision Book

Sardar Patel University

Programme: B.COM.

Semester: V

Syllabus with effect from: June 2021

Course Code: UB05DCOM61	Total Credit: 3
Course Title: Business Management – IX (OB – I)	

Unit	Description in detail	Weightage (%)
1	Introduction to Organizational Behaviour Meaning and definition, Elements of OB, Nature and Scope of OB, Models of OB, Challenges faced by management, need for studying OB, contributing discipline to OB	25%
2	Personality Concept, Types of personality, Theories of personality Shaping, Determinants of personality, how to measure personality, Personality Development	25%
3	Perception Introduction, Concept, Importance, Perceptual Process, Factors influencing Perception, Perception Improvement, Perception and its application in OB, Impression Management, Process, Strategies.	25%
4.	Group Behaviour Introduction, Definition, Characteristics of Group, Importance of Group, Types of groups, Stages of Group Development, group decision making, Group Norms, Group Cohesiveness, Group Role.	25%

Basic Text & Reference Book:

1. Organizational behaviour by Dr. S. S. Khanka, S chand Publication.
2. Organizational Behaviour by Stephen Robbins
3. Human Behaviour at work by Davis and Newstorm
4. Organizational Behaviour by Uma Sekaran
5. Organizational Behaviour by Fred Luthans
6. Organizational Behaviour by k. Aswathappa
7. Organizational Behaviour by L.M.Prasad
8. Human Behaviour at work by Keith Davis

Sardar Patel University

Programme: B.COM.

Semester: V

Syllabus with effect from: June 2021

Course Code: UB05DCOM62	Total Credit: 3
Course Title: Business Management – X (OB – II)	

Unit	Description in detail	Weightage (%)
1	Learning and Emotions Learning: Meaning, Definition, Determinants, Learning theories, Learning Principles. Emotions: Introduction, Types, Sources, Emotional Intelligence.	25%
2	Attitude, Value and Job Satisfaction Attitude: Concept, Formation of Attitude, Types of Attitudes, Measurement of attitude Value: Concept, Formation of Value, Types of Values, Values and behaviour, How to develop Values Job Satisfaction: Concept, Determinants of Job Satisfaction and Effects of Job Satisfaction	25%
3	Stress Management Meaning, Types, Sources, Consequences, prevention and management of stress, Symptoms of Stress, Balancing Work and Life.	25%
4.	Team Building Introduction, Importance, Types of teams, Team building Process, Difference between group and Team, causes of team failure, criteria for Successful Team	25%

Basic Text & Reference Book:

1. Organizational behaviour by Dr. S. S. Khanka, S chand Publication.
2. Organizational Behaviour by Stephen Robbins
3. Human Behaviour at work by Davis and Newstorm
4. Organizational Behaviour by Uma Sekaran
5. Organizational Behaviour by Fred Luthans
6. Organizational Behaviour by k. Aswathappa
7. Organizational Behaviour by L.M.Prasad
8. Human Behaviour at work by Keith Davis

SARDAR PATEL UNIVERSITY
Programme: B.Com. Semester: V
Syllabus with effect from: June-2021
 Third Year B.Com.
 Semester- V

Computer Application-IX

Paper Code: UB05DCOM63

Total Credit: 3

Title of Paper: Fundamental of E-Commerce & HTML-I

Weightage of Marks: Theory (50%) + Practical (50%)

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 Text, 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.

Unit	Description in Detail	Weightage (%)
I	<p>E-commerce Overview:</p> <ul style="list-style-type: none"> • Features, What is E-Commerce, Traditional v/s E-Commerce, History of E-Commerce, Benefits and Limitation of E-Commerce, Features of E-commerce Technology, Driving forces of E-Commerce, Impact of E-Commerce, How E-Commerce works? <p>E-Commerce Advantages:</p> <ul style="list-style-type: none"> • Advantages to Organizations • Advantages to Customers • Advantages to Society <p>E-Commerce Disadvantages:</p> <ul style="list-style-type: none"> • Technical Disadvantages • Non-Technical Disadvantages 	25%

II	<p>E-Commerce Business Models:</p> <ul style="list-style-type: none"> • Business - to - Business • Business - to - Consumer • Consumer - to - Consumer • Consumer - to - Business • Business - to - Government • Government - to - Business • Government - to - Citizen • Business-to-Business-to-Consumer (B2B2C) • Business-to-Employees (B2E) 	25%
III	<p>HTML – Introduction :</p> <ul style="list-style-type: none"> • History, Uses of HTML, HTML and Tag, Importance point of HTML Tag, Structure of HTML document, HTML Tag rules, Basic HTML Document, The <!DOCTYPE> Declaration <p>HTML – BASIC TAGS</p> <ul style="list-style-type: none"> • Heading Tags, Paragraph Tag ,Line Break Tag, Centering Content, Horizontal Lines, Preserve Formatting <pre> , Nonbreaking Spaces (&nbsp;) <p>HTML – BASIC FORMATTING TAGS</p> <ul style="list-style-type: none"> • Bold Text Italic Text, Underlined Text, Strike Text, Monospaced Font, Superscript Text, Subscript Text Inserted Text , Deleted Text, Larger Text, Smaller Text, • HTML – FONTS , Font Size , Font Face , Font Color 	25%
IV	<p>HTML – TAGS</p> <ul style="list-style-type: none"> • HTML – MARQUEES , The <marquee> Tag Attributes • HTML – COMMENTS , Using Comment Tag • HTML – IMAGES , Insert Image, Set Image Location, Set Image Width/Height, Set Image Border, Set Image Alignment • HTML LINKS - Anchor tag , Text Links , Image Links , E-mail Links (Email Tag) • Adding Multimedia objects in HTML documents – Adding background sound using <BGSOUND> , Linking external sound using Anchor tag 	25%

Practicals: Practical 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 Bussiness technology society-kenneth c. Laudon.carol guercio Traver-Pearson
- E-Business- Introduction to E-Business Management and starategy..
- Internet Technology and web Design, ISRD Group,TMH Publication
- Internet and web Design, Doeacc “O” level , Firewell Media.
- Designing Interactive Website, by james L Mohler & jon M Duff, CENGAGE
- Word Wide Web design with HTML, by C. Xavier, TMH Publication.
- Html_tutorial-Tutorial point-PDF

SARDAR PATEL UNIVERSITY
Programme: B.Com. Semester: V
Syllabus with effect from: June-2021
 Third Year B.Com.
 Semester- V

Computer Application- X

Paper Code: UB05DCOM64

Total Credit: 3

Title of Paper: Fundamental of E-Commerce & HTML-II

Weightage of Marks: Theory (50%) + Practical (50%)

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 Text, 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.

Unit	Description in Detail	Weightage (%)
I	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	25%
II	E-Commerce and Online Services: <ul style="list-style-type: none"> • 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 	25%

III	<p>HTML – LISTS</p> <ul style="list-style-type: none"> • Ordered List • Unordered List • Definition List • Nested List <p>HTML – TABLES</p> <ul style="list-style-type: none"> • Tables in HTML , Different table tag - <table>, <tr>,<th>,<td>,<caption>, colspan, rowspan, Table background , Table height and width , Nested Tables 	25%
IV	<p>HTML – FRAMES</p> <ul style="list-style-type: none"> • 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 <p>HTML – FORMS</p> <ul style="list-style-type: none"> • 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 	25%

Practicals: Practical 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.
- David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
- Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education
- KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
- TN Chhabra, E-Commerce, Dhanpat Rai & Co.
- 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 , Firewell Media.
- Designing Interactive Website, by james L Mohler & jon M Duff, CENGAGE
- Word Wide Web design with HTML, by C. Xavier, TMH Publication.

SARDAR PATEL UNIVERSITY

B.COM SEMESTER: V

UB05DCOM 65: **Advanced Statistics IX**

(TOTAL CREDIT:3) Syllabus will effect from : June 2021

Objectives: (1) To enhance analytical ability in students for processing data.

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

UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE
1	Inventory Control: Introduction, Meaning of Inventory Control, Advantages of Carrying Inventory, Terms of Inventory Controls, Various Deterministic Inventory Models: Economic Order Quantity (EOQ) without Shortages (derivation of the model), EOQ with Shortages, EOQ with finite production rate, EOQ with Price Discounts, simple examples based on these models.	25%
2	Queuing Theory: Introduction, Essential features of Queuing Systems (Input source, Queue configuration, Queue discipline, Service pattern), Operating characteristics of Queuing System (Expected waiting time in queue and system, expected number of customers in queue and system, busy period of server), Probability distribution in Queuing Systems ,Queuing Models: M/M/1 with unlimited and limited queue length, simple examples based on these models.	25%
3	Sequencing Problems: Introduction, Notations, Terminology and Assumptions of Sequencing Problem, Processing n jobs through two machines, processing n jobs through three jobs, simple examples based on these models, simple examples based on these models.	25%
4	Transportation Problems: Introduction to the T.P., Mathematical formulation of T.P., Loops in T.P. and their properties, Methods for finding Initial Solution: North West Corner , Least Cost , Vogel's Approximation Method., Test for Optimality, MODI Method for obtaining Optimal Solution., Special Cases in T.P. (Unbalanced problem, Degeneracy, Alternative Optimal Solution, Prohibited routes) ,Maximization T.P.	25%

Reference Books:

1. H.A. Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata McGraw Hill, New Delhi.
3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.
5. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

SARDAR PATEL UNIVERSITY

B.COM SEMESTER: V

UB05DCOM 66 : **Advanced Statistics X**

(TOTAL CREDIT:3) Syllabus will effect from : June 2021

Objectives: (1) To enhance analytical ability in students for processing data.

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

UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE
1	Student's t Test: Introduction to t-distribution, its probability density function (statement only), assumptions for small sample tests, applications of t-test (both one and two tailed): (1) testing mean of a small sample, (2) comparing means of two samples (independent samples), (3) paired t-test for dependent samples, simple examples based on these tests.	25%
2	Chi-square Test: Introduction to chi-square distribution, its probability density function (statement only), Applications of chi-square test: (1) testing variance of a small sample, (2) testing independence of attributes using m by n contingency table, using the formula for 2×2 contingency table with Yate's correction (without proof), (3) testing goodness of fit (Binomial and Poisson distributions only), simple examples based on these tests.	25%
3	Variance Ratio Test and ANOVA: Introduction to F-distribution, its probability density function (statement only), applications of F test: (1) comparing variances of 2 small samples, (2) testing means of several small samples– ANOVA (one way and two-way analysis). Simple application.	25%
4	Non Parametric Tests: Meaning - Importance of NP test, Sign test, Median test, Run test, Mann-Whitney test, Wilcoxon's test, Kruskal-Wallis test, Kolmogorov - Smirnov test (without derivation). Simple examples (table value given), simple examples based on these tests.	25%

Reference Books:

1. Goon. Gupta, Dasgupta: "An outline of Statistical Theory" Vol-1 and II. World Press, Calcutta
2. Sancheti & Kapoor: Business Statistics. Sultan Chand & Sons, New Delhi.
3. S.C. Gupta: "Fundamentals of Mathematical Statistics" Sultan Chand & Sons, New Delhi.
4. Levin and Rubin: "Statistics for Management", Prentice Hall of India Pvt. Ltd. New Delhi.
5. Parimal Mukhopadhyay: "Mathematical Statistics" Books & Allied (P) Ltd.

Sardar Patel University

Programme: BCOM

Semester: V

Syllabus effective from : June 2021

Objectives: To enable candidates to acquire knowledge (information) and develop an understanding of facts, terms, concepts, conventions, trends, principles, generalizations, assumptions, problems, processes, etc. in Economics.

Paper Code: UB05GCOM51		Total Credit: 3
Title of Paper: Economics- V (Business Economics- I)		
Unit	Description in detail	Weighting
1	National Income of India: National income estimates in India. Trends in national income growth and structure. National income estimates based on new series. Limitations of national income estimates in India.	25%
2	India's Foreign Trade: Importance of foreign trade for a developing economy. Foreign trade after new economic policy. Composition of India's foreign trade. Direction of India's foreign trade.	25%
3	Inequality and Concentration of Economic Power: Growth of monopolies and concentration of economic power in India. Growth and inequality. Growth of Indian middle class. Indian MNCs: Mergers and Acquisitions.	25%
4	Human Resources and Economic Development: Size and Growth of population in India. Urbanization and economic growth in India. The quality of population. Progress of human development in india.	25%

Reference Books:

- Indian Economy. Gaurav Datt and Ashvini Mahajan. S. Chand Publication.
- Indian Economy. V. K Puri and S. K. Mishra, Himalaya Publication.
- Indian Economy. A. N. Agrawal New age international Publication.
- Indian Economy. Datt and Sundaram, S. Chand Publication.
- Indian Economy. KPM Sundaram. S. Chand Publication
- Indian Economy. Uma Kapila. Mac Grew Hill
- Human Development Index. Published for the United Nations Development Programme
- Economic Survey. GOI.

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2021

Paper Code: UB05SCOM51	Total Credit: 3
Title Of Paper: Business Ethics	

Unit	Description in detail	Weighting (%)
1	INTRODUCTION TO BUSINESS ETHICS Introduction, Ethics and Morals, Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics, Ethical Issue in Corporate Governance.	25 %
2	ENVIRONMENTAL ETHICS Introduction, Sustainable Development, Pollution and Resource Depletion: Air Pollution and Land Pollution, Ecological Ethics, Conservation of Natural Resource, Business and Environmental Ethics. Eco-friendly Business Practices.	25 %
3	WORKPLACE ETHICS Introduction, Factors Influencing Ethical Behavior at work Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications. Discrimination, Harassment, Importance of ethical Behavior at workplace, Guidelines for managing ethics in the workplace.	25 %
4	ETHICS IN MARKETING, ACCOUNTING AND FINANCE Ethic and marketing, behaving ethically in Marketing, Accounting and Finance: Introduction, Potential Conflicts, Creating ethical Environment, Reasons for Unethical Behavior, Fundamental principles relating to ethics.	25 %

Basic Text & Reference Books

“Business Ethics”: A.C. Fernando. Person. Principles of Management: T Ramasamy. Himalaya Publishing House.

“Business Laws, Ethics and Communication” Vol.I, The Institute of Chartered Accountants of India, New Delhi.



SARDAR PATEL UNIVERSITY
PROGRAMME B.COM (CBCS)

Syllabus with effect from: June-2021 Semester: V

Paper Code : UB05SC0M52	Total
Title Of Paper : Human Rights	Credit ;3

UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE
	CONCEPT AND DEVELOPMENT OF HUMAN RIGHTS	25%
	1.1 History of Human Rights 1.2 Needs of Human Rights 1.3 Importance and nature of human rights 1.4 Classification and theories of human rights	
2	INDIAN CONSTITUTION AND HUMAN RIGHTS	25%
	2.1 Constitution Philosophy—Preambles 2.2 Fundamental Rights 2.3 Directive Principles of State Policy 2.4 Fundamental Duties	
3	HUMAN RIGHTS IN VARIOUS PERSONS	25%
	3.1 Rights of Women 3.2 Children Rights 3.3 Minorities Rights 3.4 Prisoner, Refugee and Victim Rights	
4	ENFORCEMENT OF HUMAN RIGHTS	25%
	4.1 Protection of Human Rights Act in India 4.2 Commissions of Human Rights 4.3 Role of Courts in India. 4.4 Role of court in International.	

Reference Books:

1. Human Rights , A.N.Karia.C.Jamanadas & Co.
2. Human Rights In India, G.S.Bajwa, Anmol Publicatio Ltd
3. Human Rights Law and Practice – Jatindra Kumar Das.
- 4 Human Right Theory and Practice – Meena P.K

Sardar Patel University
B.Com. Semester : V
Syllabus with effective from: June, 2021

Paper Code : UB05SCOM53	Total Credit : 3
Title Of Paper : Soft Skills -1	

Unit	Description in detail	Weighting (%)
1	Soft Skills : An Introduction What is Soft Skill ? Soft Skills – A man made skill Hard Skills v/s Soft Skills Importance of Soft Skills Types of Soft Skills Career of Soft Skills Identification of your Soft Skills	25 %
2	Driving Our Own Growth : How to motivate oneself : what is motivation and how to get it ? The process of identifying goals Working on self-esteem Value and Attitudes How to overcome doubts and innate fears Importance of persistence Making friends Rediscovering yourself	25 %
3	Learning to Prioritize : The importance of managing time and money wisely How to regulate the way you spend time Developing the attitude to work hard How to counter procrastination Enjoying your work Planning work Organizing your work Team work Preparing blueprint of your priorities	25 %
4	The habit of learning everyday : How to identify and develop your talents How to understand your strengths Multiple intelligences Learning styles Types of personality , Self Etiquette , Rules of Etiquette	25 %

Basic Text & References Books :

- Shalini Verma, Enhancing Employability @ Soft Skills, Person, India
- Dr. K. Alex, Soft Skills, S.Chand & Sons, India.
- Asha Kaul, Business Communication, Prentice Hall of India Private Limited, New Delhi, 2002.

Sardar Patel University
Programme : B.Com.
Semester : V

Syllabus with effective from: June 2021

Paper Code : UB05SCOM54	Total Credit : 3
Title Of Paper : National Cadet Corps - IV	

Objective : The objective of this course is to impart basic knowledge of Natural, Water Conservation, Rainwater Harvesting, Waste Mangement and Pollustion Control.

Unit	Description in detail	Weighting (%)
1	Natural Resources : Conservation and Management Introduction, Types of Natural Resources, Conservation and Management of Natural Resources, Methods of Conservation and Management if Natural Resources.	25 %
2	Water Conservation and Rainwater Harvesting Introduction, Need for Water Conservation, Ways to Conserve Water Indoors, Water Conservation Practices, Harvesting, Need for RainWater Harvesting, Types of Rainwater Harvesting Systems.	25 %
3	Waste Management Introduction, Types of Waste : Solid Waste, Liquid Waste, Radioactive Waste, Municipal Solid Waste, Bio-Medical Waste, E-Waste, Hazardous Waste, Management of Waste.	25 %
4	Pollution Control Introduction, Types of Pollustion, Causes of Pollution, Effects of Pollution, Measures to Control Pollution.	25 %

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.

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from: June 2021

Objectives: To enable candidates to acquire knowledge (information) and develop an understanding of facts, conventions, trends, generalizations, assumptions, problems, etc. in Economics;

Course Code: UB05SCOM56	Total Credits: 3
Course Title: Indian Society and Economy- I	

Unit	Description in detail	Weightage (%)
1	Structure of the Indian Economy Basic Features, Natural Resources, Population - size and growth rates, sex composition, rural - urban migration, occupational distribution, population policy:	25%
2	Poverty and Unemployment Trends in Poverty and Unemployment in India, Relative Poverty and Absolute Poverty, Causes of Poverty in India, Poverty Estimates, Poverty Alleviation Programmes, Types and Causes of Unemployment in India, Policies for Employment Generation.	25%
3	National Income Growth performance, measures for growth performance, National Income by industrial origin and occupational structure.	25%
4	Planning in India Role of economic planning in india, objectives, strategy, broad achievements, and failures of the Five Year Plans in India, Current five year plan - objectives, allocation and targets.	25%

Basic Text & Reference Books:

- Agrawal, A.N, Indian Economy, Vikas Publishers, New Delhi.
- 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
- Kapila Uma, Indian Economy, Academic Foundation, New Delhi.
- Gupta, S.B (1983), Monetary Economics, S Chand & Co, New Delhi.
- Dhingra, I.C (2001). Indian Economy: Environment and Policy, Sultan Chand & Sons, New Delhi.

SARDAR PATEL UNIVERSITY
B.Com. (Semester-5)
UM05SCOM56 : RIGHT TO INFORMATION ACT – 1
(Effect from June, 2021)

Unit	Description	Credit
1	<ul style="list-style-type: none"> • Definition and meaning of information and right to information, Appropriate government, central information commission and state information commission, central public information officer and state public information officer, central chief information commissioner and state chief information commissioner, competent authority, public authority, records, third party. • Right to information and obligations of public authorities • Designation of public information officer 	1
2	<ul style="list-style-type: none"> • Request for obtaining information • Disposal of request • Exemption from disclosure of information • Grounds for rejection to access in certain cases 	1
3	<ul style="list-style-type: none"> • Severability • Third party information • The constitution of central information commission • Term of office and conditions of service of central information commission 	1
4	<ul style="list-style-type: none"> • Removal of information commissioner or Deputy information commissioner • The constitution of state information commission • Term of office and conditions of service of state information commission 	1

Reference books:-

- The Right To Information Act-Dr.Jyotirattan- Bharat Publication
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