

GUJARAT UNIVERSITY
SYLLABUS FOR S.Y B.Com
SEMESTER IV
CE 203 C - CORE ELECTIVE ADVANCED BUSINESS MANAGEMENT

ORGANIZATIONAL BEHAVIOUR

Course Objectives:

- (a) To make the participants acquaint themselves about the important concepts and issues, so as to improve their competences in the area of organizational behaviour.
- (b) To help the participants develop as effective professional managers and leaders.
- (c) To help the participants in developing analytical abilities.

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

Introduction to OB

- Concept and importance
- Complementing Intuition with systematic study
- Contributing disciplines to the OB field

Individual Behaviour

- Ability
- Biographical Characteristics
- Personality and personality determinants

Unit II

Perception and decision-making

- Concept
- Factors influencing perception
- Attribution theory
- Perceptual errors
- Rational decision making process
- Creativity in decision making
- Bounded rationality
- Intuition
- Common biases and heuristics

Values, Attitudes and Basic Motivation concept

- Importance of values
- Types of values
- Values across cultures
- Main components of attitudes

- Major job attitudes
- Measurement of employee attitudes

Motivation

- Concept
- Maslow's theory of motivation
- Two factor theory
- Theory X and Theory Y
- McClelland's theory of Needs
- Goal setting theory
- Expectancy theory
- Equity theory

Unit III

Power and politics, Conflict and inter-group behavior

- Definition of Power and Politics
- Bases of Power
- The Dependency Postulate
- Power tactics
- Coalitions
- Factors leading to political behavior
- Outcomes of organizational politics Conflicts
- Definition of Conflict
- The conflict process Inter-group behavior
- Types of groups
- Stages of group development
- Group decision making process

Cultural systems

- Concept
- Strong Versus Weak cultures
- Culture's Functions
- Culture as a Liability
- Creating and Sustaining Culture

Unit IV

Stress Management

- Concept
- Understanding stress and its consequences
- Potential sources of stress
- Managing stress

Organization change and development

- Forces for change
- Planned change
- Factors for Resistance to change
- Overcoming Resistance to change
- Lewin's Three step model of change
- Concept and various intervention strategies

Text Books:

- 1) Organisational Behaviour: By Robins & Sanghi, Pearson Education

Reference Book:

- 1) Organisational Behaviour: By Luthans, Tata McGraw-Hill.
- 2) Organisational Behaviour: By Kanka, S Chand.
- 3) Organisational Behaviour: By Margie Parikh, Rajen Gupta

GUJARAT UNIVERSITY
SYLLABUS FOR S.Y B.Com
SEMESTER IV

CE 204 C – CORE ELECTIVE ADVANCED BUSINESS MANAGEMENT

ADVANCED FINANCIAL MANAGEMENT

Course Objectives:

- (1) To familiarize students with the concepts, tools and practices of financial management.
- (2) To understand the decisions to be taken by financial managers of business firms.

Number of credits: 3

Lectures per week: 3 of one hour each

Hours: 40

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction to Financial Management

- A) **Finance Function:** Meaning, Scope, and Classification of functions (Long term-short term: Executive-Routine).
Organisation of Finance Function (status and duties of a Financial manager: Treasurer and Controller) Objectives/Goals of Financial Management.
- B) **Time Value of Money:** Concept and numericals of Compounding and Discounting including annuity (excluding valuation of securities).

Unit II: Working Capital Management

- A) **Management of working capital:** Concept, Types, Factors affecting working capital needs, Operating cycle approach, Dangers of excessive and inadequate working capital.
- B) **Cash Management:** Meaning, Motives of holding cash, Functions/objectives of cash management, Cash budget (with numericals).
- C) **Inventory Management:** Meaning, Objectives of holding inventory, Factors affecting inventory, Techniques of inventory management :**(1) EOQ** (with numericals including discount concept), ABC Analysis(without numericals) **(2) Reorder point** (without numericals),
- D) **Receivables Management:** Meaning, Cost and benefits, size of receivables, optimum credit policy and credit policy variables, (only simple numericals of receivables are expected.)

Unit III: Capital Structure and its Determinants

- A) **Introduction to Capital Structure:** Meaning, Factors affecting Capital Structure, Forms of Capital Structures, and Cost of Capital.
- B) **Leverage:** (numericals and theory)
Operating leverage: Meaning, degree and effects of operating leverage on profits.
Financial leverage: Meaning and degree

Trading on equity: Meaning, benefits and risks (including EBIT-EPS analysis)
Combined leverage.

C) Concept and numericals on : (a) Financial Break-Even, (b) Indifference point

Unit IV :Capital budgeting:

A) Meaning and significance of capital budgeting, Types of capital budgeting decisions.
B) Techniques: (Meaning, Accept-Reject criterion, Advantages and Disadvantages, comparison and numericals based on each method.)

1. Payback period
2. Average Rate of Return
3. Net present value
4. Profitability Index
5. Internal Rate of Return

TEXT BOOKS:

1. Financial Management: Text, Problems and cases: M.Y.Khan and P.K.Jain: Tata McGraw Hill Education Pvt. Ltd.

REFERENCE BOOKS:

1. Financial Management P.V. Kulkarni and B.G. Satyaprasad.
 2. Essentials of Financial Management: I.M.Pandey, Vikas Publishing House Pvt. Ltd.
 3. Financial Management: Prasanna Chandra.
 4. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya
 5. Financial Management: Dr. V. K. Palanivelu, S. Chand.
 6. Financial Management: Sheeba Kapil, Pearson.
 7. Financial Management: Rajiv Srivastav and Anil Mishra, Oxford university press.
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SEMESTER - IV

PAPER NO: 233 : ECONOMICS OF GROWTH AND DEVELOPMENT

Unit- 1 : INTRODUCTION

Concepts of economic growth and economic development – difference between growth and development. Various indicators for growth and development-PQLI, HDI, HPI, Gender Index and Standard of Living Index.

UNIT- 2: THEORIES OF ECONOMICS GROWTH

Harrod Domar Model. Balanced Growth Model: Nurkse Model. Unbalanced Growth Model: Hirschman Model

UNIT- 3: OBSTACLES IN GROWTH & DEVELOPMENT

Poverty: meaning, relative and absolute poverty. Causes and its economics effects. Population: birth rate and death rate and its economic effects. Unemployment: types and economic effects.

UNIT- 4: DEVELOPMENT AND ENVIORNMENT

Sustainable development. Pollution: types and causes. Regional inequality- income inequality- dualism. Development and climate change. Kyoto Protocol: its significance. Carbon credit. Concept of biodiversity.

References:

- 1) Economics of Development: Michel P. Todaro
- 2) Leading issues in Economic Development: Meier G.M.
- 3) Development & Planning-Theory & Practice: Mishra & Puri
- 4) Economic Development & Planning: M.L. Jhingan
- 5) Economic Development: Michael P. Todaro & Stephen C. Smith
- 6) Environmental Economics: Hanley & Others
- 7) Environmental Economics: U. Shankar
- 8) The Theory of Economic Development: Joseph Schumpeter
- 9) A Strategy for Development: Hirschman

BANKING SEMESTER-4

CE 204E LEGAL ASPECT OF BANKING

Objectives:

The learners would be able to acquire knowledge in,

- Legal & regulatory framework of the banking system.
- Various laws and enactments affecting day to day Banking Operations

Legal & Regulatory Aspects of banking deals with related legal and regulatory aspects that has a bearing on Banking from establishment to operations and are woven in to the units/chapters to make their relevance easily understandable. Banking and Business laws in so far as they relate to day to day banking operations.

Unit-1 - Commercial Laws with reference to banking establishment

The Companies Act, 1956 Definition, features of company, Types of Companies, Memorandum. Articles of Association, Doctrines of Ultravires, indoor management and constructive notice, membership of company acquisition - cessation, rights and duties of members and register of members. Prospects and directors

Unit-2 - Legal aspects of banking operations

Modes of charging securities - fixed & floating charges- bailment, pledge, mortgage. hypothecation, guarantee

Unit-3 - Laws for recovery of bank Loan

Law of limitation- Provisions of Bankers Book- Evidence Act Special features of Recovery of Debts Due to Banks and Financial institutions Act.

Unit-4 Customer's grievances

The Consumer Protection Act. 1986. Goiparia committee report, Banking Ombudsman Lok Adalats Lender's Liability Act.

REFERENCE BOOKS:

1. Legal & Regulating aspect of banking-2nd Edition IIBF -MACMILLAN.
2. Natarajan and Gorden -Banking Theory: Law and Practice -Himalaya publishing House. Mumbai
3. Tannan's Banking-Law & practice in India—(volume 1.11 & Ill) -Wadhava & company. Nagpur
4. Banking Law and practice—New Popular Prakashan-Surat (Book in Gujarati language)
5. Indian Banking & currency- New Popular Prakashan-Surat (Book in Gujarati language)
6. www.rbi.org

BANKING SEMESTER-4

CE 203 E BANKING REGULATIONS

Objectives:

The student with banking subject would be able to acquire knowledge in

- Regulating powers of RBI in Indian banking sector.
- The legal & regulatory framework of the banking system in India

Unit - 1- Regulations and Compliance:

- Banking Regulation Act 1940 Banking Companies (**Acquisition** and transfer of undertakings Act 1070 & 19801
- Government and RBI's powers

- Opening of new banks and branch licensing - Constitution of board of directors and their rights Banks share holders and their rights - CRR/SLR concepts - Cash/currency management - winding up

- Audit and Inspection - supervision and control - board for financial supervision - its scope and role - disclosure of accounts and balance sheets - submission of returns to RBI etc Corporate Governance.

Unit - 2- foreign exchange regulations

Foreign Exchange Management Act 2012
(FEMA)-

Unit - 3 - Safety of banks & depositors

Legal provision about fraud, forgeries and vigilance in banks, Deposit insurance and credit Guarantee Corporation of India f DICGC

Unit - 4 - Information Technology Act 2000

ATM - RTGS NEFT SWIFT -Digital certificates - Key infrastructure: key infrastructure and Private key infrastructure - e-cheque

REFERENCE BOOKS:

1. Legal & Regulating aspect of banking-2nd Edition IIBF -MACMILLAN
2. Natarajan and Gorden -Banking Theory Law and Practice -Himalaya publishing House. Mumbai
3. Tannan's Banking -Law & practice *India-* (volume 1.11 & I I I) -Wadhava & company. Nagpur
4. Banking Law and practice—New Popular Prakashan - Surat (Book in Gujarati language)
5. Indian Banking & currency- Ncw Popular Prakashan - Surat (Book in Gujarati language)
6. www.rbi.org

**Gujarat University
B. Com. Programme**

SEMESTER-IV

**COMMERCIAL COMMUNICATION-IV
(With Effect from Academic Year 2012-2013)**

UNIT- ONE

Text: Vignettes of Life: An Anthology of Selected Short Stories

(Chapters - 8 to 11)

Edited and Annotated by: T. PADMA

Published by: Macmillan India Ltd.

UNIT- TWO

Advanced Communication

(A) Barriers to Communication:

[1] Physical Barriers:

- (i) Noise
- (ii) Time and Distance
- (iii) Defects in the Medium

[2] Semantic Barriers

- (i) Misinterpretation of Words
- (ii) Technical Language
- (iii) Idioms and Phrases

[3] Personal Barriers

- (i) Status Block
- (ii) State of Mind and Health
- (iii) Group Identification
- (iv) Poor Communication Skills

(B) Networks of Communication in the Organization:

[1] Upward Communication:

- (i) Meaning
- (ii) Objectives
- (iii) Advantages
- (iv) Limitations
- (v) Suggestions for Improvement

[2] Downward Communication:

- (i) Meaning
- (ii) Objectives
- (iii) Advantages
- (iv) Limitations
- (v) Suggestions for Improvement

[3] Horizontal Communication:

- (i) Meaning
- (ii) Objectives
- (iii) Advantages
- (iv) Limitations
- (v) Suggestions for Improvement

UNIT- THREE

Agency Correspondence

1. Application for an agency
2. Offering terms and conditions of an agency
3. Negotiation for better terms and conditions at initial stage
4. Appointment of agent
5. Reprimand for a decline in sales
6. Explanation for a decline in sales
7. Surrendering the agency willingly
8. Termination of an agency

UNIT- FOUR

(A) Circulars to the Dealers:

1. Opening a new branch of the company
2. Informing change of address
3. Announcing an increase in prices
4. Announcing a seasonal discount
5. Intimating the dismissal of an employee
6. Intimating the change of Marketing Executive

(B) Vocabulary: Idioms and Phrasal Verbs (*List is attached)

***List of Idioms and Phrasal Verbs**

- | | |
|--------------------------------|----------------------------|
| 1. a blessing in disguise | 26. to abide by |
| 2. a hue and cry | 27. to break down |
| 3. all in all | 28. to break out |
| 4. as busy as a bee | 29. to bring up |
| 5. at the eleventh hour | 30. to call off |
| 6. at the spur of the moment | 31. to call on |
| 7. beat about the bush | 32. to care for |
| 8. born with a silver spoon | 33. to carry on |
| 9. by hook or by crook | 34. to carry over |
| 10. by leaps and bounds | 35. to cure of |
| 11. child's play | 36. to drop in |
| 12. fleet of foot | 37. to get along with |
| 13. hat trick | 38. to give up |
| 14. heaven knows | 39. to keep one's eyes on |
| 15. Himalayan task | 40. to lay down one's life |
| 16. ifs and buts | 41. to look into |
| 17. in a nutshell | 42. to make up |
| 18. keep it up | 43. to meddle with |
| 19. not be on speaking terms | 44. to pass away |
| 20. not one's cup of tea | 45. to put off |
| 21. now and then | 46. to put up with |
| 22. on the top of the world | 47. to set off |
| 23. sailing in the same boat | 48. to stand by |
| 24. the devil's advocate | 49. to take away |
| 25. the other side of the coin | 50. to take over |

Note: The format of the question for this unit is as under:

- (1) Match the following:
- (2) Give meanings of the following:

Recommended Reading:

01. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai
02. Business Communication – Homai Pradhan & N. S. Pradhan – Himalaya Publishing House, Mumbai
03. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
04. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi
05. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh – Himanshu Publications, New Delhi
06. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan – Tata McGraw Hill, New Delhi
07. Business Communication (Principles, Methods and Techniques) – Nirmal Singh – Deep & Deep Publications, New Delhi
08. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
09. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
10. Word Power Made Easy – Norman Lewis - Goyal Saab, New Delhi
11. Communicative Competence in Business English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad
12. Oxford Dictionary of Phrasal Verbs – A. P. Cowie & R. Mackin, OUP, New Delhi
13. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
14. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
15. Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow –Prentice-Hall, New Delhi

Gujarat University

B. Com. Programme

Structure of Question Paper with Allocation of Marks

SEMESTER-IV

COMMERCIAL COMMUNICATION - IV

(With Effect from Academic Year 2012-2013)

- Q-1. Write brief answers of any SEVEN of the following: (out of nine) (UNIT-I) (14)
- Q-2. Write short notes on any TWO of the following: (out of three) (UNIT-I) (14)
- Q-3. General Question from Barriers to Communication (UNIT-II) (14)
(OR)
General Question from Networks of Communication in the Organization (UNIT-II)
- Q-4. Agent's Letter to the Principal (Unit-III) (14)
(OR)
Principal's Letter to an Agent (Unit-III)
- Q-5. (A) Drafting of circular (UNIT-IV) (07)
(OR)
Drafting of circular (UNIT-IV)
- (B) Do as directed :(From Vocabulary of Unit-IV only) (07)
(1) Match the following: (Four items)
(2) Give meanings of the following: (Three items)

B.COM – IV

Course Code: CE 203 (D)

Subject: Core Elective Computer Application

Paper Title: E – Commerce - II

Objectives:

To make students to

- Understand the E-Business and Risk Management Issues
- Understand E-Security and Mobile Commerce
- Gain knowledge of E-commerce, and Tally advance with business.
- Use Tally for effective accounting

Contents:

Unit – I E – Security and E – Payment Systems:

Introduction to Security on the Net, E – Business Risk Management Issues, Introduction to E – Payment Systems, Digital Payment Requirements, Digital Token – Based E – Payment Systems, Classification of New Payment Systems, Properties of Electronic Cash (E – Cash), Digital Signature

Unit –II Mobile Commerce :

Growth of Mobile Commerce, Success stories of Mobile Commerce, Wireless Applications, Technologies for Mobile Commerce, Origins of WAP, WAP Programming Model, Wireless Technologies, Mobile Commerce

Unit – III Advanced Tally – Payroll :

Exploring Payroll in Tally.ERP 9: Configuring Payroll Settings, Features for creating a Pay Slip, Payroll Info, Pay Heads, Employee Groups, Employees, Salary Details, Units (Work), Attendance / Production Type, Voucher Types, Working with Payroll vouchers: Attendance Vouchers, Voucher Class in Payroll Vouchers, Payroll Voucher Entry, Payroll Auto Fill Voucher Entry, Defining Payroll Reports, Working with Statements of Payroll Reports: Pay Slip Reports, Pay Sheets Report, Payroll Statements Report

Unit – IV Taxation :

Indian Tax Structure: Direct Tax and Indirect Tax
Tax Deducted at Source in Tally.ERP 9: Features and Benefits of TDS, Create a Tax Ledger, Party Ledger and TDS Party Ledger, TDS Vouchers, Printing a TDS Challan, Calculating VAT in Tally.ERP 9, VAT Classification: Defining Ledger Masters, Creating Purchase Ledger for VAT, Purchase Exempt Ledger, Supplier Ledger, Sales Ledger for VAT, VAT ledger under Duties and Taxes Groups and under Direct Expenses / Income, VAT Vouchers: Purchase Voucher for VAT, Sales Voucher for VAT, Payment of VAT in Tally.ERP 9 and Journal Voucher, VAT Reports in Tally.ERP 9, Viewing the Sales Register and VAT Statutory Reports in Tally.ERP 9

Main Reference Book(s):

- (i) E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
- (ii) Tally – ERP 9.0 in Simple Steps, Kogent Learning Solutions Inc., Dreamtech Press

Suggested Additional Reading Book(s):

- (i) E-Commerce Concept Model And Strategy, C.S.V. Murthy, Himaliya Publishing
- (ii) E-Commerce, Jibitesh Mishra, Macmillan Publishers India
- (iii) E-Commerce - An Indian perspective 3/e, P. T. Joseph, PHI Publication
- (iv) Accounting with Tally Part I and Part II , Tally Solutions Pvt Ltd. Bangalore.
- (v) Account made simple with Tally 9.0 ERP, Akshar Publication
- (vi) Tally ERP 9.0, Computer World.
- (vii) Complete Tally, BPB Publications

Accomplishments of the student after completing the Course:

After completion of this course Student would be able to

- Understand the E – Payment Systems and its applications and the ways to manage security on Web
- Be aware of Mobile Commerce
- Use the accounting software – Tally for managing Payroll system and to create various Taxation Reports

List of Practicals (Sample Guide line):

(a) Using Tally.ERP 9, Configuring Payroll Settings, Features for creating a Pay Slip, create Pay Heads, Employee Groups, Employees, Salary Details, Units (Work), Attendance / Production Type, Voucher Types etc. and generate following reports.

- (1) Pay Slip Reports
- (2) Pay Sheets Report
- (3) Payroll Statements Report

(b) Using Tally.ERP 9, Create sales ledger/voucher for TCS, create purchase /sales voucher for VAT, Create vouchers/Ledger for VAT/ TDS etc. And generate following reports.

- (1) TDS Report for company who had collected TDS for its contractor and sub contractor.
- (2) TDS Report of Form No 16 for
- (3) VAT report for a particular rate of tax for sales, for purchase, for input, for output.
- (4) VAT classification Report

Note: Generate above reports with the help of 4 to 5 records/transactions.

**GUJARAT UNIVERSITY
SYLLABUS FOR --- B.COM.**

SEMESTER IV

Course Code: CE 203 H

NAME OF THE COURSE: DISTRIBUTION AND RETAILING

Objectives:

1. Provide students with a modest awareness of what lies ahead for Distribution and retailing.
2. Enable students to become good retail planners and decision makers who adopt to change.

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit-I

Introduction: Meaning, nature, scope, importance, growth and present size of distribution and retail industry. Career in retailing and distribution, Future of retailing and distribution in India

Distribution channels - concept and role; types of distribution channels; Factors affecting choice of distribution channel; Retailer and wholesaler ; Physical distribution of goods, Transportation ; Warehousing; Inventory control ; Order Processing.

Marketing Channels: Definition & Importance, Functions of Marketing Channels – Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management
Wholesaling: Concept, Importance, Functions –Wholesaler Marketing Decisions – Trends in Wholesaling.

Unit-II

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

Unit-III

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process. Retail planning - importance and process; Developing retailing strategies,

Unit-IV

Technology in distribution: Bar-coding – RFID – Electronic payment systems. Store Administration: Floor space management–Managing store inventories and display action plans, pricing strategies and location strategies.

Reference:

1. Retailing Management – Swapna Pradhan
2. Channel Management & Retail Management – Meenal Dhotre
3. Retail Management – Gibson Vedamani
4. Marketing Management – Kotler Philip
5. Physical Distribution & Logistics Management – Dr. Subhash Bhawe

B.COM – IV

Course Code: CE 204 D

Subject: Core Elective Computer Application

Paper Title: Database Management Systems Using SQL

Objectives:

The Purpose of this course is

- To expose students to basics of DBMS and its applications.
- To enable students to gain knowledge of working with MS-Access.

Prerequisites: None

Contents:

Unit – I Introduction & Data Modeling and Relational Data Model:

Data and Information – Limitations of Manual Data Processing- Advantages of Databases - Database and DBMS - Elements of DBMS – DDL, DML. Parts of DBMS – Centralized, Data Independence, System Integration, Relational Database, tables (relations), rows(tuple) , domains, columns(attributes), Keys: Super Key, Candidate keys, primary key, Entities with Relationship Types – 1:1, M:N, Strong and Weak entities, Relational Algebra with Relational Operators – Basic(Selection, Projection) and Set operators)

Unit –II Normalization :

Normalization: First, Second, Third, Difference between DBMS and RDBMS
SQL-Features: Part, Objective, Component, SQL data definition and data types.
Introduction of MS ACCESS: Create Table using field types and its properties

Unit – III Queries:

QBE –Select Queries – Grouping – Parameters – Data Formatting, Use of Wild card characters, queries based on multiple sources – Cross Tab Queries – Action Queries – Make Table Queries – Append – Delete and Update Queries using MS Access.

Unit – IV Forms and Reports: (Using MS-Access)

Design and Modify Forms & Reports using Design View & Wizard View, Creating & Modify labels, Macro: Introduction to Macro and its uses.

Main Reference Book(s):

- (i) Peter Rob, Elie Semaan Databases Design, Development, & Deployment using Microsoft Access, TATA MCGRAW – HILL EDITION
- (ii) Database Systems: Concepts. Design and Applications, Pearson Education, S.K.Singh.

Suggested Additional Reading Book(s):

- (i) Fred R. McFadden, Modern Database Management, Addison Wesley
- (ii) Database Management Systems, Ramakrishnan, Gehrke, Third edition , McGraw Hill.

Accomplishments of the student after completing the Course:

After completion of this course Student would be able to

- To integrate Business/Financial applications with DBMS applications
- To manage data pertaining to financial applications effectively.

PRACTICAL: DBMS EXERCISES

- 1) Create the following tables in Access with given fields
Cust_No, Cust_Name, Add1, Add2, City, Pincode
 1. Add 10 records
 2. create query for city – Ahmedabad
 3. sort on cust_name
 4. Index on City
 5. Show the difference between Sort and Index Command.

- 2) Create the following tables in Access with following fields
Part_No, Part_name, Op_Qty, Rate, Incoming/outgoing date Incoming Qty, Outgoing Qty, balance
 1. enter 10 records
 2. Create query to find total incoming and outgoing quantity for every product

- 3) Create 3 tables as under
 1. Customer master table: cust
 2. Movies master table: movie
 3. Invoice transaction table: invoice

Table 1

Column Name	Format	Remark
Cust_id	Text (3)	Primary Key, Not null
Lname	Text (15)	
Fname	Text (15)	
Area	Text (15)	
Phone_no	number (9)	

Table 2

Column Name	Format	Remark
Movie no	Number (3)	Primary Key, Not null
Title	Text (25)	
Type	Text (10)	
Star	Text (25)	
Price	number (8,2)	

Table 3

Column Name	Format	Remark
Inv_no	Text (3)	Primary Key, Not null
Mv_no	number (3)	
Cust_id	Text (3)	

Issue_date Date
Return_date Date

2) Insert the following data into their respective tables:

1. Data for cust table:

Cust_id	Lname	Fname	Area	Phone_no
a01	Tendulkar	Sachin	Mumbai	9898989898
a02	Singh	Manmohan	Delhi	9898979797
a03	Kalam	A P J	Delhi	9898969696
a04	Tata	Ratan	Ahmedabad	9898959595
a05	Ambani	Mukesh	Mumbai	9898949494

2 . Data for movie table:

mv_no	title	type	star	Price/Day
1	Singham	Action	Ajay Devgan	200
2	Bol Bachachan Bol	Comedy	Abhishek Bhachhan	135
3	Kya Super Cool Hay Hum	Romance	Ritesh Deshmukh	240
4	Bagban	Family	Amitabh Bachhan	280
5	The fugitive	Thriller	Harrison ford	155
6	Dhundh	suspense	Navin Nishal	175
7	Dracula	horror	Gary oldman	270

3. Data for invoice table:

inv_no	mv_no	cust_id	issue_date	return_date
i01	4	a01	23-jun02	29-jun-02
i02	3	a02	12-July-02	25-July-02
i03	1	a03	15-Jun-02	29-Jun-02
i04	6	a04	10-sep-02	28-sep-02
i05	7	a06	05-aug-02	25-aug-02
i06	2	a05	08-jun-02	21-jun-02
i07	5	a05	07-jul-02	28-jul-02
i08	9	a01	11-aug-02	28-aug-02
i09	5	a03	06-jul-02	10-aug-02
i10	8	a06	03-sep-02	06-sep-02

Single Table Retrieval:

1. Find out the names of all the customers.
2. Print the entire movie table.
3. Retrieve the list of first name and phone number of all the customers.
4. Print the list of all movie titles whose price is having more than Rs. 155/-
5. Print the information from invoice table of customers who have not been issued movies in the month of June.
6. Display the invoice table information for cust_id 'a01' and 'a02'.
7. List the movie title in descending order of their titles along with its price.

8. Print the names and types of all the movies except horror movies.
9. List the names, area and cust_id of customer without phone numbers.
10. List the names of customers without lname.
11. List the mv_no and inv_no of customers having issues date is more than 01-July 2002.

Using Special Operators:

12. Find the names of all customers having 'a' as the second letter in their fnames.
13. Find the last name of all customers whose name begins with 'S' or 'T'.
14. Find the last names of all movie titles having 'O' as second letter.
15. Find the first and last names of all customers that belong to 'sa' area.
16. Find out the customers who stay in an area "Mumbai"
17. List the mv_no, title and type of movies whose starts begin with letter 'D'.
18. Find the movies of type 'action', 'Suspense' and 'comedy'.
19. Find the movies whose price is greater than 30 and less than or equal to 75.

Having and Group By, Set Function and Concatenation:

20. Find the number of movies in each type.
 21. Count separately the number of movies in the 'comedy' an 'thriller' type.
 22. List the various movie types available from the movie table in ascending order.
 23. Count the total number of movies. Total price of the movie
-
4. Prepare related FORM using database of practical – 3.

 5. Prepare related REPORTS using database of practical – 3.

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SEMESTER IV

CE 204 H INDUSTRIAL MARKETING

Objectives: The purpose of this course is to develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods.

Unit	Weight-age
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit - I

Nature of Industrial Marketing: Industrial Marketing Vs. Consumer Marketing Relational approach to Industrial Marketing- The Nature of Industrial Demand & Industrial Customer. Introduction to different types of Industrial Products: Major Equipment; Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services

Unit - II

Organizational Buying : BUYGRID MODEL, phases in purchasing decision process & their marketing implications, Buying centers, value analysis & vendor analysis.

Factors influencing Organizational Buying: Buying Roles; Organizational Buying Decision Process; Environmental & organizational Influences

Organizational Influences on Buying Behaviour: Buying Roles; The Buy Grid Model; The Organizational Buying Decision Process

Unit - III

Industrial market segmentation, bases for segmenting industrial market-macro and micro variables. Targeting the industrial product, positioning the industrial product. Industrial product life cycle, product mix, Service component

Industrial Product Decisions: Industrial Product Life Cycle –Industrial Product Mix determinants viz. technology – competition – operating capacity – shift in location of customers – government controls – changes in level of business activity

Unit - IV

The distribution channel component—Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Brief introduction to Marketing Logistics. Channel Structure for Industrial Products – Geographical, size, operating characteristics – manufacturers' and sales agents – Brokers - Channel Logistics

Promotion for Industrial products – Supporting salesman – Motivating distributors – Stimulating primary demand – Sales appeal – Publicity & sponsorships – Trade shows – exhibits – Catalogs – Samples – promotional letters – Promotional novelties

Reference:

1. Industrial Marketing – P K Ghosh
2. Industrial Marketing – Hawaldar
3. Alexander, R.S. Cross, J.S. & Hill, M.: Industrial Marketing, Richard Irwin, Homewood, Illincies.
4. Reeder & Reeder : Industrial Marketing, Prentike Hall, India.
5. Cox. F. (Jr.) : Industrial Marketing Research, John-Willey & Sons, New York, 1971.
6. Fisher, L. : Industrial Marketing, Business Books, 1969.

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SEMESTER IV

Course Code: FC 202 A

NAME OF THE COURSE: WORLD TRADE ORGANIZATION

Unit I

Introduction to World Trade Organization

- A brief history of international trade
- Main trade policy instruments
- International trade institutions

The Creation of World Trade Organization

- The rules of the WTO;
- Structure and logic;
- Objectives of the system;
- Functions, including rule-setting, negotiating, resolving disputes,
- Reducing information asymmetries;
- The Structural setup of the WTO

Unit II

- The functioning of the WTO;
- Decision-making; participation;
- Issues of legitimacy;
- The sources of the law;
- The meaning of sovereignty

Unit III

- The economics of standards and regulations
- Public policy and protectionism
- The WTO and standards

Unit IV

- Multilateral trade negotiations
 - WTO laws: AoA
 - Trade dispute settlement
 - Doha Development Agenda
- Bilateral trade negotiations
 - Economics of RTAs or FTAs
- Trade policy for services
- Trade and environment
- Dispute settlement

Reference:

1. The Political Economy of the World Trading System by Hoekman and Kostecki
2. The World Trading System John H. Jackson, 1997, , 2nd Edition, Cambridge, Mass: MIT Press
3. International Trade. Robert C. Feenstra and Alan M. Taylor. 2011. NY: Worth Publishing.
4. The World Trade Organization: A Very Short Introduction by Amrita Narlikar
5. Fair Trade and Harmonization - Jagdish Bhagwati and Robert Hudec, 1996 Volume 2: Lefzal Analysis, Mass.: MIT Press

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SEMESTER IV

Course Code: FC 202 B

NAME OF THE COURSE: POLLUTION CONTROL & ITS IMPACT

Unit I

Impact of industrialization and modernization - pollution and pollutants..

Air pollution and its effects - air pollution - sources - pollutants – organic and inorganic pollutants - gaseous pollutants– nitrogen oxides - particulate pollutants - effect of pollutants on plants – animals and human beings - photochemical oxidants - photochemical smog – acid

Rain - Green house effect - ozone depletion - global warming -Environmental pollution techniques for air pollution - monitoring and Control measures of air pollution - dust control equipments - Electrostatic precipitators and scrubbers.

Unit II

Water pollution and its effects structure - water pollution - sources -Pollutants - industrial effluents - domestic wastes - agrochemicals -Heavy metals - effect of pollutants on plants - animals and human beings Bod - eutrophication - waste water treatment - indicator organisms -Oxidation pond - water pollution analysis and monitoring – drinking Water standards.

Soil pollution and its effects - soil pollution - sources - solid waste Disposal and their effects - pesticides - types and effect of pollutants on Plants - animals and human beings - biomagnification - fertilizers and its Effect of pollutants on plants - animals and human beings - soil pollution Control measures - soil microbes and function - biofertilizer.

Noise pollution and its effects - noise pollution - sources – noise Exposure level and standards - impacts - noise control and abatement Measures.

Unit III

Marine pollution - sources and control of marine pollution – criteria Employed for disposal of pollutants in marine system – coastal Management.

Radio active pollution and its impacts - radioactive - sources - effect of Pollutants of plants - animals and human beings - prevention and control Measures of radioactive pollution.

Unit IV

Assessment and control of pollution - environmental standards - Assessment of pollution effects due to air - water - soil and radioactive Pollution - biotechnology in pollution control - microbial role in Pollution control - biomonitoring and bioremediation - pollution control Legislations for air - water - land etc.

Biotechnology in pollution control - bioremediation (organic and Inorganic pollutants) - bioleaching and biomineralization.

Reference

1. Environmental Pollution Analysis : Khopkar.
2. Environmental Science – A study of Inter relationships, E. D. Enger, B. E. Smith, 5th ed., W C B publication.
3. Environmental Pollution Control Engineering: C. S. Rao
4. Bruce Rittman, Perry L. McCarty. Environmental Biotechnology: Principles and Applications, 2nd Edition, McGraw-Hill, 2000.
5. J.N.B. Bell (2002) Air Pollution and Plant Life, 2nd Edition, John Wiley and Sons, New Delhi.

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SEMESTER IV

Course Code: FC 202 E

NAME OF THE COURSE: RIGHT TO INFORMATION

Unit-I

Introduction to RTI Act

The evolution of the Right to Information in India.

- The important terms and concepts used in the Act.
- The salient features of the Act

Public Authorities and their Obligations under the Act

- What is a Public Authority?
- Who are the Public Authorities covered under the Act?
- Which Public Authorities are exempted from the ambit of the Act?
- Obligations of Public Authorities.

Unit-II

Role of Public Information Officers: PIOs and APIOs - Accepting an Information Request, Processing and Disposing

- The requirement for designation of Information Officers - PIOs / APIOs - in public authorities
- The specific Duties & Responsibilities of Information Officers.
- The liabilities of a PIO for non-compliance with the provisions of the Act.
- How to accept information requests and assist citizens in making information requests?
- What is the process for disposal of requests?
- The time limits for disposal of information requests.
- The fees and costs to be charged for providing information.
- The grounds on which requests can be rejected and the procedure for such rejection.

Unit-III

Exemptions from Disclosure of Information, Partial Disclosure and "Third Party" Information

- Specific provisions of the Act which exempt certain kinds of information - the classification of such exempted information.
- Application of public interest test with respect to exempted information.
- Grounds that allow for partial disclosure of information.

- The concept of 'Third Party' and the issues and considerations revolving around its involvement.

Unit-IV

The roles and responsibilities of Appellate Officers within Public Authorities.

- The process involved in making first appeals to designated Appellate Officers.
- Timelines for making a first appeal and disposal of the appeal
- First Appeals and Appellate Officers - Important Provisions

Information Commission: Powers and Functions

- The Role and Responsibilities of the Information Commissions.
- The relevant provisions in the RTI Act dealing with Complaints to the Information Commission and the specifications thereof.
- The "Second Appeal" process and the Commissions' mandate for the same.
- The power of Information Commissions with regard to enforcing compliance of public authorities with the provisions of the RTI Act, imposing penalty / recommending disciplinary action against erring PIOs etc.

Reference:

1. Right To Information by S P Sathe
2. Right To Information by Sarbjit Sharma

GUJARAT UNIVERSITY
SYLLABUS FOR S.Y B.Com
SEMESTER IV

Core Elective: Advanced Business Management.

Course Title: Advanced Financial Management.

Course Code: CE 204 C.

Course Objectives:

- (1) To familiarize students with the concepts, tools and practices of financial management.
- (2) To understand the decisions to be taken by financial managers of business firms.

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I: Introduction to Financial Management

- A) **Finance Function:** Meaning, Scope, Classification of functions (Long term-short term; Executive-Routine).
Organisation of Finance Function (status and duties of a Financial manager : Treasurer and Controller)
Objectives/Goals of Financial Management.
- B) **Raising Long Term Finance:** Venture capital, IPO, Secondary Public Offer, Right Issue, Private Placement.

Unit II: Working Capital Management

- A) **Management of working capital:** Concept, Types, Factors affecting working capital needs.
Cash Management: Meaning, Motives of holding cash, Functions/objectives of cash management, Factors Determining Cash Flow. (Without numericals)
Inventory Management: Meaning, Objectives of holding inventory, Factors affecting inventory. (Without numericals)
- B) **Receivables Management:** Meaning, Cost and benefits, size of receivables, optimum credit policy and credit policy variables. (Without numericals)

Unit III: Capital Structure and its Determinants & Leverage.

- A) **Introduction to Capital Structure:** Meaning, Factors affecting Capital Structure, Forms of Capital Structures, Cost of Capital. (Without numericals)
- B) **Leverage:**
Operating leverage: Meaning, degree and effects of operating leverage on profits. (Without numericals)
Financial leverage: Meaning and degree. (Without numericals)
Combined leverage.
- C) **Financial Management in Sick Units.**
Definition, Causes, symptoms, Revival, Turnaround Stories.

Unit IV :

- A) Meaning and significance fo captial budgeting, Types of capital budgeting decisions.
- B) Contemporary Financial Products:

Mutual Funds , Types of Mutual Funds , Types of Schemes , Net Asset Value , Risk and Return aspect in investment in mutual funds.

Insurance.

Insurance and its Regulation, Life Insurance , General Insurance , Health Insurance , Banc assurance , Reinsurance , Micro Insurance.

TEXT BOOKS:

1. Financial Management: Text, Problems and cases: M.Y.Khan and P.K.Jain : Tata McGraw Hill Education Pvt. Ltd.
2. Financial Management : Prasanna Chandra. Tata McGraw Hill Education Pvt. Ltd.

REFERENCE BOOKS:

1. Financial Management P.V. Kulkarni and B.G. Satyaprasad.
2. Essentials of Financial Management: I.M.Pandey, Vikas Publishing House Pvt. Ltd.
3. Financial Management-Principles and Practice: C.Sudarsana Reddy, Himalaya
4. Financial Management : Dr. V. K. Palanivelu, S. Chand.
5. Financial Management : Sheeba Kapil, Pearson.
6. Financial Management : Rajiv Srivastav and Anil Mishra, Oxford university press.

**GUJARAT UNIVERSITY
B.COM SEMESTER IV**

F C 202 C --- COASTAL MANAGEMENT

Objectives:

- Natural and human factors that impact coastal marine ecosystems,
- Central, state and local management mechanisms and policies
- New trends in coastal management including integrated, ecosystem and watershed approaches

Unit I

- Introduction to Coastal Management
- Definition: Coastal area, coastal resources,
- History of Indian Coastal Management

Unit II

- Overview of coastal management concepts and principles, important tools for coastal management
- Example of The Coastal Resource Management Project

Unit III

- Issues addressed by coastal management: resource use conflict, population growth and poverty, illegal activities, pollution, biodiversity conservation
- Coastal vulnerability - hazards and strategies

Unit IV

- Management on coastal fisheries and coastal aquaculture /study cases
- Coastal Natural Resource
- Policy, legislation and institutional arrangement for coastal management

Reference:

1. An Introduction to Coastal Zone Management, Timothy Beatley, David J. Bower, and Anna K. Schwab 2nd Edition, Island Press
2. Coastal and Estuarine Management , Peter W. French, Routledge,
3. Beaches and Coasts, Duncan M. FitzGerald, Blackwell Publishing,
4. Coastal Zone Management in Tamilnadu, Dwivedi, S.N., Natarajan, R and Ramachandran, S.,

**GUJARAT UNIVERSITY
B.COM SEMESTER IV**

S S 202 D LEGAL DRAFTING

UNIT- I MEANING OF LEGAL DRAFTING, LEGISLATIVE DRAFTING

UNIT-II EXPECTATIONS AND RESPONSIBILITIES OF THE LEGISLATIVE
DRAFTSMAN

UNIT-III DRFTING TECHNIQUES

UNIT-IV USE OF WORDS, SYNTAX AND PUNCTUATION IN LEGISLATIVE
DRAFTING

REF:

PRINCIPLES OF LEGISLATION & LEGISLATIVE DRAFTING II ND EDITION

N K CHAKROBARTY

R CAMBAY & CO PVT LTD, KOLKATTA

GUJARAT UNIVERSITY
B.COM SEMESTER IV

F C 202 D Business Process Outsourcing

Syllabus

Objective:

The objective of the course is to acquaint the students with the outsourcing, Business Process Outsourcing, various aspects of Outsourcing etc.

Module

No.	Modules/Sub-Modules
I	Outsourcing- Introduction, Outsourcing and reengineering, Types of outsourcing, ICT opportunities, Outsourcing development phases, Information technology and Outsourcing, Need, Reasons, Benefits of O, Outsourcing risks, Outsourcing success factors, outsourcing Process, Outsourcing network, Outsourcing drivers, Trends of outsourcing, Business models, Pricing models in outsourcing, Strategic decision to outsource, Outsourcing and BPO, Emerging opportunities in outsourcing industry
II	BPO- Introduction, Global scene, Outsourcing in India, Trends in high end ITES in India, Key players in Indian outsourcing industry, Strategic business process outsourcing, ITES-BPO industry of India, Growth drivers of Indian ITES-BPO, Domestic BPO market growth
III	Quality Standards and Methodologies for BPO
IV	Challenges deal by Indian BPO sector, Attrition and Indian BPO
V	Emerging opportunities – KPO, LPO, RPO, MRO etc. The future of outsourcing industry

Reference textbooks:

1. BPO Industry in India by S K Awasthi by Jain Book
2. Business Process Outsourcing For Strategic Advantage by Saxena and Bharadwaj By Excel Books.
3. Business Process Outsourcing: Its Prospects and Challenges by Barua, Nayan et al eds
4. Business Process Outsourcing: Process, Strategies, and Contracts (Hardcover) By: John K. Halvey
5. ESSENTIALS OF BUSINESS PROCESS OUTSOURCING by Rick L. Click
6. Business Process Outsourcing: Process, Strategies, and Contracts (Wiley Desktop Editions) (Hardcover) By: Barbara Murphy Melby (Author) and John K. Halvey
7. Business Process Outsourcing: The Competitive Advantage [Hardcover] Rick L. Click, Rick L. Click

GUJARAT UNIVERSITY
SYLLABUS FOR S.Y B.Com
SEMESTER IV

Core Elective: Advanced Business Management.

Course Title : Organizational Behaviour.

Course Code - CE 203 C.

Course Objectives:

- (a) To make the participants acquaint themselves about the important concepts and issues, so as to improve their competences in the area of organizational behaviour.
- (b) To help the participants develop as effective professional managers and leaders.
- (c) To help the participants in developing analytical abilities.

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

Introduction to OB

- Concept and importance
- Complementing Intuition with systematic study
- Contributing disciplines to the OB field

Individual Behaviour

- Ability
- Biographical Characteristics
- Personality and personality determinants

Unit II

Perception

- Concept
- Factors influencing perception
- Perceptual errors

Values and Attitudes

- Importance of values
- Types of values
- Values across cultures
- Main components of attitudes
- Major job attitudes
- Measurement of employee attitudes

Unit III

Power and politics, Conflict and inter-group behavior

- Definition of Power and Politics
- Bases of Power
- The Dependency Postulate
- Power tactics
- Factors leading to political behavior
- Outcomes of organizational politics Conflicts
- Definition of Conflict
- The conflict process Inter-group behavior
- Types of groups

Cultural systems

- Concept
- Strong Versus Weak cultures
- Culture's Functions
- Culture as a Liability
- Creating and Sustaining Culture

Unit IV

Stress Management

- Concept
- Understanding stress and its consequences
- Potential sources of stress
- Managing stress

Organization change and development

- Forces for change
- Planned change
- Factors for Resistance to change
- Overcoming Resistance to change
- Lewin's Three step model of change
- Concept and various intervention strategies

Text Books:

- 1) Organisational Behaviour: By Robins & Sanghi, Pearson Education
- 2) Organisational Behaviour: By Kanka, S Chand.

Reference Book:

- 1) Organisational Behaviour: By Luthans, Tata McGraw-Hill.
- 2) Organisational Behaviour: By Margie Parikh, Rajen Gupta, Tata McGraw-Hill
- 3) Organisational Behaviour: By Neeraj Kumar, Himalaya
- 4) Organisational Behaviour: By S. S. Khanka, Vikas

**GUJARAT UNIVERSITY
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SEMESTER IV

Course Code: SS 202 A

NAME OF THE COURSE: HANDLING DIFFICULT CUSTOMERS

Unit I

Introduction to Basic Customer Service Behaviors and Attitudes

Define the terms

- Customer
- Customer Service

Understand:

- Who is your customer?
- What do they want?
- How are they treated?
- How do you know?

Understanding the Customer Service Standards and Expectations

- Identify typical standards for exceptional customer service
- Examine the core beliefs that underlie the standards
- Identify the dimensions of customer satisfaction
- Learn from customer data

Unit II

Practice Dealing with Difficult Customers

Manage yourself first:

- Maintain self-control
- Manage own emotions
- Understand impact of making assumptions
- Check on stress tolerance

Understand your reaction to the customer who is difficult

- Name the difficulty
- Understand your reaction to the difficulty

Understanding the difficult customer

- Take a fresh look at the customer
- Listen to understand the problem from the customer's perspective.
- Explore the root cause of the problem with the customer.
- Adopt the customers' perspective
- Identify what the customer really wants

Unit III

3 steps to overcome difficult customers

- Know how to understand the customer
- Know how to solve problems

- Know how to communicate

What to consider

- The expectations
- The past experiences
- The personality
- The perception
- The culture

Problem solving

- Earn the customers' trust
- Control your emotions
- Manage the customers' emotions
- Apply a problem solving model to the customer's problem
- The anger model and defusing techniques
- Engage the customer in the solution
- Win-Win solutions

Unit IV

Learn Communication Skills when working through customers' objections

- List the components of a basic communications model
- List and give examples of the main types of communication

Communicate effectively

- Talking in a calming way
- Build a relationship
- Send the proper non-verbal messages
- Understand the problem

Traps and success indicators

Elaborate personal action plan

Reference:

1. Dealing with Difficult People by Robert cava - Firefly Books
2. How to Deal with Difficult Customers by Dave Anderson – Wiley
3. How To Handle Difficult People by Bramson, R – Maanu Graphics

**GUJARAT UNIVERSITY
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SEMESTER IV

Course Code: SS 202 B

NAME OF THE COURSE: PRESENTATION SKILL

Unit-I

Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills.

Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

Unit-II

Verbal communication – jawbreakers, argumentation, usable and unsuitable phrases
Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question
Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense

Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

Unit-III

Work with audience – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations
Improvisation and unprepared presentations
Personal typology, professional typology, social aspect, man-woman view

Unit-IV

Feedback – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette

Reference:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 2011

**GUJARAT UNIVERSITY
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SEMESTER IV

Course Code: SS 202 C

NAME OF THE COURSE: RESEARCH SKILL

Unit I

Introduction to Research and Research Design

Nature and scope of research, information based decision making and source of knowledge. The research process; basic approaches and terminologies used in research. Defining research question and framing of hypotheses, Preparing a research plan, qualitative and quantitative research designs, Experimentation, Observational studies, Exploring secondary data.

Unit II

Measurement and Scaling, Data Source and Data Collection

Field research; primary data collection from observations, surveys and experimentation. Measurement and scaling; commonly used scales in reliability and validity of scales. Designing instrument for data collection; testing the instrument, data collection process, Sampling methods and procedures and sample size decisions.

Unit III

Data Analysis

Editing and coding of data, tabulation, graphic presentation of data, cross tabulation, Testing of hypotheses; type I and II errors, one tailed and two tailed tests of significance, Parametric and nonparametric tests for Univariate and Bivariate data. Tests of association; simple linear regression and other nonparametric tests.

Unit IV

Report Writing and Presentation

Need for Effective documentations, Importance of Report Writing, types of research reports Report structure, Report preparation and presentations , Tables, Graphs, Charts, Referencing etc.

Reference:

1. Saunders- Research Methods for Business Students - Pearson Education
2. Research Methodology by D. K. Bhattacharyya – Excel
3. Research Methodology by Kothari