

**SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR**



**Programme: M.COM. (CBCS)  
Syllabus with effective from: JUNE-2017  
Semester: I**

<b>COURSE TITLE : Computer Application in Business - I</b>		
<b>COURSE CODE: PB01ACOM21</b>		
<b>Objective:</b> To introduce the students with MS Excel which enable them to analyze and interpret of data for decision making and also enhance their skill based learning.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
<b>01</b>	<b>Introduction To Ms Excel-2007</b> <b>Setting Up A Workbook:</b> Creating Workbook, Modifying Workbook, Modifying Worksheet <b>Working With Data &amp; Data Tables:</b> Entering & Revising Data, Moving, Finding & Replacing Data, Correcting & Expanding upon Worksheet Data, Defining Tables	<b>25%</b>
<b>02</b>	<b>Performing Calculation on Data:</b> Naming Group of Data, Creating Formulas to Calculate Values, Summarizing Data to Meet Specific Condition, Finding and Correcting Errors <b>Changing Documents Appearance:</b> Formatting Cells, Defining Styles, Applying Workbook Theory & Table Styles, Making No. Easier to Read, Changing the Appearance of Data Based on its Value, Adding Images	<b>25%</b>
<b>03</b>	<b>Focusing on Specific Data Using Filters:</b> Limiting the Data, Manipulating the Data, Defining the Valid Sets of Values for Ranges of Cells <b>Reordering &amp; Summarizing Data:</b> Sorting Data, Organizing Data, Looking up Information <b>Creating Dynamic Lists with Pivot Tables (Only Theory):</b> Creating Dynamic Lists With Pivot Tables, Filter, Show & Hide the Pivot Table Data, Edit & Format Pivot Table Data	<b>25%</b>
<b>04</b>	<b>Creating Charts:</b> Create Charts, Customize the Appearance of The Charts ,Finds Trends in your Data <b>Printing:</b> Adding of Headers and Footers, Prepare Worksheets for Printing, Prints Data List, Part of Data List & Charts	<b>25%</b>
<b>Basic Text Books:</b>		
➤ Step-By-Step Microsoft Excel-2007 By Curtis D. Frye, Publish By Microsoft Press		
<b>Note:</b>		
➤ Practicals are based on MS-Excel 2007.		

<b>Course Code: PB01ACOM22</b>		
<b>Course Title : E-Commerce-I</b>		
<b>Objective:</b> To enhance the ability of students in the field of E-Commerce as a part of integrity of new business trend & modern technology.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
<b>01</b>	<b>Introduction</b> Definition Objectives Benefits and Limitations of E-Commerce Driving force of E- Commerce Impacts of E-Commerce (Accounting & Taxation, Banking & Finance, Marketing, Human Resource, Law & Legal Services Hospitality & Tourism, Entertainment)	<b>25%</b>
<b>02</b>	<b>Electronic Payment Systems</b> Introduction of Plastic Cards (Debit Card, Credit card, RuPay Card, Prepaid Money Card) Benefits and Limitations Internet and fund transfer through NEFT and RTGS Fund transfer through Debit Card and credit card E-Payment Protocol-Major Securities	<b>25%</b>
<b>03</b>	<b>E-commerce and Online Service</b> Online financial services Online travel services Online career services. E-Banking and its Operation Online trading	<b>25%</b>
<b>04</b>	<b>E-Business</b> Introduction Characteristics of e-Business Benefits and Limitations of E-Business E-Business v/s E-commerce E-business Requirements Business models & E-business strategies	<b>25%</b>
<b>Basic Text Books:</b>		
<ul style="list-style-type: none"> <li>➤ Basic Text &amp; Reference Books:E-Commerce Fundamentals and application (Henry Chan) Wiley publication</li> <li>➤ Introduction to E-commerce (Jeffrey) Tata- Mcgrawhill</li> <li>➤ Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): S. Jaiswal, Galgotia Publications.</li> <li>➤ Electronic Commerce A Managerial Perspective By: Efraim Turban ,Jae Lee, David King, H.Michael Chung.</li> <li>➤ E-Commerce- Business, Technology, Society Kenneth C Laudon, carol Guercio Traver (Pearson Education)</li> </ul>		

<b>Course Code: PB01ACOM23</b>		
<b>Course Title : Corporate Communication-I</b>		
<b>Objective:</b> To deal with many types of audience and find that one can perform better and with finer skill in dealing with corporate stakeholder.		
<b>Unit</b>	<b>Description in Detail</b>	<b>Weight age</b>
<b>01</b>	<b>Corporate Communication: An Overview</b> Introduction Importance of Corporate Communication Objectives & Functions of Corporate Communication Forms of Corporate Communication Myths and realities of Communication 7Cs of Communication (Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy & Correctness)	<b>25%</b>
<b>02</b>	<b>Negotiation and Decision Making</b> The features of negotiation 4Ps of Negotiation ( Purpose, Plan, Pace & Personalities) The ground realities of negotiation The factors for ideal negotiation Steps for Negotiation The language of negotiation Elements of effective negotiation	<b>25%</b>
<b>03</b>	<b>Meetings, Conference &amp; Memorandum</b> Meetings, Conference, Seminars, Workshops & Training Events of Meeting Purposes and golden rules for Meeting Good vs. Bad Meetings Conduct of Meeting ( Conduct a mock meeting ) Circulars, Notices, Agenda, Minutes, Orders, Notification Tender & Memorandum	<b>25%</b>
<b>04</b>	<b>Case Study:</b> Concept and objectives of case analysis. How to analyze a Case? Process of Case Analysis. Limitation of Case Analysis. Role of Manager during the Case Analysis. Barriers of Communication during Case Analysis.	<b>25%</b>
<b>Basic Text Books:</b>		
<ul style="list-style-type: none"> <li>➤ Pradhan Homni &amp; Pradhan N. S., “Business Communication”, Himalaya Publishing House, Mumbai.</li> <li>➤ Rao Nageshwar and Das Rajendra “ Communication Skills”, Himalaya Publishing House, Mumbai.</li> <li>➤ Devaraj A &amp; Antonysamy K, :Executive Communication” 4<sup>th</sup> Edition, Tata McGraw Hill Education Private limited</li> <li>➤ Anne laws “Negotiatins”, The Business Skills Series by Orient Black Swan</li> </ul>		

<b>COURSE TITLE : STRATEGIC BUSINESS MANAGEMENT-I</b>		
<b>COURSE CODE: PB01CCOM21</b>		
<b>OBJECTIVE:</b> The main objective of this subject is to enable students to learn about basic concerns of business management and Contemporary aspect of business management.		
Unit	Description	Weight age
1	<b>BASIC MANAGEMENT AND DECISION MAKING:</b> Concept of management, Functions of management, Importance of management, Concept of decision making, Characteristics of Decision making, Decision making process, Principles of decision making, Characteristics of effective decision making, types of decisions	25%
2	<b>MANAGEMENT INFORMATION SYSTEM:</b> Meaning and definition of information and data, Objectives of management information system, Elements of management information system, Areas of management information system, Importance of management information system, Factors affecting the management information system, Types of information, Process of management information system, Causes of poor management information system	25%
3	<b>CONFLICT AND CO-ORDINATION:</b> Concept, Functional and dysfunctional aspect of conflict, Individual level and Interpersonal conflict, Conflict management, Need for coordination, Types of coordination, Techniques of effective coordination	25%
4	<b>TOTAL QUALITY OF MANAGEMENT:</b> Introduction, Definition of Quality , Meaning of TQM, Characteristics of TQM, Potential benefits of TQM, TQM and Traditional Management	25%

**References:**

1. T. Ramasamy,. Principles of Management, Himalaya Publishing House
2. Prasad L.M., *Principles and Practice of Management*, Sultan Chand & Company
3. Mohanty R.P. & Lakhe R.R. *Hand book of Total Quality Management*

<b>COURSE CODE: PB01CCOM22</b>	<b>Total Credits: 5</b>
<b>Course Title: BUSINESS ENVIRONMENT-I</b>	
<b>Objective: To Understand the Recent Trends in Business Environment.</b>	

UNIT	DESCRIPTION IN DETAIL	Weightage (%)
1.	<ul style="list-style-type: none"> <li>• <b>BUSINESS AND BUSINESS ENVIRONMENT</b> Business System/Process, Classification and Characteristics of and Goals of Business</li> <li>• <b>Business Environment</b> Meaning of Business Environment, Types of Environment Internal and External Environment, Micro and Macro Environment</li> <li>• <b>ECONOMIC ENVIRONMENT</b> Nature of Economy, Structure of Economy, Economic Policies, Economic Conditions</li> <li>• <b>POLITICAL AND GOVERNMENT ENVIRONMENT</b> Classifications of Functions of State, Economic Roles of Government in India, Government and Legal Environment, the Constitutional Environment</li> <li>• <b>NATURAL AND TECHNOLOGICAL ENVIRONMENT</b> Natural Environment, Technological Environment, Innovation, Technological Leadership and Fellowship, Technology and Competitive Advantages, Sources of Technological Dynamics, Time Lags in Technology Introduction/Absorption, Appropriate Technology and Technology Adaption, , Impact of Technology on Globalization, ICT and Marketing, Transfer of Technology</li> <li>• <b>DEMOGRAPHIC ENVIRONMENT</b> Importance of Demographic Environment, Population Size, Falling Birth Rate and Changing Age Structure, Migration and Ethnic Aspects</li> </ul>	25
2.	<p><b>REVIEW OF SELECTED MACRO POLICIES OF INDIAN BUSINESS AND GOVERNMENT</b></p> <ul style="list-style-type: none"> <li>• Brief Review of Economic Planning in India ( With Special emphasis on latest five year plans</li> <li>• The Industrial Policy of 1991 of Government of India</li> <li>• The current Monetary Policy of RBI</li> <li>• The Fiscal and EXIM Policy of the Government</li> <li>• An Outline of Technology Policy adopted by GOI</li> </ul>	25
3.	<p><b>MACRO STRATEGIES AND REGULATORY ACTS OF INDIAN BUSINESS AND GOVERNMENT</b></p> <ul style="list-style-type: none"> <li>• <b>LIBERALIZATION</b> Concepts, Issues and Implications on Indian Economy</li> <li>• <b>PRIVATIZATION</b> Meaning of Privatization, Nature and Objectives of Privatization, Various Forms of privatizing the Public Sector Enterprises, Merits and Demerits of Privatization, Disinvestment in India</li> <li>• <b>GLOBALIZATION</b> Globalization of Business: Meaning and Dimensions, Globalization of World Economy, Features of Current Globalization, Stages of</li> </ul>	25

	Globalization, Essential Conditions for Globalization, The Foreign Market Entry Strategies/ Strategies of Globalization, The Pros and Cons of Globalization, Policy Options, globalization of Indian Business	
4.	<p><b>BUSINESS AND SOCIETY</b></p> <ul style="list-style-type: none"> <li>• <b>SOCIAL RESPONSIBILITY OF BUSINESS (SRB)</b> Classical and Contemporary Views, Social Orientations of Business, The Factors affecting Social Orientations, SRB towards different Sections (Shareholders, Employees, Consumers, Society/Community), The Indian Situation, The Arguments for and against Social Involvement, Social Audit, Social Audit in India</li> <li>• <b>CONSUMER RIGHTS, CONSUMERISM AND BUSINESS</b> Consumer Rights, Exploitation of Consumers, Consumerism, Consumer Protection, UN Guidelines for Consumer Protection, Consumer Protection and Consumerism in India, the Consumer Protection Act, 1986.</li> </ul>	25

#### **Basic Text & Reference Books**

##### **1. Business Environment: Text and Cases**

Francis Cherunilam, 22nd Revised Edition, 2013, Himalaya Publishing House Private Limited.

##### **2. Essentials of Business Environment**

K.Ashwathappa, , 10<sup>th</sup> Edition, 2008, Himalaya Publishing House Private Limited

##### **3. Indian Economy**

Rudra Dutt and K.P.M. Sundaram

<b>Course Code: PB01CCOM23</b>	<b>Credits : 05</b>
<b>Title of Course: Cost and Management Accounting-I</b>	
<b>Objective:</b> To understand fundamentals of cost accounting and application of costing for managerial decisions.	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (Equal)</b>
<b>1</b>	<p><b>Basic Aspects of Cost Accounting</b>            Evolution of Cost Accounting, Meaning: Cost, Costing, Cost Accounting, Cost Accountancy, Objectives, Cost Accounting and Financial Accounting            Advantages, Disadvantages, Installation of Cost Accounting            Cost Unit, Cost Centre, Profit Centre, Classification of Costs, Methods and Techniques of Costing, Specific order costing : <b>Theory &amp; Example</b>            Special Cost for Managerial Decisions (in brief): Relevant Cost, Sunk Cost,            Differential Cost, Marginal Cost, Out of Pocket Cost, Imputed Cost, Future Costs, Conversion Costs, Production Costs.</p>	<b>25%</b>
<b>2</b>	<p><b>Marginal Costing and Absorption Costing (Theory &amp; Example)</b>            Meaning and Definition, Features, Advantages and Disadvantages            Comparison of Marginal and Absorption Costing, Comparison of Marginal and Differential Costing, Managerial uses of Marginal Costing            Examples : Profit Planning, Foreign Offer, Sales/Product Mix, Key Factor</p>	<b>25%</b>
<b>3</b>	<p><b>Emerging Concepts in Cost and Management Accounting</b></p> <ul style="list-style-type: none"> <li>• <b>Activity Based Costing (ABC) (Theory &amp; Example)</b>            Introduction, Performing Step, Cost Drivers            Classification of Activities in Manufacturing Organizations            Advantages and Disadvantages, Conventional Costing System and ABC System</li> <li>• <b>Life Cycle Costing</b></li> <li>• <b>Target Costing</b></li> <li>• <b>Kaizen Costing</b></li> </ul>	<b>25%</b>
<b>4</b>	<p><b>Cost Audit</b>            Meaning, Types, Advantages, Disadvantages, Techniques            Cost Audit Programme, Cost Auditors: Functions, Appointment: Qualification, Disqualification, Rights, Duties, Cost Audit V/s Financial Audit            Cost Audit Report and Financial Audit Report, Cost Audit and Cost Investigation, Sachar Committee's Report, Cost Audit in India, List of products/ Industries required to maintain Cost Records.</p>	<b>25%</b>

### **Basic Text & Reference Books**

- Arora M. N. (2004), *A Textbook of Cost Accountancy*, Vikas Publishing House Pvt. Ltd., New Delhi.
- Gupta Kamal (2007), *Contemporary Auditing*, Tata McGraw Hill Publishing Co. Ltd., New Delhi.
- Jain S. P. and Narang K. L. (2008), *Cost Accounting*, Kalyani Publishers, New Delhi.
- Shah Paresh (2009), *Management Accounting*, Oxford University Press, New Delhi.



<b>Course Code: PB01ECOM21</b>	<b>Credits : 05</b>
<b>Title of Course: Management Control System - I</b>	
<b>Objective:</b> To learn about an application of tools and techniques for management control.	

Unit	Description in detail	Weight age
1	Management Control Systems Introduction Management Control and Strategic Planning Operational Control Management Control Process Budgeting – Theory & Examples Reporting : Models Requisites Steps Preparation of report – Examples Review of report	25%
2	Audit Under Computer System Meaning of Computer, Data - Information and Data Processing Methods of Computer Data Processing Coding and Classification Types of Computer Processing Auditing Problems in E.D.P Records Role of Computer in Accounting	25%
3	Responsibility Accounting The conceptual dimension Cost allocation in Responsibility Accounting Types of Responsibility Centers Performance Appraisal : Meaning, techniques and factors	25%
4	Management Audit Concept Objectives Aspects of Management Audit Significance and Scope Problems of Management Audit	25%

#### **Basic Text & Reference Books**

- Arora, M. N., Management Accounting - Theory, Problems and Solutions, Himalaya Publishing House, New Delhi.
- Gupta, Kamal, Contemporary Auditing, Tata McGraw Hill Publishing House Company Ltd., New Delhi.
- Jawaharlal, Accounting for Managers, Himalaya Publishing House, New Delhi.
- Kulshrestha, N.K, Management Accounting – Concepts & Cases, Tata McGraw Hill Publishing House Company Ltd., New Delhi, 1999
- Maheshwari, S.N, Management Accounting & Financial Control, Sultan Chand & Sons, New Delhi.

<b>COURSE CODE: PB01ECOM22</b>		
<b>COURSE TITLE : RURAL MARKETING</b>		
<b>OBJECTIVE:</b> To educate students about basic aspects and issues of most promising and developing rural marketing		
Unit		Weightage
1	<b>Rural Marketing – Overview and Scenario</b> Definition Rural Market Environment Rural Population Infrastructure facility Distinction between rural and urban society Rural requirements	25%
2	<b>Problems in Rural Marketing</b> Underdeveloped people Underdeveloped market Media for rural communication Low per Capita income Storage and transportation Product positioning	25%
3	<b>Rural Marketing Strategies</b> Rural Market segmentation Targeting Selection of Segments Product strategies Pricing Strategies Distribution Strategies Promotion Strategies	25%
4	<b>Agricultural Marketing</b> Introduction – Concept and Definition Objectives of Agricultural marketing Scope of Agricultural marketing Challenges of Agricultural marketing	25%

#### **References**

##### **Books**

1. Badi R.V. and Badi N. V., *Rural Marketing*, Himalaya Publishing House
2. Arora, R C. *Intergrated Rural Development*. 1979, Scharnd, New Delhi
3. Desai Vasat., *Rural Development*. 1988, Himalaya, Bomabay
4. Mishar S.N., *Politics and Society in Rural India*. 1980, Delhi
5. Porter, Michael, *E.Competitive Strategy*. 1980. Free Press, New York
6. Rudra Ashok, *Indain Agricultural Economics*. Myths and Realities. 1982 Allied , New Delhi
7. Stalk George., *Competing Against Time*. 1990, Free Press, New Delhi.

##### **Journal**

1. Indian Journal of Marketing Management, New Delhi.

<b>Course Code: PB01ECOM23</b>	<b>Total Credits: 05</b>
<b>Course Title: Organizational Behaviour</b>	
<b>Objective:</b> To make students aware about organizational policies, practices, strategies in corporate world.	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
1	<b>Organisational Behaviour</b> Concept of Organisation and Behaviour Nature of Organisational Behaviour Disciplines contributing to Organisational Behaviour Role of Organisational Behaviour Challenges in Organisational Behaviour	25%
2	<b>Organisational Motivation</b> Concept and importance of Motivation Motivational Cycle Group Motivation Types of Motivation Critical analysis of Motivational Theories given by : Maslow, McGregor, Herzberg, William Ouchi (Theory Z)	25%
3	<b>Power and Politics</b> Concepts and importance of Authority & Power Bases (Types) of Power Tactics to gain power Reasons for Organizational Politics Management of Organisational Politics	25%
4	<b>Executive Stress</b> Concepts of Stress and Executive Stress Causes of Stress Effects of Stress Individual strategies for managing stress Organisational strategies for managing stress	25%

**Basic Text & Reference Books:**

- Organisational Behaviour by L M. Prasad
- Management by T. Ramasamy
- Management: Concepts and Practices By Dr. Manmohan Prasad
- Personnel and HRM By P. Subba Rao
- HRM By K. Ashwathappa

<b>COURSE CODE: PB01ECOM24</b>		
<b>COURSE TITLE :FINANCIAL MARKETS AND SERVICES -I</b>		
<b>OBJECTIVE:</b> To create awareness and provide basic understanding about various concepts and practical dynamics of Financial Markets and Financial Services.		
Unit	Description in Details	Weightage
1	<b>The Financial System of India</b> Functions of the Financial Market Financial Concepts Financial Assets – Properties of Financial Assets, Financial Intermediaries, Financial Markets, Financial Rates of Return, Financial Instruments, Development of Financial System in India, Financial System and Economic Development, Weakness of Indian Financial System	25%
2	<b>Financial Markets – An Overview</b> Concept, Role of financial markets, Functions of financial markets  Constituents of financial markets, Indian Money and Capital Markets	25%
3	<b>Financial Services : Conceptual Framework</b> Meaning, Characteristics, Objectives, Scope of financial services, Factors retarded the growth of financial services sector prior to the economic liberalization, Causes for financial innovations, Innovative Financial Instruments, Problems/sChallenges facing the financial services sector, Present scenario	25%
4	<b>Financial Markets</b> Money market - Definition, characteristics, Importance, Functions; Capital market - Meaning, Characteristics, Functions, Constituents of Indian capital market; Stock Exchanges - Meaning, Functions, SEBI as a regulating body; Call money market - Meaning, Features, Benefits, Participants, Nature of dealings, Mode of operations; Debt markets - Meaning, Advantages, Functions, Role of Bond market; Conceptual Discussion of Forex Market and Derivative Market	25%

**Reference Books:**

1. Financial Markets and Institutions – Dr.S.Guruswamy, McGraw Hill
2. Financial Institutions and Markets - Dr.Mukund Mahajan, Nirali Prakashan
3. Financial Services and Markets - Dr.S.Guruswamy
4. Financial Markets and Services – E.Gordon, Dr.K.Natrajan, Himalaya Publishing House.
5. Financial Services and System – K Sasidharan. Alex K Mathews, McGraw Hill
6. Financial Services in India – V A Avadhani, Himalaya Publishing House.
7. Marketing of Services – Jaspreet Kaur, Deepti Wadera, Global Academic Publishers & Distributors

<b>COURSE CODE: PB01ECOM25</b>		
<b>COURSE TITLE : DIRECT TAX PLANNING- I</b>		
<b>OBJECTIVE:</b> To impart knowledge of tax planning of firms, companies and related aspects.		
<b>Unit</b>	<b>Description in Details</b>	<b>Weight age</b>
1	<b>Introduction</b>  Basic Concept, Residential Status and incident of Tax ,Exempted Incomes, Existing Tax Rates, Computation of Total Income and Tax Liability, Securities Transaction Tax-Tonnage Tax, Any other latest development in Direct Tax	25%
2	<b>Assessment of Firms</b>  Definition of firm, partner Position of firm under the income-tax Act Essential condition to be satisfied by a firm to be assessed as firm and to be eligible for deduction of interest, salary etc. to the partners (section 184) Computation of book profit Treatment of share of profit, interest and remuneration received by a partner from a firm Provision regarding set off and carry forward of losses of firms Computation of Total income of firm.	25%
3	<b>Taxation of Companies</b>  Definitions, Taxable income and tax liability –How computed, Carry forward and set-off of losses in the cases of certain companies, Minimum alternate tax with example, Tax on income distributed profits of domestic companies, Tax on income distributed to unit holders, Tax in income received from venture capital companies and venture capital funds, Examples on Taxation of Companies.	25%
4	<b>Tax Management</b>  Return of income & assessment , PAN , Forms and Filing of Returns, Penalties & Prosecutions , Advance Payment of Tax Interest , TDS , Appeals & Revisions , Refund, Settlement of Cases	25%

**Note: All latest development in the above topic should be covered**

#### **References**

1. Singhania V. K., *Direct Taxes – Law and Practices*, Taxmann Publication, New Delhi.
2. Ahuja Girish and Gupta Ravi, *Direct Taxes- Law and Practices*, Bharat Publication, New Delhi.

<b>Course Code: PBO1ECOM26</b>	<b>Total Credits: 5</b>
<b>Course Title: ENTREPRENEURIAL BEHAVIOUR</b>	
<b>Objective:</b> To provide an introduction to entrepreneur and entrepreneurship and its development process along with its current scenario in India. Also to understand different functional areas of entrepreneurship.	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage (%)</b>
<b>1</b>	<b>Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Entrepreneurship- Concept and Functions</li> <li>• Need and Importance of entrepreneurship</li> <li>• Process of Entrepreneurship.</li> <li>• Factors Influencing Entrepreneurship.</li> </ul>	<b>25</b>
<b>2</b>	<b>Entrepreneur</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Characteristics of an Entrepreneur.</li> <li>• Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager.</li> <li>• Types of Entrepreneurs</li> <li>• Role of Entrepreneur in Indian Economy.</li> <li>• Entrepreneurial Culture.</li> </ul>	<b>25</b>
<b>3</b>	<b>Entrepreneurship Motivation</b> <ul style="list-style-type: none"> <li>• Concept of Entrepreneurship Motivation.</li> <li>• Role of Motivation in Entrepreneurship.</li> <li>• The Motivating Factors.</li> <li>• The Achievement Motivation.</li> </ul>	<b>25</b>
<b>4.</b>	<b>Functional Areas of Entrepreneurship</b> <ul style="list-style-type: none"> <li>• <b>Women Entrepreneurship:</b> Concept, Functions, Opportunities, Problems, Development of Women Entrepreneurship in India.</li> <li>• <b>Rural Entrepreneurship:</b> Concept, Need, Opportunities, Problems, Development of Rural Entrepreneurship in India.</li> <li>• <b>Social Entrepreneurship:</b> Concept of Social Entrepreneur &amp; Entrepreneurship, Need, Functions, Characteristics and Difference between Commercial/Business Entrepreneur and Social Entrepreneur.</li> </ul>	<b>25</b>

### References

1. Entrepreneurial Development by C.B Gupta and N.P Srinivasan, Publisher Sultan Chand & Sons, 1992
2. Entrepreneurship Development by Gupta and shrinivasan.
3. Entrepreneurship development by Vasant desai
4. Entrepreneurial Development by S.S.Khanka
5. Entrepreneurial Development by Dr. S.R. Ajmeri, www. Pothi.com

<b>Course Code: PBO1ECOM27</b>	<b>Total Credits :5</b>
<b>Course Title: Fundamentals of Statistics</b>	
<b>Objective: To provide an introduction and understanding of basic concepts and various important techniques of statistics</b>	

<b>Unit</b>	<b>Description in detail</b>	<b>Weightage(%)</b>
<b>1</b>	<b>DATA COLLECTION:</b> Planning of a Statistical Inquiry: Purpose and Scope, Data vs. Information, Types of Data: Qualitative Data, Quantitative Data, Panel Data. Measures of Data: Nominal level, Ordinal level, Interval level, Ratio level. Sources of Data: Primary Data, Secondary Data, Methods of collecting Primary Data, Drafting of a Questionnaire, Sources of Secondary Data, Difference between Primary & Secondary Data, Editing Coding, Data Preparation.	<b>25(%)</b>
<b>2</b>	<b>CLASSIFICATION AND TABULATION:</b> Introduction, Objects of Classification, Types of Classification: Chronological, Qualitative & Quantitative. Tabulation: Meaning & Advantages. Types of Table, Concept of Frequency distributions for a discrete & continuous random variable. Types of Frequency distribution, Types Data representation: Bar chart, Pie chart, Histogram and Ogives , Frequency Polygon.Exploratory Data Analysis:(1) Steam & Leaf Diagram (Theory & simple Examples) (2)Box-Plot diagram (Theory only).	<b>25(%)</b>
<b>3</b>	<b>SAMPLING METHODS:</b> Population vs. Sample study, Features of a Good Sample , Parameters and Statistic, Principles of Sampling ,Sampling and Non-sampling errors, Lipstein’s Nine Rules for minimizing non Sampling errors, Persistence of Small Numbers, Types of Sampling methods: (1) Probability sampling methods : SRSWR,SRSWOR, Systematic Sampling, Stratified Sampling, Cluster Sampling, Area Sampling, PPS Sampling, Two stage Sampling (2) Non Probability Sampling Methods: Convenience Sampling, Purposive Sampling, Quota Sampling, Judgmental Sampling. Concept of Data Mining.	<b>25(%)</b>
<b>4</b>	<b>BUSINESS FORECASTING:</b> Meaning and objects of Business Forecasting, Types of Forecasting Methods: (1) Qualitative methods: Delphi method, Scenario planning, Subjective approach, Panel method (only description) (2) Quantitative Method: Time Series: Meaning and components of Time series, Methods of determining Trend: Method of Moving Averages, Method of Least squares, and Method of exponential smoothing, Multiple Regression and Multiple Correlation.Simple examples	<b>25(%)</b>

**References:**

1. Donald Copper & Pamela Schinder: "Business Research Methods" Tata McGraw Hill (9<sup>th</sup> Edition)
2. Cochran W.G.: "Sampling Techniques" Wiley Eastern
3. Pulak Chakravarty: "Quantitative Techniques for Management & Economics" Himalaya Publishing House.
4. S.C.Gupta: "Fundamentals of Statistics" Himalaya publication



<b>Course Code: PB01ECOM28</b>	<b>Total Credits: 5</b>
<b>Title of Course: Fundamentals of Banking and Insurance</b>	
<b>Objective: To understand the banking and insurance sector practices in India</b>	

<b>Unit No.</b>	<b>Description in Detail</b>	<b>Weightage</b>
<b>1</b>	<b>INTRODUCTION TO BANKING:</b> Meaning and functions of Banks, Types of Banks, Role of Banks in Economic Development, Different types of accounts - Current , Saving , Fixed deposits, Recurring NRI Deposits, Methods of Remittances- Demand Drafts, Telegraphic Transfers, Traveler's Cheque, NEFT, RTGS (Real Time Gross Settlement).	<b>25%</b>
<b>2</b>	<b>BANK LENDING PRINCIPLES AND PRIORITY LENDING :</b> Lending, forms of lending- Fund and Non Fund based lending, Principles of Sound Lending -Purpose, Safety, Security, Liquidity, PSL-Priority Sector Lending and its components and RBI Guidelines on PSL, Agriculture loan and its types.	<b>25%</b>
<b>3</b>	<b>INTRODUCTION TO INSURANCE :</b> Definition, Evolution, Nature, Principles and functions of insurance,, Significance of insurance in development of industry ,Business and Society, Insurance Sector Reforms- Malhotra Committee Recommendations on insurance sector, Current scenario of insurance business in India	<b>25%</b>
<b>4</b>	<b>LIFE INSURANCE AND GENERAL INSURANCE:</b> Life Insurance - Definition, Nature, Types of polices and plans ,Classification on the basis of duration Payment of Premium, Participation in profits Lives covered and Claim Amounts, ULIPS, Rider, General Insurance - Classification of various types of General Insurance –Fire insurance, Marine insurance, Health insurance(Risk covered and policies).	<b>25%</b>

#### **Basic Text & Reference Books:**

- Principles and practice of non-life insurance by P.K. Gupta, Himalaya publication house
- Insurance principles and practice by M.N .Mishra, Schand.
- The Indian Financial system –Markets, Institutions and Services –Pearson Education, Bharati V Pathak
- Banking theory law and practices by Gordon and Natrajan
- Indian Banking System by Anil Bhatt
- Bank Landing by Prasad Vipradas and Syan.