Semester - I

Core Papers

CC 101 Fundamentals of Business Economics - I

Objectives: The main objective of this paper is to introduce the students of commerce to the basic concepts and tools of microeconomics.

Outcome: The students after studying this paper, will get a clear understanding of various basic concepts used in economics. He will also get and understanding of the demand and supply and factors affecting them and how the price is determined in different types of markets.

Unit :1 Basic Concepts and Definitions

Utility, Goods and Services, Money and Wealth, Value and Price, Wealth and Welfare, Real Income and Monetary Income, Micro economics and Macro Economics, Positive Economics and Normative Economics, Consumer surplus, Scarcity of Resources and Problems of Choice- Economic Policy, Economic Regulation and Economic Law- Prof. Marshall and Prof. Samuelsons' Definitions of Economics, Demand function-Law of Demand- Determinants of Demand, Derivation of Demand through Indifference curve - Elasticity of Demand and its types – Methods for calculating Elasticity of Demand.

Unit : 2 Demand Analysis and Consumer Behavior

Types of Demand- Individual Demand and Market Demand, Industry Demand and Firm Demand. Demand for consumers goods and Demand For Producers Goods, Rational Demand, Demand for Durable and Demand for Perishable Goods. Estimation of Demand only on the basis of Price and Income and Basic survey and statistical methods for Demand forecasting- *(Mathematical Approach is Required) Seven Marks for mathematical Approach*

Unit : 3 Production, Cost and Revenue Analysis

Production and Short run and Long run Production Function- Transformation Curve (Production Possibility Curve) Iso-quants and Iso-cost and equilibrium of firm – Basic Concepts of Economies and Diseconomies of Scale-Cost analysis Total Fixed Cost, Total Variable Cost, Total Cost, Average Fixed Cost, Average Variable Cost, Average Cost and Marginal Cost- Relationship between Average Cost and Marginal Cost,, Real cost, Sunk Cost, Opportunity Cost, Implicit Cost, Accounting cost, Money cost, Explicit cost- Basic concepts of Revenues i.e Total

Revenue, Marginal Revenue and Average Revenue-Relationship between Average Revenue and Marginal Revenue.

Unit:4 Imperfect competition, Product Pricing & Factor Pricing
Concept of Perfect Competition- Monopoly and Control of Monopoly-Price Discrimination and Dumping - Monopolistic Competitions- Price Determination in Monopolistic Competition-Selling cost and its Impacts -Concepts of Duopoly and Oligopoly- Collusive Oligopoly,-Price Leadership Model and Kinked Demand Curve- Two persons zero sum Game Theory -Theory of Rent (Ricardian and Modern) – Rent and Quasi Rent- Profit Innovations and Risk and Uncertainty theories of Profit.

Recommended Reading :

• H.LAhuja, "Modern Micro Economics", S. Chand Pulication

• K.K. Dewett, "Micro economics", S. Chand Publication
• M. C. Vaish, "Micro economics",
• Paul Samuelson, "Economics"
• M. L. Sheth, "Micro Economics"
• Mishra and Puri, "Principles of Micro Economics", Himalaya Publication House, 2009
• D. M. Mithani, "Modern Micro Economics" , Himalaya Publication House,2006
• D. M. Mithani, "Micro Economics" , Himalaya Publication House, 2009
• Jhon Canedy, "Micro Economics" , Himalaya Publication House, 2010
• Jhingan, "Micro Economics", Vrinda Publishing
• Mari Muthu and D.Bose , "An Introduction to Micro Economics", , Himalaya Publication House, 2011
• K. K. Dewette, "An Introduction to Economics", S. Chand Publication
• K.K. Dewette, "An Introduction to Economics" S. Chand Publication
• Robert S. Pindyck, Daniel L. Rubinfeld, "Microeconomics (6th Edition)" Prentice-Hall Series in Economics

CC 102 Human Resource Management

Objective : The objective of this syllabus is to provide conceptual and procedural knowledge of functional areas of Human resource management

Note: All units carry equal weightage of marks

Unit:1 (1) Human Resource Management: meaning-Features-Difference between Personal Management and Human resource Management – Objectives of HRM-Importance of HRM- Operative functions of HRM- Importance of HRM- Qualities of H.R. Manager-Roles of H.R. Manager

(2) Human Resources Planning in a Corporate Sector : Meaning, objectives, factors affecting, process of H.R. Planning – Benefits and Limitations of H.R. Planning.

Unit : 2 Recruitment : Meaning of Scientific Recruitment – Sources of Recruitment – Modern selection procedure and its advantages.

Training : Meaning, needs, objectives – procedure of Training – Advantages and Limitations – Development : Meaning, needs, objectives and its advantages.

Human Resource Development : Meaning and Characteristics, need for HRD – functions of HRD – Techniques or methods of HRD.

Unit : 3 Performance Appraisal : Meaning, Objectives – Appraisers – Brief idea of Human Resources Accounting – Psychological Appraisal, Management appraisal, Utility and problems of performance appraisal.

Promotion : Meaning, basis of Promotion i.e. seniority and efficiency base – its merits and demerits.

Transfer ; Meaning, causes and guiding principles.

Demotion : Meaning, causes and guiding principles.

Morale : Meaning, factors affecting – sign of low morale and its preventive measures – Factors contributing High Morale. Importance of Industrial morale.

Unit : 4 Job Design : Meaning, approaches of Job Design, Brief idea of Job Rotation, Job Enlargement, Job enrichment – Factors affecting Job Design – Importance of Job Design.

Quality of work Life : Meaning – conditions Q.W.L. specific issues in Q.W.L. H.R. activity and its effects on Q.W.L.

Quality Circles : Meaning – Objectives, Organizational Structure of Quality Circle – Advantages and Problems of Quality Cirlces.

Note : 20% weightage is to be given to objective questions (except M. C. Q.) covering entire syllabus.

Recommended Reading :

1. Personnel Management – Juciouc Michel – R.D. Irwin – Homewood.
2. Management Concept and Practice – Manamohad Prasad – Himalaya Publishing House.

3. Personnel and Human Resources Management – P. Subha Rao – Himalaya Publishing House.

CC 103 Accountancy - I

Unit	Particulars	Marks
Unit - 1	Consignment	25%
Unit - 2	Branch Accounts.(excluding Foreign Branch)	25%
Unit - 3	Insurance Claims: Claims for loss or stock & fixed assets; claim for profit or consequential loss.	25%
Unit - 4	Accounts from Incomplete Records: Conversion Method only (Use of ratios to find out missing data is not expected)	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CC 104 Communications In Business

Unit	Topic
01	1. Introduction to Communication. 2. Definition of Communication 3. Forms of Communication.
02	1. Process of Communication 2. Objectives of Communication

	3. Difference between Oral & Written Communication.

03	1. Uses and Limitations of Verbal and Non verbal Communication 2. Barriers of communication 3. tips for attending Interview and personal meetings
04	Words often confused Précis writing

Assignments:

1. Preparation of Chart of process of Communication
2. Creation of individual E Mail id
3. Preparation of List of five Financial/ economic news papers in India (Any language)
4. Preparation of list of five economic/ financial magazines India (Any language)

CC 105 General English: Text & Composition

(For Gujarati medium)

Paper 101: General English: Text & Composition

Unit	Author / Topic	Text
01	poetry: Chapter No. 3,6,9,12,15	*Chinar: An Anthology of Prose and Poems, Foundation Books*
02	Western Writings: Chapter No 1,10,11,18	*Chinar: An Anthology of Prose and Poems, Foundation Books*
03	Indian Writings: Chapter No 5, 8, 13, 14	*Chinar: An Anthology of Prose and Poems, Foundation Books*
04	Text based vocabulary, Paragraph Writing, Comprehension of unseen passage	

(For English Medium)

Paper 101: General English: Text & Composition

Unit	Author / Topic	Text

01	Stories: Chapter No. 1,5,9,10	*Prose and Poetry for Young reader, Macmillan*
02	Non Fictional Writings: Chapter No 2,,7,8,11	*Prose and Poetry for Young reader, Macmillan*
03	Poems: : No : 1,3,5,8,11	*Prose and Poetry for Young reader, Macmillan*
04	Text based vocabulary, Comprehension of unseen passage	

Core Elective Papers

CE 101 A Financial Accounting - I

Unit	Particulars	Marks
Unit - 1	(A) Piecemeal Distribution of Cash (B) Profit prior to incorporation	10% 15 %
Unit - 2	(A) Issue and forfeiture of shares (Pro-rata) Concepts of Potential Equity Shares, sweat equity Shares, (B) Book Building Process, Bid and Buy back	20% 5%
Unit - 3	Redemption of Redeemable preference shares under section 80 of Companies Act 1956 and issue of Bonus Shares as per statutory provisions in force on 31st March of the immediate preceding academic year	25%
Unit - 4	Company Final Accounts (Only vertical Presentation, Calculation of Managerial remuneration is expected)	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.

7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CE 101 B Basic Statistics - I

Objective: - Students should be acquainted with the initial requirements of applied statistical tools.

1. **Linear Correlation and Association of Attributes : [25%]**

Concept of bivariate data, Definition and types of correlation, Definition of correlation coefficient(r), its properties, and interpretation of values of r, Methods of finding correlation coefficient by using Karl Pearson method for bi-variate data and for frequency distribution data, Spearman's method for finding rank correlation coefficient for repeated and non repeated ranks. Concept of qualitative data and the association between them, Meaning and interpretation of 2×2 contingency table, Types of association between attributes, Methods of obtaining nature of association by using comparison between observed and expected frequency, Coefficient of association by using Yule's method and its interpretations, Example on 2×2 problems only.

2. **Business Forecasting : [25%]**

Meaning and uses of business forecasting, Different methods of forecasting (i) Theoretical explanation of Regression analysis, Index numbers Economic models, Input output models, Opinion poll method, Extrapolation, Graphical method. (ii) Theoretical explanation with numerical examples of - Least Square Method for linear and quadratic relationship between variables, smoothing linear trend method.

3. **Demographic Statistics : [25%]**

Meaning, definition and uses of demographic statistic, Methods of collecting demographic statistics – registration method, census method, analytical method. Mortality rates pertaining to (i) CDR (ii) SDR (iii) IMR, Birth rates pertaining to (i) CBR, (ii) SBR (iii) Age specific birth rate, Fertility rates pertaining to (i) GFR, (ii) SFR (iii) TFR

4. **Matrix Algebra : [25%]**

Definition of Matrix, Different types of matrices, Algebra of matrices (Addition, Subtraction and Multiplication), Determinant of a square matrix, Definition of adjoint of a matrix, inverse of a matrix and its uses to solve simultaneous linear

equations (up to three variables only), Use of matrix in simple business applications.

Recommended Reading :

1. Ken Black, Business Statistics, John Wiley & Sons (Asia) Pte Ltd. Singapore
2. J. K. Sharma, Business Statistics, Pearson, New Delhi.
3. Sancheti & Kapoor, Business Statistics, Sultan Chand & Sons, New Delhi.
4. Srivatava O.S.: A Text Book of Demography, Vikas publishing.
5. Trivedi and Trivedi: Business Mathematics, Pearson India Ltd. New Delhi.

CE 101 C Sales Management

UNITS WEIGHTAGE

1. Sales Management strategies 25%
2. Sales Organization 25%
3. Recruitment and selection 25%
4 Sales promotion strategies 25%

Units	Modules / Sub - Modules	Weightage
1	**Sales Management Strategies** • Introduction • Selling & Buying Styles • Selling Situations • Selling Skills	25%
2	**Sales Organisation** • Sales Organisation • Factors affecting sales organisation design & size • Types of Sales organisation • Methods determining number of salespeople: Affordability Method, Incremental Method & Workload Method	25%
3	**Recruitment & Selection** • Hiring Process • Challenges in sales force selection • Planning for recruitment • Sales Force Recruitment • Selection of a salesperson.	25%
4	**Sales Promotion Strategies** • Definition of Sales Promotion	25%

	• Trade Promotion tools • Consumer Promotion tools	

Text Books:

1) Sales & Distribution Management: By Dr. S. L. Gupta Excel Book

Recommended Reading :

1) Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

2) Channel Management: By Ansaree, PHI (EEE)

3) Sales Management by Pradipkumar Mallik, Oxford University Press.

CE 101 D Internet and Web Page Development Using HTML

Objectives:
The purpose of this course is
    • To expose students to basics of Internet & its applications.
    • To enable students to gain knowledge of designing and developing web page using HTML.

Prerequisites: None

Contents:

1. Introduction to Internet
History of Internet, Internet services, Intranet, Internet Vs Intranet, Governance on Internet, Internet Technology and Protocol - OSI Reference model, TCP/IP Protocol, Network protocols, Network components – switches, routers, gateways, Types of Internet connectivity & ISP.

2. Applications of Internet
Internet Tools and Multimedia, WWW, Evolution of Web, Elements of WWW, Web browsers, Search engine, search criteria, E-mail – concepts, structure, protocols, addresses, security & netiquettes.

3. Introduction to HTML

Introduction of HTML & SGML, Skeleton of HTML, Tools required for HTML, HTML tags & attributes – Basics, Formatting, List, Anchor tag & Hyperlinks, Images and Image map, Tables.

4. Web Page Development Using HTML

Frames and Floating Frames, Forms, Style Sheets, URL Anatomy.

Recommended Reading :

1) **Internet Technology and Web Design,** ISRD Group, TMH Publication

2) **Internet and Web Design,** Doeacc "O" Level, Firewall Media.

3) **Designing Interactive Websites**, by James L Mohler & Jon M Duff, CENGAGE

4) **World Wide Web design with HTML**, by C. Xavier, TMH Publication.

5) **Computer Fundamentals and Information Technology**, by Bharat & Co.

6) **Internet the Complete Reference**, by Young.

7) **Internet for Every One Techworld**, by Leon.

8) **Computer Application**, by Vimal Pandya & Dr. G. N. Jani, Akshar Publication.

9) **Computer Application – II**, by Vimal Pandya, HK Arts College Publication.

Accomplishments of the student after completing the course:

At the end of the work student will be able to

- Use internet for information retrieval & data transfer.
- Design web pages / web sites using HTML

List of Practical (Sample Guide line):

Write the HTML code at least with 30 lines which make use of following tags: Italics tag, center tag, paragraph tag, Break tag, font tag and its attributes.

Create the HTML file name Assignment.htm with the given text and below specification:

<u>**Welcome to ABC Institution**</u>

ABC was founded in 1988 to offer distance learning programs. The privately owned independent college once named, "Gujarat Institute for Computer Sciences," changed its name to reflect accomplishment of students with distance education. A typical student at ABC is 26 to 40 years old and many of them work in a tech-related field. All of them want to better themselves by getting the college degree they need to progress up the career ladder.

a) Specify the title/Header '**Welcome to ABC Institute**' at the top of file.

b) Centre the above title and change font size to ARIAL, 14.

c) Give three lines spacing after the title.

d) Apply BOLD, UNDERLINE and ITALIC effect to it.

e) Select appropriate BACKGROUND and BGCOLOR attributes.

f) Use text formatting command using paragraph break and line breaks.
g) Emphasize document context using Align, Size and Width tags.

Looking at the screen given below write the HTML code making use of following tags.

Text Content

Example on Unordered list
- Sports Car
- Business Car
- Economy Car

Example on Ordered list
Sports Car
Business Car
Economy Car

Example on Definition list
- Sports Car
- Ferrari
- Business Car
- Tata Sumo
- Economy Car
- Maruti

Design a web page using the image files 'XYZ.GIF', 'PQR.GIF' and 'DEF.GIF' according
to the following specifications. (Use an appropriate Text content)
♦ Use a Border for 'XYZ.GIF'.
♦ Resize the width and Height 'PQR.GIF' and 'DEF.GIF' to 100 pixels each.
♦ Align the text with respect to the images so as to obtain the desired output.

Create a web page giving the following Flight details in a tabular format.
♦ Flight Name
♦ Starting and destination Place
♦ Arrival and departure time
♦ Class
♦ Fare

a) Place a border for the table and use all padding to present the cell data with clarity.
b) Align the table in the center of the screen. Use a caption saying 'Schedule for flights'.

c) Change font style, color, and size of title 'Schedule for flights' to ARIAL '15 & line spacing 2.5 to the table data.

d) Use the appropriate background color for data of table.

e) Save the file with 'FLIGHT.HTM'

Create a document with two links to an external document. The first link should lead to
the beginning of the external document. The second link should lead to a particular
section in the external document.
In the external document specify a link that will lead to a particular section within it.

Text content

<p style="text-align:center"><strong style="color:purple">Welcome to our Home page</p>

This page has been linked to the website at our Institute. For further information click on any of the following:

♦ **About our University**

Over 9,000 students and alumni in over 120 countries are enjoying the flexibility ABC provides; working on their own timetable and at their own pace. Anywhere is a classroom with ABC. Our students almost all work full-time. Most of them are making house payments, raising families and doing their best to make life better. ABC gives them the opportunity to earn a degree in one of the fastest-growing fields today - computer and information sciences - a degree that will provide them entry into a job with potential and a good paycheck.

♦ **Contact Information**

AMERICAN COLLEGE OF COMPUTER & INFORMATION SCIENCES

2101 MAGNOLIA AVENUE, SUITE 200, BIRMINGHAM, AL 35205

An advisor: 1-800-729-2427
sstephens@accis.edu
Financial staff: 1-800-829-2427
accounting@accis.edu
Faculty member: 1-800-749-2427
faculty@accis.edu
Fax number: 1-205-328-2229
Fax number: 1-205-326-3822

Create a specimen of a corporate web page. Divide the browser screen into two frames.
The frame on the left will be a menu consisting of hyper links. Clicking on any one of

these links will lead to a new page, which must open in the target frame, which is on the
right hand side.
Create two links the first link that will open a page that displays the company profile, its business and its products. The second link will display the contact address of the company.

CE 101 E Fundamentals of Banking - I

Objectives:
The main objective of this course is to introduce the student to the basic concept of banking as a financial intermediation service and bank as a financial institution.

Outcome:
After this course the students would have the fundamental knowledge of banking as a service and bank as an institution which would form the basis for courses related to more areas of banking and insurance in following semesters.

Unit 1
Financial transactions and need for financial intermediation, definition of a bank as a financial intermediary, banking as a financial service, history of banking, brief history of evolution of banking in India, basic idea of different types of banks: commercial bank, savings and loans institutions, universal banks, merchant and investment banks, cooperative banks, regional rural banks.

Unit 2
Definition of a bank customer, different types of banks accounts, their main features, process of opening of accounts of individuals, partnership firm, joint stock companies, HUFs, institutions, single holder and joint holders, trusts, cooperative societies, government and other public bodies.

Unit 3
Traditional functions of a bank, deposits, forms of deposits in current accounts, savings accounts, fixed deposits, call deposits, recurring depositsre-investment plans, flexi-deposits, basic of KYC norms, credit creation function of banks, loans and advances, types of credit facilities, overdraft, cash credit, demand loan, term loan, purchase/discount of bills, letters of credit, letters of guarantee, personal loans, housing loans, educational loans and vehicle loans.

Unit 4
Instruments of bank transactions, concept of negotiable instruments, characteristics of negotiable instruments, promissory notes, bills of exchange and cheques and their salient features, main features of cheques as negotiable instruments, , payment through cheques, liabilities of paying and collecting

banks, crossing of cheques, effects of forgery, bouncing of cheques, cancellation of cheques, endorsements on negotiable instruments.

Recommended Reading :

1. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing House.
2. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
3.Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing House
4.Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications
5. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

CE 101 F Fundamentals of Banking - I (Banking & Insurance)

Objectives:
The main objective of this course is to introduce the student to the basic concept of banking as a financial intermediation service and bank as a financial institution.

Outcome:
After this course the students would have the fundamental knowledge of banking as a service and bank as an institution which would form the basis for courses related to more areas of banking and insurance in following semesters.

Unit 1
Financial transactions and need for financial intermediation, definition of a bank as a financial intermediary, banking as a financial service, history of banking, brief history of evolution of banking in India, basic idea of different types of banks: commercial bank, savings and loans institutions, universal banks, merchant and investment banks, cooperative banks, regional rural banks.

Unit 2
Definition of a bank customer, different types of banks accounts, their main features, process of opening of accounts of individuals, partnership firm, joint stock companies, HUFs, institutions, single holder and joint holders, trusts, cooperative societies, government and other public bodies.

Unit 3
Traditional functions of a bank, deposits, forms of deposits in current accounts, savings accounts, fixed deposits, call deposits, recurring depositsre - investment

plans, flexi-deposits, basic of KYC norms, credit creation function of banks, loans and advances, types of credit facilities, overdraft, cash credit, demand loan, term loan, purchase/discount of bills, letters of credit, letters of guarantee, personal loans, housing loans, educational loans and vehicle loans.

Unit 4

Instruments of bank transactions, concept of negotiable instruments, characteristics of negotiable instruments, promissory notes, bills of exchange and cheques and their salient features, main features of cheques as negotiable instruments, , payment through cheques, liabilities of paying and collecting banks, crossing of cheques, effects of forgery, bouncing of cheques, cancellation of cheques, endorsements on negotiable instruments.

Recommended Reading :

1. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing House.
2. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
3.Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing House
4.Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications
5. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

CE 101 G Fundamentals of International Business

Objectives:
The main objective of this course is to introduce the students to the area of international business. In the current scenario of increasing globalization, it is essential that a student of commerce understands the various dimensions of international business.

Outcome:
At the end of the course the student would have enough knowledge to understand the various dimensions of international business, how it is different from domestic business and the basic reasons for its growing importance.

Unit 1
Identification of international business transactions, differences between domestic and international business, globalization and increase in international business, brief history of evolution and development of international business, factors leading to increases in international business.

Unit 2
Modes of international business, trade, contractual entry modes, foreign investment – direct and portfolio, strategic alliances, franchisee model, licencee model.

Unit 3
Various dimensions of international business – economic dimension, financial dimension, political and legal dimension, social and cultural dimensions. Activities involved in international business – planning, production, marketing, financial management.

Unit 4
Brief history of regulations of international business, need for regulation, methods of regulations role of WTO in regulation of international business.

Recommended Reading :

1.International Business Concepts Environment and Strategy, Vyuptakesh Sharan, Pearson.
2.International Business Text and Cases, P.Subba Rao, Himalaya Publishing House,
3. International Business, O.P.Agarwal, Himalaya Publishing House
4. International Business, Roger Bennett, second edition, Pearson Education.

CE 101 H Principles of Marketing

Objective
The objective of this course is to help students to understand the concept of marketing and its applications.

Course Contents

Unit 1 : Introduction : Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; Selling vs, marketing; Marketing mix; Marketing environment.

Consumer Behaviour and Marketing Segmentation : Nature, scope, and signiffcance of consumer behaviour; Marketing segmentation - concept and importance; Bases of market segmentation.

Unit 2 : Product : Concept of product, consumer, and industrial goods; Product planning and development; Packaging - role and functions; Brand name and trade mark; After - sales service; Product life cycle concept.

Price : Importance of price in the marketing mix; Factors affecting price of a products / service; Discounts and rebates.

Unit 3 : Distributions Channels and Physical Distribution : Distribution channels - concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and Wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.

Unit 4 : Promotion : Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sales person; Functions of salesman.

Recommended Reading :

1. Philip Kotler : Marketing Management Englewood Cliffs; Prentice Hall, NJ.
2. William M. Pride and O.C. Ferrell; Marketing : Houghton - Mifflin Boston.
3. Stanton W. J., Etzel Michael J., and Walker Bruce J; Fundamentals of Marketing; McGraw - Hill, New York.
4. Lamb Charles W., Hair Joseph F., and McDaniel Carl: Principles of Marketing; South - Western - Publishing, Cincinnati, Ohio.
5. Cravens David W., Hills Gerald E., Woodruff Robert B; Marketing Management; Richard D. Irwin, Homewood, Illinois.
6. Kotler Philip and Armstrong Gary, Principles of Marketing, Prentice - Hall of India, New Delhi.

SE 101 A Financial Accounting - I

Unit	Particulars	Marks
Unit - 1	(A) Piecemeal Distribution of Cash (B) Profit prior to incorporation	10% 15 %
Unit - 2	(A) Issue and forfeiture of shares (Pro-rata) Concepts of Potential Equity Shares, sweat equity Shares, (B) Book Building Process, Bid and Buy back	20% 5%
Unit - 3	Redemption of Redeemable preference shares under section 80 of Companies Act 1956 and issue of Bonus Shares as per statutory provisions in force on 31st March of the immediate preceding academic year	25%
Unit - 4	Company Final Accounts (Only vertical Presentation, Calculation of Managerial remuneration is expected)	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

SE 101 B Basic Statistics - I

Objective: - Students should be acquainted with the initial requirements of applied statistical tools.

1. Linear Correlation and Association of Attributes : [25%]

Concept of bivariate data, Definition and types of correlation, Definition of correlation coefficient(r), its properties, and interpretation of values of r, Methods of finding correlation coefficient by using Karl Pearson method for bi-variate data and for frequency distribution data, Spearman's method for finding rank correlation coefficient for repeated and non repeated ranks. Concept of qualitative data and the association between them, Meaning and interpretation of 2×2 contingency table, Types of association between attributes, Methods of obtaining nature of association by using comparison between observed and expected frequency, Coefficient of association by using Yule's method and its interpretations, Example on 2×2 problems only.

2. Business Forecasting : [25%]

Meaning and uses of business forecasting, Different methods of forecasting (i) Theoretical explanation of Regression analysis, Index numbers Economic models, Input output models, Opinion poll method, Extrapolation, Graphical method. (ii) Theoretical explanation with numerical examples of - Least Square Method for linear and quadratic relationship between variables, smoothing linear trend method.

3. Demographic Statistics : 25%]
Meaning, definition and uses of demographic statistic, Methods of collecting demographic statistics – registration method, census method, analytical method. Mortality rates pertaining to (i) CDR (ii) SDR (iii) IMR, Birth rates pertaining to (i) CBR, (ii) SBR (iii) Age specific birth rate, Fertility rates pertaining to (i) GFR, (ii) SFR (iii) TFR

4. Matrix Algebra : [25%]
Definition of Matrix, Different types of matrices, Algebra of matrices (Addition, Subtraction and Multiplication), Determinant of a square matrix, Definition of adjoint of a matrix, inverse of a matrix and its uses to solve simultaneous linear equations (up to three variables only), Use of matrix in simple business applications.

Recommended Reading :

1. Ken Black, Business Statistics, John Wiley & Sons (Asia) Pte Ltd. Singapore
2. J. K. Sharma, Business Statistics, Pearson, New Delhi.
3. Sancheti & Kapoor, Business Statistics, Sultan Chand & Sons, New Delhi.
4. Srivatava O.S.: A Text Book of Demography, Vikas publishing.
5. Trivedi and Trivedi: Business Mathematics, Pearson India Ltd. New Delhi.

SE 101 C Internet and Web Page Development Using HTML

Objectives:
The purpose of this course is
- To expose students to basics of Internet & its applications.
- To enable students to gain knowledge of designing and developing web page using HTML.

Prerequisites: None

Contents:

1. Introduction to Internet
History of Internet, Internet services, Intranet, Internet Vs Intranet, Governance on Internet, Internet Technology and Protocol - OSI Reference model, TCP/IP Protocol, Network protocols, Network components – switches, routers, gateways, Types of Internet connectivity & ISP.

2. Applications of Internet
Internet Tools and Multimedia, WWW, Evolution of Web, Elements of WWW, Web browsers, Search engine, search criteria, E-mail – concepts, structure, protocols, addresses, security & netiquettes.

3. Introduction to HTML
Introduction of HTML & SGML, Skeleton of HTML, Tools required for HTML, HTML tags & attributes – Basics, Formatting, List, Anchor tag & Hyperlinks, Images and Image map, Tables.

4. Web Page Development Using HTML
Frames and Floating Frames, Forms, Style Sheets, URL Anatomy.

Recommended Reading :

1. Internet Technology and Web Design, ISRD Group, TMH Publication
2. Internet and Web Design, Doeacc "O" Level, Firewall Media.
3. Designing Interactive Websites, by James L Mohler & Jon M Duff, CENGAGE
4. World Wide Web design with HTML, by C. Xavier, TMH Publication.
5. Computer Fundamentals and Information Technology, by Bharat & Co.
6. Internet the Complete Reference, by Young.
7. Internet for Every One Techworld, by Leon.
8. Computer Application, by Vimal Pandya & Dr. G. N. Jani, Akshar Publication.

9. Computer Application – II, by Vimal Pandya, HK Arts College Publication.

Accomplishments of the student after completing the course:

At the end of the work student will be able to
- Use internet for information retrieval & data transfer.
- Design web pages / web sites using HTML

List of Practical (Sample Guide line):

Write the HTML code at least with 30 lines which make use of following tags: - Italics tag, center tag, paragraph tag, Break tag, font tag and its attributes.

Create the HTML file name Assignment.htm with the given text and below specification:

<p align="center" style="color:purple">Welcome to ABC Institution</p>

ABC was founded in 1988 to offer distance learning programs. The privately owned independent college once named, "Gujarat Institute for Computer Sciences," changed its name to reflect accomplishment of students with distance education. A typical student at ABC is 26 to 40 years old and many of them work in a tech-related field. All of them want to better themselves by getting the college degree they need to progress up the career ladder.

- A. Specify the title/Header '**Welcome to ABC Institute**' at the top of file.
- B. Centre the above title and change font size to ARIAL, 14.
- C. Give three lines spacing after the title.
- D. Apply BOLD, UNDERLINE and ITALIC effect to it.
- E. Select appropriate BACKGROUND and BGCOLOR attributes.
- F. Use text formatting command using paragraph break and line breaks.
- G. Emphasize document context using Align, Size and Width tags.

Looking at the screen given below write the HTML code making use of following tags.

Text Content

Example on Unordered list
- Sports Car
- Business Car
- Economy Car

Example on Ordered list
   Sports Car
   Business Car
   Economy Car

Example on Definition list

- Sports Car
  - Ferrari
- Business Car
  - Tata Sumo
- Economy Car
  - Maruti

Design a web page using the image files 'XYZ.GIF', 'PQR.GIF' and 'DEF.GIF' according to the following specifications. (Use an appropriate Text content)
- ♦ Use a Border for 'XYZ.GIF'.
- ♦ Resize the width and Height 'PQR.GIF' and 'DEF.GIF' to 100 pixels each.
- ♦ Align the text with respect to the images so as to obtain the desired output.

Create a web page giving the following Flight details in a tabular format.
- ♦ Flight Name
- ♦ Starting and destination Place
- ♦ Arrival and departure time
- ♦ Class
- ♦ Fare

A. Place a border for the table and use all padding to present the cell data with clarity.
B. Align the table in the center of the screen. Use a caption saying 'Schedule for flights'.
C. Change font style, color, and size of title 'Schedule for flights' to ARIAL '15 & line spacing 2.5 to the table data.
D. Use the appropriate background color for data of table.
E. Save the file with 'FLIGHT.HTM'

Create a document with two links to an external document. The first link should lead to the beginning of the external document. The second link should lead to a particular section in the external document. In the external document specify a link that will lead to a particular section within it.

Text content

<p style="text-align:center">Welcome to our Home page</p>

This page has been linked to the website at our Institute. For further information click on any of the following:

♦ About our University

Over 9,000 students and alumni in over 120 countries are enjoying the flexibility ABC provides; working on their own timetable and at their own pace. Anywhere is a classroom with ABC. Our students almost all work full-time. Most of them are making house payments, raising families and

doing their best to make life better. ABC gives them the opportunity to earn a degree in one of the fastest-growing fields today - computer and information sciences - a degree that will provide them entry into a job with potential and a good paycheck.

♦ **Contact Information**

AMERICAN COLLEGE OF COMPUTER & INFORMATION SCIENCES
2101 MAGNOLIA AVENUE, SUITE 200, BIRMINGHAM, AL 35205

An advisor: 1-800-729-2427
sstephens@accis.edu
Financial staff: 1-800-829-2427
accounting@accis.edu
Faculty member: 1-800-749-2427
faculty@accis.edu
Fax number: 1-205-328-2229
Fax number: 1-205-326-3822

Create a specimen of a corporate web page. Divide the browser screen into two frames. The frame on the left will be a menu consisting of hyper links. Clicking on any one of these links will lead to a new page, which must open in the target frame, which is on the right hand side.

Create two links the first link that will open a page that displays the company profile, its business and its products. The second link will display the contact address of the company.

SE 101D Secretarial Practice - I

Note: All units carry equal weightage of marks.

Uniut:1. (1) Secretary: Meaning-Types of Secretary-general and legal qualification of Company Secretary-Pre-incorporation and post incorporation duties of Company Secretary-powers and responsibilities of Company Secretary.

(2) Company and its Characteristics: Meaning and characteristics-Types of Company-Foreign Company-Multinational Company-Illegal association-Advantages and Limitations of Public Limited Company-Private Limited Company: Meaning and Characteristics-privileges and restrictions on it-procedure to convert Private Limited Company into Public Limited Company and Public Limited Company into Private Limited Company.

Unit:2. (1) Promoters of public Limited Company : Meaning-Functions of Promoters-Preliminary Contract-Liabilities of Promoters.

(2) Allotment of Shares: Meaning-Procedure-regular and irregular allotment – secretary's duties regarding allotment of shares –procedure of allotment when shares are over subscribed-private placement of share/debenture.

Unit:3. (1) Listing Securities: Meaning-legal provisions for listing of securities-Documents required for listing of securities-Advantages of listing of securities.

(2)Calls and Forfeiture of shares: Meaning of calls –Provisions of Company Law regarding share calls-procedure of demanding call of share**.**

(3)Forfeiture of Shares: Meaning-legal provisions for forfeiture of shares-procedure of forfeiture of share-effects of forfeiture of share-procedure of reissue of forfeited shares-secretary's duties

Unit :4. Office Management: meaning and Characteristics-functions procedure of inward and outward letters-Importance of Correspondence-Brief idea of modern office equipments-Importance of Office Management

Note: 20% Weightage is to be given to objective questions (except M.C.Q.) covering whole syllabus.

Recommended Reading :

1. Secretarial Practice-M.C.Kuchal-Vikas Publication
2. Manual of Secretarial Practice - B.N.Tondon-S.Chand & Co.
3. A Taxbook of Company Law-P.P.S. Gogna-S.Chand & Co.
4. Office Management – R.K.Chopra –Himalaya Publishing House.
5. A Taxbook of Office Management –William H. Leffingwell abd Edwin Robinson-Tata McGraw Hill.

SE 101 E Sales Management

UNITS WEIGHTAGE
1. Sales Management strategies 25%
2. Sales Organization 25%

3. Recruitment and selection 25%
4 Sales promotion strategies 25%

Units	Modules / Sub - Modules	Weightage
1	**Sales Management Strategies** • Introduction • Selling & Buying Styles • Selling Situations • Selling Skills	25%
2	**Sales Organisation** • Sales Organisation • Factors affecting sales organisation design & size • Types of Sales organisation • Methods determining number of salespeople: Affordability Method, Incremental Method & Workload Method	25%
3	**Recruitment & Selection** • Hiring Process • Challenges in sales force selection • Planning for recruitment • Sales Force Recruitment • Selection of a salesperson.	25%
4	**Sales Promotion Strategies** • **Definition of Sales Promotion** • **Trade Promotion tools** • **Consumer Promotion tools**	25%

Text Books:
1. Sales & Distribution Management: By Dr. S. L. Gupta Excel Book

Recommended Reading :
1. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

2. Channel Management: By Ansaree, PHI (EEE)

3) Sales Management by Pradipkumar Mallik, Oxford University Press.

FC 101 A Time management

FC 101 B Growth of Indian Industries

FC 101 C Human Right

FC 101 D Tally Accounting 9.0 ERP

Objectives:
Accounting is of critical importance in the current world in providing information to businesses .This course will enable student to know each and every aspect of the computerized account.

Prerequisites: None

Contents:

a. Fundamentals of Tally
Overview of Computerized Accounting System, Benefits of Computerized Accounting, Future of Tally, Features of Tally, Creating Company, Configure Tally.

b. Finalization in Tally
Processing Transaction in Tally - Ledgers and Groups & Accounting Vouchers, Generating Printing of Accounting Voucher - Financial Reports in Tally.

c. Purchase & Sales Module in Tally
Cash and credit Purchases, Cash and Credit Sales, Purchase Returns, Sales Returns, Bill of exchange, Revenue Recognition Principles, Master Configuration, Voucher Configuration.

d. VAT, TDS & Inventory in Tally
Accounting & Inventory Reports in Tally, Accounting Reports, Inventroy Reports, Printing Reports.

Recommended Reading :

1) Tally. ERP9 (H. K. Computer) (Gujarati Version)
2) Learning Tally. ERP9 (Tally Champ Club) (English Version)
3) Accounting with Tally Part I and Part II , Tally Solutions Pvt Ltd. Banglore.
4) Account made simpe with Tally 9.0 ERP, Akshar Publication
5) Tally ERP 9.0, Computer World.
6) Tally - Accounting Software
7) Complete Tally, BPB Publciations

Accomplishments of the student after completing the course :

At the end of the work student will be able to
  • Know accounting is essential to planning and decision - making.
  • faciliting accounts using technology.
  • make their own financial project.

List of Practicals (Sample Guide line) :

Create a company.
Create a Ledgers / Voucher.
Create ledgers for VAT/TDS
Create vouchers for VAT/TDS
Create inventory details
Write one company account [At least 20 transaction]

Examples of Transaction :

  a) Purchase 400 pants from Mr. Amit at the rate of Rs. 375
  b) Sales 500 Unit of pants at the rate of rs. 400 to Mr. Bakul
  c) Cash Purchase to Mr. Cable, 500 pants @ Rs. 475
  d) Cash Sales 550 unit of shirts @ 385
  e) Rajesh started his business with Cash 1,00,000 rs. And 1,50,000-00
Bank balance.
  f) Rs. 1,00,000 purchases with 15% Vat.
  g) Ashish sales Rs. 50,000 and output vat rate is 12.5%
  h) Amount Paid by Mr.Ashish by Cheque.
  i) Salary pay by cheque to munimjee Rs. 12,000
  j) Miscellaneous Expenses Pay Rs. 1,500
  k) Purchase a computer from e-bay stores worth rs. 30,000
  l) Calculate depreciation on computer at the rate is 5% annual
  m) Purchase Goods worth Rs. 40,000 from Mr. Chintan.
  n) Purchase Goods Return Worth Rs. 15000 to Mr. Chintan,
  o) Take a Home Loan from HDFC Bank at the rate of 12% Rs. 1,50,000
  p) Adjustment Pay to Mr. Chintan
  q) Adjustment of Vat Entry By Cheque.
  r) Commission Receive Rs. 1,500 from Raj & Sons.
  s) Received Cheque to E-bay Stores.

FC 101 E Yoga & Meditation

FC 101 F Life Insurance Services

SS 101 A Personality Development

SS 101 B Indian constitution I

SS 101 C Stress Management

SS 101 D National Ethics

SS 101 E Indian Culture & Heritage

SEMESTER II

CORE PAPERS

CC 106 Fundamentals of Business Economics - II

Objective: The main objective of this paper is to introduce the students of commerce to the basic concepts and tools of macro economics.

Outcome: The student, after studying this paper, will get a clear understanding of various concepts used in macroeconomic. He will be able to understand the importance and relevance of various macroeconomic aggregates used for measuring economic development.

Unit : 1 National Income Accounts
Concepts of GDP and NDP- Sectoral Composition of National Income - GDP at Factor Price and Constant Prices- Concept of GNP and NNP, Factor Cost and National Income-Per Capita income, Disposable Income and Personal Disposable Income- Measurement of National Income – Difficulties in measuring National Income- Trends in India's GDP and Per capita GDP since Independence- Concept of GDP Deflator.

Unit :2 Money and Credit
Meaning and Evolution of Money- Commodity to Fiat Money - Definition of Money- Functions of Money – Demand for Money - Quantity Theory of Money-Fisher's Equation of Exchange- Cambridge Theory and relationship between these two – Supply of Money – Determinants of Money Supply- Components of Money Supply- RBI's Approach;M1, M2, M3, M4- High Powered Money - Concepts of Credit- Types of Credit- Methods of Credit Creation – Instruments of Credit Control Bank rate – Direct operations – Reporate – CRR and SLR – Credit Rationing.

Unit : 3 Keynesian Economic Theory
Simple Classical Model for income Determinations- Criticisms of Classical Theory by Keynes- Simple Keynes Model – Consumption Function - Concept and its determinants – Investment Multiplier – Investment Function- Marginal Efficiency of Capital and Factor affecting it.

Unit : 4 Business Cycle and Inflation .
Concepts of Business cycle – Four phases of Business Cycle – Interest rate – Loan able fund Theory and Liquidity preference theory; motives for liquidity preference: Transaction Motive , Precaution Motive, Speculative Motive– Factors

affecting interest Rate- Inflation: Meaning,Types,Causes, Effects-Inflation and Investment- Anti Inflationary policy

Recommended Reading:

• H. L. Ahuja, " Macro Economics" S. Chand Publication
• H. L. Ahuja, "Macro Economics Theory and Policy", S. Chand Publication
• D. M. Mithani , "A Course in Macro Economics", Himalaya Publication House
• Mishra and Puri, "Principles of Macro Economics" Himalaya Publishing House
• S. M. Mithani, "Macro Economics" Himalaya Publishing House
• K. K. Dewett, "Macro Economics" S. Chand Publication.

CC 107 Fundamentals of Marketing Management

Objective : The objective of this syllabus is to provide basic knowledge of functional areas of Marketing Management and Marketing research

Note: All units carry equal weightage of marks

Unit:1. Marketing: Meaning- nature-Scope- Different Approaches-Marketing Mix

Market Demand : Meaning-Factors affecting-Marketing in different situation of market demand.

Unit: 2. Main functions of Marketing:

(1) Branding: Meaning-Types-Policy decisions-Importance of Branding
(2) Pricing: Meaning-Objectives-factors affecting –Types-Importance
(3) Advertising: Meaning-Objectives-Importance-disadvantages-Difference between advertisement and Publicity.

Unit:3. Consumer Behaviour: Factors influencing consumes bahaviour-Buying behaviour Process

Market Segmentation: Meaning-Basis and importance of Markrt Segmentation – Target Market

Unit:4. Marketing research: Meaning of Market Research and Marketing Research – Objectives and Scope of Marketing Research - Stages of Marketing research – Importance and limitations of Marketing Research

Ethical issue in Marketing research: From the view point of Respondents-Customers and Researchers

Note : 20% weightage is to be given to objective questions (except M. C. Q.) covering entire syllabus.

Recommended Reading:

1. Marketing Management-Philip Kotler- Prentice Hall of India
2. Fundamentals of Marketing- Stanton-Tata McGraw Hill.
3. Basics of Marketing Management – Dr. R.B.Rudani- S.Chand & Co.
4. Modern Marketing - R.S.N. Pillai & Bagawathi – S.Chand & Co.

CC 108 Accountancy - II

Unit	Particulars	Marks
Unit - 1	Investment Accounts: Accounting for interest bearing (Fixed Earning) securities in the Books of Investor only.	25%
Unit - 2	Joint Venture (Excluding Conversion of Consignment into Joint Venture.)	25%
Unit - 3	**Computerized Accounting**: Introduction; various components of a computer including Hardware and Software, Features of a computer, role of computer in accounting, Accounting information system vs. Management Information system; Selection of the best software for the business; Advantages and disadvantages of a computer system; Tally software (7.2 version)	25%
Unit - 4	**Hire Purchase Account**	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CC 109 Business Correspondence

Unit	Topic
01	Seven C's of Business Letter writing Important components of Business Letters Kinds of Business Letters
02	Routine Business Letters: Sales Letters (Inquiry and reply, complaint and adjustment)
03	Resume and Job Applications Business Memos, Telex Messages, Facsimiles, Electronic Mail, Handling a Mail
04	Business presentation Techniques: forms and methods (Speeches, personal meeting, Power Point)

Assignments
1. One Power Point Presentation to introduce Self
One stage speech to introduce a new product

CC 110 General English : Grammar and Composition

Unit	Author / Topic	Text
01	Tenses Modals and Semi modals	Hewings,Martin. Advanced Grammar in Use .New Delhi: CUP, 2008. (For classroom teaching and practice)
02	Articles; Prepositions Adjectives ; Adverbs	Ur. Penny. Grammar Practice Activities: A Practical Guide for Teachers. Cambridge: CUP,2008 .
03	Linking Verbs, sentence tags, Dialogue writing 2008. (For classroom teaching and practice)	Hewings, Martin. Advanced Grammar in Use New Delhi: CUP,
04	Essay Writing, Framing News Article: (accident, launch,visit)	

Recommended Reading:

Quirk ,Randolf et al.*Comprehensive Grammar of the English Language*. London: Longman,1983.
Leech, Geoffey, and Jan Svartvick. *A Communicative Grammar of English*. London:Longman 1998

Core Elective Papers

CE 102 A Financial Accounting - II

Unit	Particulars	Marks
Unit - 1	(A) Purchase of Business by a Company (Accounting Treatments in the Books of Company) (B) Indian Accounting Standards AS – 2 Valuation of Inventories AS – 6 Depreciation Accounting AS – 10 Accounting for fixed Assets	15% 10%
Unit - 2	(A) Underwriting of Shares and Debentures (Computation for fixing the liabilities of underwriters) (B) Redemption of Debentures (Own debentures from open market)	15% 10%
Unit - 3	A) Capital Reduction (Excluding preparation of Scheme of internal resolution) (B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion	15% 10%
Unit - 4	Revenue Accounts of General insurance company (In vertical form)	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.

6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CE 102 B Operations Research

Objective: - Students must be familiar with basic techniques of Operation Research.

Unit 1. Linear Programming Problem: [25%]
Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).

Unit 2. Transportation Problem: [25%]
Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods.

Unit 3. Assignment and Replacement Problems: [25%]
Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.

Unit 4. PERT and CPM Techniques: [25%]
Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.

Recommended Reading :

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw 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 Approch 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.

CE 102 C Distribution Management

UNITS WEIGHTAGE

1. Distribution system 25%
2. Distribution costs, control and customer services 25%
3. Selection of channels and selection of suitable channel partners 25%
4. Motivational tools of distribution channels 25%

Units	Modules / Sub - Modules	Weightage
1	**Distribution System** • Distribution Channels why are they required? • Activities that a typical distribution channel perform • Distribution Channel Strategy • Distribution Channel Management	25%
2	**Distribution costs, control & customer service** • Designing customer oriented marketing channels • Conceiving the Channel Flows • Linking the Service Output objectives to the flows • Conducting Cost Analysis • Designing the Ideal Channel • Comparing the Ideal with the reality	25%
3	**Selection of Channel & Selection of Ideal Channel Partners** • Channel Relationships • Channel Control • Channel Power • Channel Positioning	25%
4	**Motivational Tools of Distribution Channels** • Channel Influence Strategies • Managing Channel Conflicts • Promotion and Payment systems as a tool of Motivating Channel Members	25%

Text Books :
1. Sales & Distribution Management: By Dr. S. L. Gupta Excell Book

Recommended Reading:

1) Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

2) Channel Management: By Ansaree, PHI (EEE)

CE 102 D Web page designing Using Flash & Dream Weaver

Objectives:
The purpose of this course is to enable students to design and develop web pages using Flash & DreamWeaver.

Prerequisites: None

Contents:

1. Flash
Overview of Flash, Vector graphics, Environment of Flash – workspace, menu bar, tool bar, time line, Drawing Tools, Selection, Text & Gradients.

2. Animation & Event – orientation using Flash
Symbols – Creation, animation like alpha, tint & brightness, Animation Techniques – Key frames, motion, layer, skinning, controller & shadow, Twinning – motion twinning, Twin Scaling, Rotate, Easing, Creating Shape & multiple layers, Buttons - button Timeline, up State, over State & down State, Movie Clips, Frame Actions, Tell Targets, Flash Forms and Linking to Web Pages, Sound, Importing External Media, Pre - loaders and Publishing.

3. DreamWeaver
Overview, Environment, Interface, Document Tool Bar – options and buttons, Properties Inspector, Functional areas, Design View, Changing View code, Panel Groups, Layouts and alignments, Working with Text – Text and Typefaces, Inserting Paragraph and Break Tags, Text Formatting with the Properties Inspector, Controlling Text Appearance, alignment of text & change color and size of font, Recapping (Ordered list and unordered list setting indents), Creating absolute link, creating an E-mail link, Inserting Page Anchors.

4. Web Page Development Using DreamWeaver
Images – Image file format & Understanding image types, Controlling Page Layout, CSS based Layouts, Advance page design with CSS, Automated Design

tools – Creating and using Library, Template, Installing and managing DreamWeaver extensions, Project work in DreamWeaver.

Recommended Reading:

1) **Flash,** by Michael Lennox, Techmedia.
2) **Web page Designing**, Course Publications.
3) **Computer Application – IV**, by Vimal Pandya, HK Arts College Publishers.
4) **WebWeaver**, BPB Publication.
5) **Flash web design-the art of motion graphics**, BPB Publication.
6) **Web Designing**, Computer Jagat Publications.
7) **Multimedia**, Computer Jagat Publications.
8) Dreamwever in Gujarat, Computer World.

Accomplishments of the student after completing the course:

At the end of the work student will be able to
  • Animate a web page using Flash.
  • Design web pages / web sites using Flash & DreamWeaver.

List of Practical (Sample Guide line) :

  • **Flash**
  1) Bitmap Masking
  2) Gradient Color Fill
  3) Text Shape Hint
  4) Motion Guide
  5) Text Animation
  6) Ripple Masking
  7) Masking 1
  8) Masking 2
  9) Masking 3
  10) Masking 4
  11) Movie Clip
  12) Button Inside Movie clip
  13) Movie Clip Inside Button
  14) Spot Light Animation
  15) Loop Animation
  16) Motion Create Motion Twin
  17) Line
  18) Text Masking With Pencil
  19) Reverse Frame
  20) Graphics

  • **Dream Weaver**

1) Web Page Design [With the help of Table Option]
2) Picture Place
3) Image Swapping Effect
4) SWF file Insert [Import]
5) Flash Button Input
6) Flash Movie Input
7) Hyperlink

CE 102 E Fundamentals of Banking - II

OBJECTIVES: THE MAIN OBJECTIVES OF THIS COURSE ARE TO FURTHER ACQUAINT THE STUDENTS WITH THE STRUCTURE OF BANKS AS A FINANCIAL INSTITUTIONS, THE PRINCIPLES OPF BANKING AND THE FINANCIAL ASPECTS OF BANKING.

OUTCOME: AFTER THE COMPLETION OF THIS COURSE THE STUDENTS WOULD HAVE A DEEPER UNDERSTNADING OF THE BANKS AND BANKING SYSTEM.

UNIT 1
Modern functions of a bank: development banking, merchant banking and investment banking, agency functions, advisory functions, leasing, hire purchase. Factoring services.

UNIT 2
Organizational structure of banks: unit banks-advantages and disadvantages, branch banking – advantages and disadvantages, subsidiaries, correspondent banks, joint ventures, amalgamations, mergers of banks.

UNIT 3
Sources of bank funds, principles of lending, classification of assets, basic idea of asset-liability management in banks, need for a-l management.

UNIT 4
Meaning and interpretation of solvency, liquidity, profitability and efficiency of banks. Ratio analysis for solvency, liquidity, profitability and efficiency of banks.

Recommended Reading :

1. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing House.
2. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
3.Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing House

4.Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications
5. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

CE 102 F Fundamentals of Insurance

OBJECTIVES: THE MAIN OBJECTIVES OF THIS COURSE ARE TO ACQUAINT THE STUDENTS WITH THE FUNDAMENTAL ACTIVITIES AND PRINCIPLES OF INSURANCE SERVICES IN GENERAL.

OUTCOME: AFTER THE COMPLETION OF THIS COURSE THE STUDENTS WOULD KNOW HOW INSURANCE SERVICES ARE CATEGORIZED AS SEPARATE ONES FROM OTHER FINANCIAL SERVICES AND THE FUNDAMENTAL FUNCTIONS OF INSURANCE SERVICES.

UNIT 1
Basic idea of risk: concept of risk, risk versus uncertainty, risk and exposure, types of risks, pure risks, financial risks, rationale for risk management.

UNIT 2
Definition of insurance, nature of insurance as a business, risk transfer and risk mitigation role of insurance, costs and benefits of insurance, elements of insurable risk, insurance as a macroeconomic issue, kinds of insurance.

UNIT 3
Basic principles of insurance: principle of utmost good faith, principle of insurable interest, principle of indemnity, principle of subrogation, principle of proximate cause, other related principles and terms, IAIS core principles.

UNIT 4
Brief history of evolution and development of insurance services in the world and in India. Role of insurance in economic development.

Recommended Reading:

1.Fundamentals of insurance, P.K.Gupta, Himalaya Publishing House.
2.General Insurance Principles and Practice, K.C.Misra and G.E.Thomas, Cengage Learning
3.Insurance Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand
4.Insurance and Risk Management, P.K.Gupta, Himalaya Publishing House
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CE 102 G Foreign Exchange and Balance of Payments

OBJECTIVES: THE MAIN OBJECTRIVE OF THIS COURSE IS TO ACQUAINT THE STUDENTS WITH THE BASICS OF FOREIGN EXCHANGE, THE FOREX RATES AND THE MAINTRENANCE OF BALANCE OF PAYMENT ACCOUNTS.

OUTCOME: AT THE END OF THE COURSE THE STUDENT WOULD BE ABLE TO UNDERTSTAND THE MONETARY ASPECTS OF INTERNATIONAL BUSINESS RELATED TO FOREIGN EXCHANGE.

UNIT 1
Definition of foreign exchange, foreign exchange rate, calculation of exchange rates, direct indirect and cross exchange rates. Currencies of the major countries of the world including Euro. Special features of Euro. Exchange rate quotations by forex dealers: spot rates, buying and selling rates, forward rates, currency rates, bill rates, tt rates.Fixed and flexible exchange rates (concept only)

UNIT 2
Exchange rate determination theories, mint parity theory and the rules of the gold standard, purchasing power parity theory, balance of payment theory. Modern theory of forex rate determination.

UNIT 3
The balance payment account of a country, method of maintenance of balance of payment account, sources of information of forex transaction for entering into the balance of payment account, components of the balance of payment account, entries in the balance of payment account.

UNIT 4
The balances in the trade, current capital and official reserve parts of the balance payment accounts, disequilibrium in the balance of payment account, causes of the disequilibrium in the BOP account and their implications. Study of Indian balance of payment account for the latest year available.

Recommended Reading:

1. Introductions to International Economics by D.M.Mithani, Vora Publications.
2. International Finance by V.A. Avadhani, Himalaya Publications.
3. Foreign Exchange & Risk Management by C.Jeevanandam, Sultan Publications.
4. International Economics by M.C. Vaish, IBH & Oxford Publishing Co.

CE 102 H Personal Selling

Objective
The objective of this course is to enable students learn the fundamentals of personal selling and steps involved in the selling process.

Ourse Inputs

Unit 1 : Personal Selling : Nature and importance; Functions of a salesman; Types of selling; Personal selling as a career.

Unit 2 : Salesmanship and Qualities of Salesman : Buyer - seller dyads; Product
Knowledge; Customer knowledge - buying motives and selling points.

Unit 3 : Scientific Selling Process : Basic steps in personal selling – prospecting,
pre - approach, and qualifying.

Approach and Presentation : Methods of approaching a customer; Presentation process and styles; Presentation planning.

Unit 4 : Objection Handling : Types of Objections; Handling customer objections.

Closing Sales and follow up : Methods of closing sale; Executing sales order - Follow - up - importance, and process.

Recommended Reading:

1. Condiff, Still and Govani et.al : Sales Management, : Prentice Hall India, New Delhi.
2. Smith R. Sales Management : Prentice Hall of India, New Delhi.
3. Vaccaro J.P. : Sales Management - Text : Cases & Readings : Prentice Hall, New Delhi.
4. Harper H.W : Modern Advertising : Practice and Principles; McGraw Hill, New York.
5. Condiff E.W. and Still R.R. Basic Marketing - Concepts, Decisions and Stategy; Prentice Hall of India, New Delhi.
6. Brink Edwar L. and Kelly W. T.: The Management of Promotion; Prentice Hall, New York.
7. Kotler Philip : Marketing Management: Prentice Hall, New Jersey.

SE 102 A Financial Accounting - II

Unit	Particulars	Marks
Unit - 1	(A) Purchase of Business by a Company (Accounting Treatments in the Books of Company) (B) Indian Accounting Standards AS – 2 Valuation of Inventories AS – 6 Depreciation Accounting AS – 10 Accounting for fixed Assets	15% 10%
Unit - 2	(A) Underwriting of Shares and Debentures (Computation for fixing the liabilities of underwriters) (B) Redemption of Debentures (Own debentures from open market)	15% 10%
Unit - 3	A) Capital Reduction (Excluding preparation of Scheme of internal resolution) (B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion	15% 10%
Unit - 4	Revenue Accounts of General insurance company (In vertical form)	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

SE 102 B Operations Research

Objective: - Students must be familiar with basic techniques of Operation Research.

Unit 1. Linear Programming Problem: [25%]
Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).

Unit 2. Transportation Problem: [25%]
Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods.

Unit 3. Assignment and Replacement Problems: [25%]
Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.

Unit 4. PERT and CPM Techniques: [25%]
Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.

Recommended Reading :

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw 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 Approch 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.

SE 102 C Web page designing Using Flash & Dream Weaver

Objectives:

The purpose of this course is to enable students to design and develop web pages using Flash & Dream Weaver.

Prerequisites: None

Contents:
1. Flash
Overview of Flash, Vector graphics, Environment of Flash – workspace, menu bar, tool bar, time line, Drawing Tools, Selection, Text & Gradients.

2. Animation & Event – orientation using Flash
Symbols – Creation, animation like alpha, tint & brightness, Animation Techniques – Key frames, motion, layer, skinning, controller & shadow, Twinning – motion twinning, Twin Scaling, Rotate, Easing, Creating Shape & multiple layers, Buttons - button Timeline, up State, over State & down State, Movie Clips, Frame Actions, Tell Targets, Flash Forms and Linking to Web Pages, Sound, Importing External Media, Pre - loaders and Publishing.

3. Dream Weaver
Overview, Environment, Interface, Document Tool Bar – options and buttons, Properties Inspector, Functional areas, Design View, Changing View code, Panel Groups, Layouts and alignments, Working with Text – Text and Typefaces, Inserting Paragraph and Break Tags, Text Formatting with the Properties Inspector, Controlling Text Appearance, alignment of text & change color and size of font, Recapping (Ordered list and unordered list setting indents), Creating absolute link, creating an E-mail link, Inserting Page Anchors.

4. Web Page Development Using DreamWeaver
Images – Image file format & Understanding image types, Controlling Page Layout, CSS based Layouts, Advance page design with CSS, Automated Design tools – Creating and using Library, Template, Installing and managing DreamWeaver extensions, Project work in DreamWeaver.

Recommended Reading:

1. **Flash,** by Michael Lennox, Techmedia.
2. **Web page Designing**, Course Publications.
3. **Computer Application – IV**, by Vimal Pandya, HK Arts College Publishers.
4. **WebWeaver**, BPB Publication.
5. **Flash web design-the art of motion graphics**, BPB Publication.
6. **Web Designing**, Computer Jagat Publications.
7. **Multimedia**, Computer Jagat Publications.
8. Dreamwever in Gujarat, Computer World.

Accomplishments of the student after completing the course:

At the end of the work student will be able to
  • Animate a web page using Flash.
  • Design web pages / web sites using Flash & DreamWeaver.

List of Practical (Sample Guide line):

• Flash
1) Bitmap Masking
2) Gradient Color Fill
3) Text Shape Hint
4) Motion Guide
5) Text Animation
6) Ripple Masking
7) Masking 1
8) Masking 2
9) Masking 3
10) Masking 4
11) Movie Clip
12) Button Inside Movie clip
13) Movie Clip Inside Button
14) Spot Light Animation
15) Loop Animation
16) Motion Create Motion Twin
17) Line
18) Text Masking With Pencil
19) Reverse Frame
20) Graphics

• Dream Weaver
1) Web Page Design [With the help of Table Option]
2) Picture Place
3) Image Swapping Effect
4) SWF file Insert [Import]
5) Flash Button Input
6) Flash Movie Input
7) Hyperlink

SE 102 D Secretarial Practice

Note: All units carry equal weightage of marks.

Unit:1. Alteration in Share Capital: Modes of alteration ion share capital as per Company Law-procedure and provisions of reduction in share capital-Legal provisions for Right Shares and Bonus Shares and its Guiding Principles.

Debenture: Meaning and types of debenture –procedure and legal provisions of Company law Board to issue debenture-Methods of redemption of ebenture-Guiding Principles of SEBI.

Unit:2. Administration of Company Law: Department of Company affairs-The Company Law Board- regional directors- The company registrar.

Investigation of Company's Administration: Provisions of Company Law regarding investigation of company's administration – Appointment of Inspector by Central Government it's provisions , his power and report. **Corporate**

Governance: Meaning-its development in India –contents of corporate governance report –Importance of corporate governance.

Unit:3 Capital Market: Meaning of Primary and Secondary Capital Market – Share Market-meaning and organization – Types –BSE,NSE,NIFTY,OTCE-Types of trading in share market –Derivatives –Demate Account-Main Provisions of Securities Contract Regulation Act.

Mutual Fund: Definition-Types-Advantages and Disadvantages.

Unit:4. Winding up/Liquidation of the Company: Meaning and modes of winding up and liquidation of the company-Provisions regarding compulsory liquidation-meaning and procedure of voluntary winding up of a company-Provisions regarding company's voluntary winding up by members and creditors –appointment –Powers and duties of liquidator.

Note:20% Weightage is to be given to objective questions (except M.C.Q.) covering whole syllabus

Recommended Reading:

1. Manual of Secretary Practice-B.N.tondon- S.Chand & Co.
2. A Textbook of Company law- P.P.S.Gogna- S.Chand & Co.
3. Secretarial Practice –M.C.Kuchal –Vikas Publication.

SE 102 E Distribution Management

UNITS WEIGHTAGE
   1. Distribution system 25%
   2. Distribution costs, control and customer services 25%
   3. Selection of channels and selection of suitable channel partners 25%

4. Motivational tools of distribution channels 25%

Units	Modules / Sub - Modules	Weightage
1	**Distribution System**	25%
	• Distribution Channels why are they required?	
	• Activities that a typical distribution channel perform	
	• Distribution Channel Strategy	
	• Distribution Channel Management	
2	**Distribution costs, control & customer service**	25%
	• Designing customer oriented marketing channels	
	• Conceiving the Channel Flows	
	• Linking the Service Output objectives to the flows	
	• Conducting Cost Analysis	
	• Designing the Ideal Channel	
	• Comparing the Ideal with the reality	
3	**Selection of Channel & Selection of Ideal Channel Partners**	25%
	• Channel Relationships	
	• Channel Control	
	• Channel Power	
	• Channel Positioning	
4	**Motivational Tools of Distribution Channels**	25%
	• Channel Influence Strategies	
	• Managing Channel Conflicts	
	• Promotion and Payment systems as a tool of Motivating Channel Members	

Text Books :
   1. Sales & Distribution Management: By Dr. S. L. Gupta Excell Book

Recommended Reading:
1. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

2. Channel Management: By Ansaree, PHI (EEE)

FC 102 A Environmental Studies

SS 102 A Leadership Development

SS 102 B Team Building Training

SS 102 C Analysis of Accounting Statements

SS 102 D Sports & Practice

SS 102 E Indian Constitution - II