



# PROSPECTUS

‘BACHELOR OF COMMERCE’

## REGULAR COURSE

CHOICE BASED CREDIT SYSTEM [CBCS]

## FACULTY OF COMMERCE

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

Lokmanya Tilak Road,  
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Vadodara - 390 002 (Gujarat) India  
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2018-2019



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**OF**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**

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**DR. NEERJA JAISWAL**  
REGISTRAR  
[OFFICER ON SPECIAL DUTY]

**PROF. (DR.) DINKAR N. NAYAK**  
DEAN, FACULTY OF COMMERCE

आत्मानं भावयेन्नित्यं ज्ञानेन विनयेन च ।

न पुनर्भ्रियमाणस्य पश्चात्तापो भविष्यति ॥

*Purify your soul continuously through right knowledge and good conduct ! If so, when you die, you will not need to repent. Mahasubhasita-samgraha, pp.1125-1126*



**Shrimant Maharaja Sayajirao Gaekwad III**

“.....Education is one part of the temple of knowledge and it should be available for all without restriction of caste and creed. When this has been done intelligently, we may then be able to ascertain the extent of human progress.” (p.773).

**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**FACULTY OF COMMERCE**  
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## FROM THE DESK OF DEAN, FACuLTy OF cOMMERcE



I welcome you to the Faculty of Commerce with immense pride.

It is an honour and privilege to be the Dean, Faculty of Commerce at The Maharaja Sayajirao University of Baroda, an Institution that is known to strive for excellence by continuously setting highest academic standards.

Catering to over 16000 students, the Faculty of Commerce is considered amongst the best and most sought after Commerce Institutes in the state of Gujarat. It offers a large number of academic programs at both Under-graduate and Post-graduate levels. The Faculty consists of five Departments - Accounting and Financial Management; Banking and Insurance; Business Economics; Commerce and Business Management; Cooperative Management and Rural Studies.

The Faculty, over the years, has produced many distinguished professionals, personalities and leaders whose noteworthy contributions in diverse fields are well known across the country. We are committed towards providing quality education by equipping our students with updated knowledge, skills, confidence and a positive approach thus leading to the students' holistic development.

We wish you the very best in all your academic pursuits and look forward to welcoming you to the Faculty of Commerce.

Kind regards,

**Professor Dinkar N Nayak**  
**Dean, Faculty of Commerce**

## **A BRIEF ABOUT THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**

The idea of establishing a University at Baroda had engaged the attention of the Government of the former State of Baroda by visualizing the concept of regional universities and decentralization. This resulted in establishing The Maharaja Sayajirao University of Baroda in the year 1949, under the patronage of the Visionary King of Baroda State after whom it is named. The Maharaja Sayajirao University of Baroda, originally founded in 1881 as the “Baroda College”, is a premier unitary residential University, established on 30<sup>th</sup> April, 1949. Smt. Hansa Mehta then First Vice-Chancellor played a pioneering role in laying a firm foundation for an Education Institution with a glorious tradition. His Highness the Maharaja of Baroda is the Chancellor of the University. An Honourable Vice-Chancellor is the Principal Executive and Academic Officer to be assisted by the Pro-Vice Chancellor.

Over the years, the Maharaja Sayajirao University of Baroda has acquired a very high reputation for its various programmes and for producing Graduates & Post-Graduates with excellent analytical and empirical skills from a multi-disciplinary perspective. The students are exposed to the modern methods of analysis and trained in sophisticated computational and linguistic skills while pursuing academic programme under the Guidance of able faculty members.

The Maharaja Sayajirao University of Baroda has a long tradition of pursuing excellence in teaching and research in Science and Technology, Humanities, Commerce & Management, Family & Community Science, Performing Arts, Fine Arts, Journalism and Sports. It is the only State University exclusively offering ‘English’ as it’s medium of instruction in the State of Gujarat.

It comprises of total number of 13 Faculties, 03 Constituent Colleges, 02 Institutions and 8 Centers of Specialized Studies, wherein more than 37,295 students pursue higher studies, under the care and supervision of 1,112 teaching (662 Permanent) and 1190 permanent teaching staff members.

It houses 89 Departments spread over 6 Campuses (02 Rural and 4 urban) covering 275 acres of land including a built up area of 418500 sq. mt. There are 16 hostels (12 Boys and 4 Girls) which accommodates about 4103 students. There are 475 residential quarters too for teaching and non-teaching staff. The University has 03 Units of NCC with an enrolment of 420 male students and 223 female students. In NSS, there are 577 male and 443 female students.

The University offers a wide range of courses giving opportunity for education from early childhood to Ph.D. It offers 98 PG Programs, 66 Ph. D Programs, 39 PG Diploma Programs, and 88 Under Graduate Programs with an option from 347 Academic Programs in 92 subjects. It also offers 11 Certificate Programme, out of which 33 per cent of the students are from outside Gujarat State.

Smt. Hansa Mehta Library is the Central Library. In addition to 14 constituent libraries and over 25 departmental libraries with over 8 lakh books/periodicals and above 1300 dissertation/thesis, 25 computers and 75 nodes are exclusively marked for surfing. It has a single largest reading room within its 80,025 sq. ft. built up areas, which can accommodate about 1100 readers at a time and the library is open to readers 14 hours a day.

The University supports Excellence and Innovation in Academic Programmes. It promotes Excellence in Research, Scholarship and Teaching and is committed to attracting and supporting the best students and recruiting Faculty who excel at Teaching and Research. The university teachers publish a large number of research papers (over 500 per year) and many of the publications have high citation index. UGC, AICTE, DST, ICSSR, Central and State Governments have awarded various Research Schemes and Projects like DRS, SAP, WSRC, CASE, Canadian Study center, IAS Study Center etc., to a number of University Departments.

Higher Education is the fundamental building block of any nation to establish an honourable position in the Global Competitive Space. The University is sincerely striving to strengthen its’ image of “Student Centric Institution”. By working closely with its’ students’ Community, we are proud to play a leadership role in stimulating innovative spirits, fostering inquisitiveness and enhancing independent thinking.

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## **A BRIEF ABOUT THE FACULTY OF COMMERCE**

The Faculty of Commerce was established in the year 1949. It comprises of five departments viz. Department of Accounting & Financial Management, Department of Banking and Insurance, Department of Business Economics, Department of Commerce & Business Management, and Department of Co-operative Management & Rural Studies. We also draw Faculty Members from Department of English, Faculty of Arts as well as Department of Statistics & Department of Mathematics, Faculty of Science & Department of Law, Faculty of Law respectively.

We offer PG [Ph. D, M Com & PG Diplomas] and UG [B Com Regular and Honours & BBA] Programs. The Classes for B. Com Regular are held at [i] Main Building [ii] General Education Unit, and at [iii] Smt. Surajben Patel Gordhanbhai Patel Commerce & Arts College for Girls whereas BBA Program is being offered at 'Smt. Kamalaben Ramanlal Shah Building'. Our B. Com. (Hons) and PG Classes [M Com & PG Diplomas] are held at 'Deep Ashwinbhai Patel Centre for Post Graduate Studies' located in the Pratapsinhrao Gaekwad Parisar. It was set up with an initial strength of 362. Ours is the biggest Faculty in the entire Maharaja Sayajirao University of Baroda and in the year 2015-2016, more than 14000 students have been admitted in the faculty including at Shri M. K. Amin Arts & Science College of Commerce [constituent College] at Padra.

We have implemented the Choice Based Credit System: CBCS Semester System for B Com both regular and Honours as well as BBA w. e. f. Academic Year 2012-2013 whereas Semester system has been in force for PG Programs w. e. f. Academic Year 2011-2012. We have also launched diverse PG Diplomas for job seekers, aspiring professionals and fresher in the areas of Business Management, Financial Management, Marketing Management, Banking & Insurance, Strategic Human Resource Management and Services Management. The curriculum design and updating is periodically undertaken considering input from the students, academia and industry professionals. Our students regularly participates in various academic, extension and co-curricular activities. We also benefit from an excellent network of alumni in the corporate sector and in research and academic institutes. It has a vibrant and active Commerce Students' Students' Associations at each of the academic unit and also for UG & PG students that regularly conducts different kind of students' activities and community outreach programmes. The distinguished speakers are invited to deliver talk from time to time. Our task is to help students grow deep root of our tradition and catch the sunshine of modernity.

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
**ROLL OF HONOURS: DEANS OF THE FACULTY OF COMMERCE**  
[1949 ONWARDS]

| SR. NO. | DEANS OF FACULTY OF COMMERCE       | ACADEMIC YEAR          |
|---------|------------------------------------|------------------------|
| 01      | PROF. V.Y.KOLHATKAR                | 1949-1950 to 1959-1960 |
| 02      | PROF. B.G. SHAH                    | 1960-1961 to 1963-1964 |
| 03      | PROF. K. N.NAIK                    | 1964-1965 to 1973-1974 |
| 04      | PROF. H.P.CHOKSHI                  | 1974-1975 to 1980-1981 |
| 05      | PROF. K.C.MEHTA                    | 1980-1981 to 1981-1982 |
| 06      | PROF. G.C.BERI                     | 1982-1983 to 1984-1985 |
| 07      | PROF. M.D.SHARMA                   | 1985-1986 to 1987-1988 |
| 08      | PROF. A.G. PATEL                   | 1988-1989 to 1990-1991 |
| 09      | PROF. K.R. SHAH                    | 1990-1991 to 1991-1992 |
| 10      | PROF. M.D. MOHITE                  | 1991-1992 to 1992-1993 |
| 11      | PROF. B.S. PATEL                   | 1993-1994 to 1997-1998 |
| 12      | PROF. J.K. SYAN                    | 1997-1998 to 1998-1999 |
| 13      | PROF. S.K.SINGH                    | 1999-2000 to 2001-2002 |
| 14      | PROF. M.D. MOHITE                  | 2002-2003 to 2004-2005 |
| 15      | PROF. S.K. SINGH                   | 2005-2006 to 2007-2008 |
| 16      | PROF. P.H. VYAS [OFFICIATING]      | 2007-2008 to 2008-2009 |
| 17      | PROF. A.R. HINGORANI [OFFICIATING] | 2009-2010 to 2010-2011 |
| 18      | PROF. P.H. VYAS                    | 2011-2012 to 2013-2014 |
| 19      | PROF. SHARAD N. BANSAL             | 2014-2015 to 2016-2017 |
| 20      | PROF. DINKAR N. NAYAK              | JULY 2017 ONWARDS      |

**FACULTY OF COMMERCE**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**ROLL OF HONOURS: HEADS OF THE DEPARTMENTS OF THE FACULTY OF COMMERCE**  
**DEPARTMENT OF ACCOUNTING AND FINANCIAL MANAGEMENT**

| SR.NO. | Name of the Head of the Department     | ACADEMIC YEAR        |
|--------|----------------------------------------|----------------------|
| 01     | PROF. M.M. CHOKSHI                     | 1949-50 to 1962-63   |
| 02     | PROF. K. C. MEHTA                      | 1962-63 to 1983-84   |
| 03     | PROF. A. G. PATEL                      | 1983-84 to 1991-92   |
| 04     | PROF. J. H. SHAH                       | 1991-92 to 1994-95   |
| 05     | PROF. J. R. KHEDKAR                    | 1994-95 to 2003-04   |
| 06     | SHRI M. B. MAJMUDAR                    | 2003-04 to 2007-08   |
| 07     | PROF. AMITA S. KANTAWALA               | 2007-08 to 2013-2014 |
| 08     | SHRI JANAK M. SHAH [OFFG. HEAD]        | 2014 to 2015         |
| 09     | PROF. KULKARNI SHIRISH R. [OFFG. HEAD] | 2015 to 2016         |
| 10     | PROF. PRAGNESH B. SHAH (OFFG. HEAD)    | 2016 ONWARDS         |

**DEPARTMENT OF BANKING & INSURANCE**

| SR.NO. | Name of the Head of the Department | ACADEMIC YEAR |
|--------|------------------------------------|---------------|
| 01     | PROF. B G SHAH                     | 1955-1967     |
| 02     | PROF. R D PANDYA                   | 1967-1971     |
| 03     | PROF. M D SHARMA                   | 1971-1986     |
| 04     | PROF. B H ELAVIA                   | 1986-1996     |
| 05     | PROF. J K SYAN                     | 1996-2005     |
| 06     | DR. D K CHELLANI (OFFG. HEAD)      | 2005 to 2017  |

**DEPARTMENT OF BUSINESS ECONOMICS**

| SR.NO. | Name of the Head of the Department | ACADEMIC YEAR |
|--------|------------------------------------|---------------|
| 01     | PROF. H. P. CHOKSI                 | 1972 to 1984  |
| 02     | PROF. S. SRIKANTHIAH               | 1984 to 1985  |
| 03     | PROF. K. R. SHAH                   | 1985 to 1993  |
| 04     | PROF. D. S. PATHAK (OFFG. HEAD)    | 1993          |
| 05     | PROF. S. K. SINGH                  | 1993 to 2001  |
| 06     | PROF. D.V. BALONI                  | 2001 to 2004  |
| 07     | PROF. G. M. PARIKH (OFFG. HEAD)    | 2004 to 2005  |
| 08     | PROF. S. D. JOSHI                  | 2005 to 2008  |
| 09     | PROF. D.V. BALONI (OFFG. HEAD)     | 2008 to 2011  |
| 10     | DR. S. A. SAIYAD                   | 2011 to 2015  |
| 11     | PROF. DINKAR. N. NAYAK             | 2015 ONWARDS  |

**DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT**

| SR.NO. | Name of the Head of the Department | ACADEMIC YEAR               |
|--------|------------------------------------|-----------------------------|
| 01     | PROF. H. L. DHOLAKIA               | 1949 to 1972                |
| 02     | PROF. DHAVAL MEHTA                 | 1974 to 1976                |
| 03     | PROF. I. P. VYAS                   | 1976 to 1978 & 1984 to 1993 |
| 04     | PROF. G. C. BERI                   | 1979 to 1984                |
| 05     | PROF. B. S. PATEL                  | 1993 to 1998                |
| 06     | PROF. A. R. HINGORANI              | 1998 to 2004                |
| 07     | PROF. P.H.VYAS                     | 2004 to 2013                |
| 08     | Dr. U. R. DANGARWALA               | 2014 to 2017                |
| 09     | SHRI KALPESH H. SHAH (OFFG. HEAD)  | 2017 ONWARDS                |

**DEPARTMENT OF COOPERATIVE MANAGEMENT & RURAL STUDIES**

| SR.NO. | Name of the Head of the Department | ACADEMIC YEAR |
|--------|------------------------------------|---------------|
| 01     | PROF. K.N. NAIK                    | 1964 to 1974  |
| 02     | PROF. C S RATHOD                   | 1974 to 1988  |
| 03     | PROF. B H ELAVIA                   | 1989 to 1991  |
| 04     | PROF. M D MOHITE                   | 1991 to 2006  |
| 05     | PROF. SHARAD N BANSAL              | 2006 to 2017  |
| 06     | MS. NEETA BALONI                   | 2017 ONWARDS  |

**R.B.I. UNIT**

| SR.NO. | Name of the Head of the Department | ACADEMIC YEAR |
|--------|------------------------------------|---------------|
| 01     | PROF. T.R. BISHNOI                 | 2014 ONWARDS  |

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
LIST OF TEACHING STAFF OF THE FACULTY OF COMMERCE  
[ACADEMIC YEAR 2017-18]  
DEPARTMENT OF ACCOUNTING & FINANCIAL MANAGEMENT

| SR.NO | NAME OF THE FACULTY MEMBER         | DESIGNATION                  | EDUCATIONAL QUALIFICATIONS         |
|-------|------------------------------------|------------------------------|------------------------------------|
| 1     | PROF. (DR.) CA. AMITA S. KANTAWALA | PROFESSOR                    | M.Com., F.C.A., Ph. D.             |
| 2     | PROF. (DR.) PRAGNESH B. SHAH       | PROFESSOR (CAS) & OFFG. HEAD | M.Com., M .Phil, Ph.D.             |
| 3     | PROF. KETAN R. UPADHYAY            | ASSOCIATE PROFESSOR          | M.Com., M.Phil., Ph.D., FDP., IIMA |
| 4     | SHRI JANAK M. SHAH                 | ASSOCIATE PROFESSOR          | M.Com, D.T.P., D.C.A.              |
| 5     | MS. SAVITRI D. CHELLANI            | ASSOCIATE PROFESSOR          | M.Com., B. Ed., M. Phil.           |
| 6     | CA. SHRI BHARAT T. DHARAMSI        | ASSOCIATE PROFESSOR          | M.Com., F.C.A., ICWA               |
| 7     | DR. GYNANESH S. DESAI*             | ASSOCIATE PROFESSOR          | M.Com., M. Phil, Ph.D.             |
| 8     | CA. SHRI MINESH M. SHAH*           | ASSOCIATE PROFESSOR          | M.Com., F.C.A.                     |
| 9     | DR. JAYESH K. PANDYA               | ASSOCIATE PROFESSOR          | M.Com., M. Phil, Ph.D.             |
| 10    | MS. VISALAKSHI M. IYER             | ASSISTANT PROFESSOR          | M.Com.                             |
| 11    | CA. SHRI YOGESH J. KESHARIYA       | ASSISTANT PROFESSOR          | M.Com., F.C.A.                     |
| 12    | CA. MS. BIJAL K. NAIK              | ASSISTANT PROFESSOR          | M.Com., A.C.A.                     |
| 13    | DR. RUPALI S. AMBADKAR             | ASSISTANT PROFESSOR          | M.Com., Ph. D.                     |
| 14    | SHRI DINESH S. VAGHELA             | ASSISTANT PROFESSOR          | M.Com., B. Ed.                     |
| 15    | SHRI KAMLESH D. VALA               | ASSISTANT PROFESSOR          | M.Com.                             |
| 16    | MS. NIDHI U. ARGADE                | ASSISTANT PROFESSOR          | M.B.A.                             |
| 17    | CA. SHRI MITUL T. PARMAR           | ASSISTANT PROFESSOR          | M.Com.; C. A.; I. C. W. A.         |
| 18    | DR. RAMRUP K. SHARMA**             | ASSISTANT PROFESSOR [ CES]   | M.Com., Ph. D.                     |
| 19    | SHRI VISHAL N. SHAH**              | ASSISTANT PROFESSOR [ CES]   | M.Com.                             |
| 20    | CS. SHRI HEMANT K. VALAND**        | ASSISTANT PROFESSOR [ CES]   | M.Com., CS                         |
| 21    | MS. PRIYA D. PARIKH**              | ASSISTANT PROFESSOR [ CES]   | M.Com., MED.                       |

|    |                              |                           |                     |
|----|------------------------------|---------------------------|---------------------|
| 22 | MS. MAMTA C. HINDOCHA**      | ASSISTANT PROFESSOR [CES] | M.Com.              |
| 23 | CMA. MS. NEHA M. SHAH**      | ASSISTANT PROFESSOR [CES] | M.Com.              |
| 24 | CA. SHRI ATUL P. SUVAGIYA*** | ASSISTANT PROFESSOR [CES] | M.Com., CA, CS      |
| 25 | MS. ALKA H. SHAH***          | ASSISTANT PROFESSOR [CES] | M.Com. PGDBM. PGDTT |

#### DEPARTMENT OF BANKING & INSURANCE

|    |                      |                     |                             |
|----|----------------------|---------------------|-----------------------------|
| 01 | DR. DILIP K.CHELLANI | ASSOCIATE PROFESSOR | M.A., M. Com., Ph. D., DBM. |
|----|----------------------|---------------------|-----------------------------|

#### DEPARTMENT OF BUSINESS ECONOMICS

| SR.NO | NAME OF THE FACULTY MEMBER | DESIGNATION                | EDUCATIONAL QUALIFICATIONS |
|-------|----------------------------|----------------------------|----------------------------|
| 01    | PROF. DINESH V.BALONI      | PROFESSOR                  | M.A., Ph. D.               |
| 02    | PROF. DINKAR .N. NAYAK     | ASSOCIATE PROFESSOR & HEAD | M.A., Ph. D.               |
| 03    | MS. PRADNYA A .JAVDEKAR    | ASSOCIATE PROFESSOR        | M.A.                       |
| 04    | MS. RUCHA .S.VAIDYA        | ASSOCIATE PROFESSOR        | M.A.                       |
| 05    | SHRI KIRTRAM R.BADOLA      | ASSOCIATE PROFESSOR        | M.A., B.Ed., M.Ed.         |
| 06    | DR. P. KRISHNAKUMAR        | ASSOCIATE PROFESSOR        | M.A., Ph. D.               |
| 07    | DR. D RAMESH               | ASSOCIATE PROFESSOR        | M.Com., Ph. D.             |
| 08    | DR. K. SHANMUGAN           | ASSOCIATE PROFESSOR        | M.A., Ph. D.               |
| 09    | DR. JAYANT KUMAR           | ASSOCIATE PROFESSOR        | M.A., Ph. D.               |
| 10    | DR. NANDINI KANNAN         | ASSOCIATE PROFESSOR        | M.A., Ph. D.               |
| 11    | SHRI YASHIN VANKAR*        | ASSOCIATE PROFESSOR        | M.A.                       |
| 12    | DR. JYOTI ACHANTA          | ASSOCIATE PROFESSOR        | M.Com., Ph. D.             |
| 13    | DR. SHRADHA BUDHDEO        | ASSOCIATE PROFESSOR        | M.Com., Ph. D.             |
| 14    | DR. ARCHANA FULWARI        | ASSISTANT PROFESSOR        | M.A., Ph.D.                |
| 15    | SHRI PRAKASH PARMAR*       | ASSISTANT PROFESSOR        | M.A.                       |
| 16    | MS. ASHWINI TRIVEDI**      | ASSISTANT PROFESSOR [CES]  | M.A.                       |
| 17    | SHRI SUMAN SINGH BISTH***  | ASSISTANT PROFESSOR [CES]  | M.A.                       |
| 18    | DR. SANGITA AGARWAL **     | ASSISTANT PROFESSOR [CES]  | M.A. Ph. D.                |

**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT**

| <b>SR.NO</b> | <b>FACULTY MEMBER</b>      | <b>DESIGNATION</b>               | <b>EDUCATIONAL QUALIFICATIONS</b>           |
|--------------|----------------------------|----------------------------------|---------------------------------------------|
| 01           | PROF. PARIMAL.H.VYAS       | PROFESSOR                        | M.Com., Ph.D., FDP., IIMA                   |
| 02           | DR. UMESH .R. DANGARWALA   | ASSOCIATE PROFESSOR              | M.Com., Ph.D., M. Phil., F.C.A., A.I.C.W.A. |
| 03           | SHRI KALPESH .H.SHAH       | ASSOCIATE PROFESSOR & OFFG. HEAD | M.Com. M. Phil.                             |
| 04           | DR. AMIT .R.PANDYA         | ASSOCIATE PROFESSOR              | M.Com., Ph. D.                              |
| 05           | MS. SMITA .P.PATEL         | ASSOCIATE PROFESSOR              | M.Com.                                      |
| 06           | DR. SANJAY R.DESAI         | ASSOCIATE PROFESSOR              | M.Com., Ph.D., FDP., IIMA                   |
| 07           | DR. SHAMAL A. PRADHAN      | ASSOCIATE PROFESSOR              | M.Com, M. Phil., Ph.D.                      |
| 08           | DR.VILAS Z. CHAUHAN        | ASSISTANT PROFESSOR              | M.Com., PGDBM, Ph. D.                       |
| 09           | SHRI R. HARIHARAN          | ASSISTANT PROFESSOR              | M.Com.                                      |
| 10           | DR. KALPESH D. NAIK        | ASSISTANT PROFESSOR              | M.Com. Ph.D.                                |
| 11           | DR. MRUDULA TRIVEDI        | ASSISTANT PROFESSOR              | M.Com., Ph. D.                              |
| 12           | DR. MADHUSUDAN N . PANDYA  | ASSISTANT PROFESSOR              | M.Com.,Ph.D.                                |
| 13           | DR. VISHAL B. JAVIYA       | ASSISTANT PROFESSOR              | M.B.A., Ph.D.                               |
| 14           | DR. SANDIP G. PRAJAPATI    | ASSISTANT PROFESSOR              | M.B.A.                                      |
| 15           | DR. TEJOVATI S. PRABHU*    | ASSOCIATE PROFESSOR              | M.Com, M. Phil.Ph.D.                        |
| 16           | DR. PRITI U. NIGAM*        | ASSISTANT PROFESSOR              | MBA, LLB, Ph.D.                             |
| 17           | DR. DRISHTI B. JOSHI**     | ASSISTANT PROFESSOR [CES]        | M.Com. Ph.D.                                |
| 18           | MS. PARINDA DOSHI**        | ASSISTANT PROFESSOR [CES]        | M.Com., CA                                  |
| 19           | SHRI PARAG S. SHUKLA**     | ASSISTANT PROFESSOR [CES]        | M.Com.                                      |
| 20           | MS. NEHA V. SHAH**         | ASSISTANT PROFESSOR [CES]        | MBA, PGDHRD                                 |
| 21           | DR. AMEE A. AGRAWAL***     | ASSISTANT PROFESSOR [CES]        | MBA, Ph. D.                                 |
| 22           | SHRI KALPESH J. PUROHIT*** | ASSISTANT PROFESSOR [CES]        | M.Com., CS                                  |

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DEPARTMENT OF CO-OPERATIVE MANAGEMENT AND RURAL STUDIES

|    |                  |                     |        |
|----|------------------|---------------------|--------|
| 01 | MS. NEETA BALONI | ASSISTANT PROFESSOR | M.Com. |
|----|------------------|---------------------|--------|

DEPARTMENT OF ENGLISH

|    |                   |                     |                |
|----|-------------------|---------------------|----------------|
| 01 | MS. SEEMA S.GOYAL | ASSISTANT PROFESSOR | M.A., M. Phil. |
| 02 | MS. LIZY ENDREWS  | ASSISTANT PROFESSOR | M.A., M. Phil. |
| 03 | Dr. ANSHU SURVE   | ASSISTANT PROFESSOR | M.A., Ph. D.   |

DEPARTMENT OF STATISTICS

|    |                 |                     |                                   |
|----|-----------------|---------------------|-----------------------------------|
| 01 | MS. S.J.PARIKH  | ASSISTANT PROFESSOR | MSC. Dip. in Computer Programming |
| 02 | DR. ARTI KHABIA | ASSISTANT PROFESSOR | M.SC. P.HD.                       |

**\*Faculty Appointed at M.K. Amin Arts & Science College & College of Commerce, Padra (Constituent College of the M S University of Baroda)**

**\*\*Assistant Professors appointed on a tenure basis under 'Contract for Educational Services at HPU, Faculty of Commerce**

**\*\*\*Assistant Professors appointed on a tenure basis under 'Contract for Educational Services at BBA Program, Faculty of Commerce**

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
LIST OF NON-TEACHING STAFF OF THE FACULTY OF COMMERCE  
[ACADEMIC YEAR 2017-18]

| Sr. No. | Name                                 | Post Held                               |
|---------|--------------------------------------|-----------------------------------------|
| A       | DEAN'S OFFICE                        |                                         |
| 01      | Shri K. M. Gohil                     | Head Clerk                              |
| 02      | Shri M. S. Patel                     | Sr. Clerk (HGS-II)                      |
| 03      | Shri P. B. Chauhan                   | Sr. Clerk (Work Arrangement)            |
| 04      | Ms. Sonia Shah                       | Sr. Clerk (HGS-II)                      |
| 05      | Ms. S. U. Chokshi                    | Clerk ( HGS )                           |
| 06      | Mr. P. J. Patel                      | Temp. Clerk                             |
| 07      | Ms. Shweta P.Rana                    | Temp. Clerk                             |
| B       | MAIN BUILDING UNIT                   |                                         |
| 01      | Mr. B. A. Shah                       | Sr. Clerk (HGS-II) (Work Arrangement)   |
| 02      | Mr. M. J. Shah                       | Temp. Clerk (HPFU)                      |
| 03      | Mr. Kuldeep Rao                      | Temp. Clerk (Account)                   |
| 04      | Ms. Devanshi Gandhi                  | Temp. Clerk (Data Operator)             |
| C       | GENERAL EDUCATION BUILDING UNIT[HPU] |                                         |
| 01      | Mrs. L. K. Vyas                      | Head Clerk                              |
| 02      | Mr. M. S. Khant                      | Clerk                                   |
| 03      | Mr. P. V. Bhoite                     | Temp. Clerk ( HPFU)                     |
| 04      | Shri L. M. Trivedi                   | Temp. Clerk ( HPFU)                     |
| 05      | Mr. Y. G. Shah                       | Temp. Clerk                             |
| D       | GIRLS' COLLEGE                       |                                         |
| 01      | Shri G. M. Shrimali                  | Sr. Clerk                               |
| 02      | Ms. N. R. Tandle                     | Sr. Clerk (Work Arrangement )           |
| 03      | Shri P. H. Prajapati                 | Typist Clerk ( HGS )                    |
| 04      | Mr. S. D. Deshmukh                   | ) Clerk ( HGS )                         |
| E       | P. G. UNIT (DEEP BUILDING)           |                                         |
| 01      | Mr. C. M. Devle                      | Assistant Accountant (Work Arrangement) |
| 02      | Mr. B. N. Shah                       | Temp. Clerk                             |
| 03      | Mr. Sandeep Rajput                   | Temp. Clerk                             |
| 04      | Pandya M. R.                         | Clerk                                   |

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
[ACADEMIC YEAR 2017-18]

LIST OF MINISTERIAL STAFF OF THE FACULTY OF COMMERCE

| No       | Name                                          | Post Held     |
|----------|-----------------------------------------------|---------------|
| <b>A</b> | <b>DEAN'S OFFICE &amp; MAIN BUILDING UNIT</b> |               |
| 01       | Shri Suhas Thakur                             | Peon          |
| 02       | Shri Santos Prabhakar                         | Peon          |
| 03       | Smt. Sudha Patel                              | Peon          |
| 04       | Shri Sunil More                               | Peon          |
| 05       | Shri Pravin P. Rana                           | Peon          |
| 06       | Shri Viral Shah                               | Temp. Peon    |
| 07       | Shri Suresh Patel                             | Temp. Peon    |
| 08       | Shri Nitesh Parmar                            | Temp. Peon    |
| 09       | Shri Hemant Thite                             | Temp. Peon    |
| 10       | Shri Nikul Mali                               | Temp. Peon    |
| 11       | Shri Kaushik Sandim                           | Temp. Peon    |
| 12       | Shri Ritesh Dabholkar                         | Temp. Peon    |
| 13       | Shri Trushar Jadhav                           | Temp. Peon    |
| 14       | Shri Krunal V. Surve                          | Temp. Peon    |
| 15       | Shri Parag Dave                               | Temp. Peon    |
| 16       | Shri Harshad Dabholkar (HPU)                  | Temp. Peon    |
| 17       | Shri Akash Patel (HPU)                        | Temp. Peon    |
| <b>B</b> | <b>GENERAL EDUCATION BUILDING UNIT[HPU]</b>   |               |
| 01       | Shri Ramesh Karekar                           | Peon          |
| 02       | Shri R.G. Pawar                               | Peon          |
| 03       | Shri Harshad Solanki                          | Peon          |
| 04       | Shri Shailesh K. Pawar                        | Peon          |
| 05       | Shri Chandrakant Solanki                      | Temp. Sweeper |
| 06       | Mrs.Lataben Chaudhary (HPU)                   | Temp. Peon    |
| <b>C</b> | <b>GIRLS COLLEGE :</b>                        |               |
| 01       | Shri Prakash Mahadik                          | Peon          |
| 02       | Shri Dinesh M. Gohil                          | Temp. Peon    |
| 03       | Shri Vinayak Pawar                            | Temp. Peon    |
| 04       | Shri Mitesh Kamle                             | Temp. Peon    |
| 05       | Smt. Rekha Solanki                            | Temp. Sweeper |
| <b>D</b> | <b>P. G. UNIT (DEEP BUILDING)</b>             |               |
| 01       | Shri R. P. Dhabholkar                         | Peon          |
| 02       | Shri Devendra Rathod                          | Peon          |
| 03       | Shri Jayesh Acharya                           | Peon(W.A.)    |
| 04       | Shri Pravin Solanki                           | Sweeper       |
| 05       | Shri Jayesh S. More                           | Temp. Peon    |
| 06       | Shri Chavda Dipak                             | Temp. Peon    |
| 07       | Shri Kiran Solanki                            | Temp. Sweeper |
| 08       | Shri Varsan Rathwa (M.Diploma)                | Temp. Peon    |

**FACULTY OF COMMERCE**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**ACADEMIC PROGRAMS OF THE FACULTY OF COMMERCE**  
**AT A GLANCE**  
**[Academic Year 2018-19]**

| COURSE                                           | DETAILS OF THE DEGREE AND DIPLOMAS OFFERED [UG & PG]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | ELIGIBILITY CRITERIA                                                                                                                                                                                                          | Minimum Cut off % |          |
|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               | Local             | Outsider |
| PH. D. PROGRAM                                   | Ph. D. in Accounting and Financial Management<br>Ph. D in Banking and Insurance<br>Ph. D in Business Economics<br>Ph. D in Commerce and Business Management<br>Ph. D in Co-operative Management and Rural Studies                                                                                                                                                                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>A Candidate holding a recognized Master's Degree or recognized equivalent to Master's Degrees in the concerned subjects.</li> <li>Passed PET examination/ NET /SLET/ M.Phil</li> </ul> | 50%               | 50%      |
| M.COM.<br>[REGULAR<br>PG PROGRAM]                | M. Com. with Specialization in Accounting and Financial Management<br>M. Com. with Specialization in Banking and Insurance<br>M. Com. with Specialization in Business Economics<br>(I) Specialization in Industrial Economics and International Business<br>(II) Specialization in Financial Economics<br>M. Com. with Specialization in Commerce and Business Management<br>(I) Specialization in Marketing Management<br>(II) Specialization in Human Resource Management<br>M. Com. with Specialization in Co-operative Management and Rural Studies | <ul style="list-style-type: none"> <li>A Candidate having passed B.Com/BBA/BBS or equivalent degree</li> <li>In addition B.A. Degree</li> <li>In addition B.A. Degree</li> </ul>                                              | 55%               | 60%      |
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               | 55%               | 60%      |
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               | 50%               | 60%      |
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>A Candidate having passed B.Com/BBA/BBS or equivalent degree</li> <li>In addition B.A. Degree</li> </ul>                                                                               | 50%               | 60%      |
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               | 50%               | 50%      |
| M.COM.                                           | New Programme commencing from the academic year 2018-19.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>A Candidate having passed B.Com/BBA/BBS or equivalent degree</li> </ul>                                                                                                                | 50%               | 50%      |
| PG DIPLOMA PROGRAMS<br>[Regular Programme]       | Post Graduate Diploma in Banking<br>Post Graduate Diploma in Applied Economics<br>Post Graduate Diploma in Co-operative Management                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>A Candidate having passed B.Com/ BBA/ BBS/ BA with Economics as one of the subjects</li> </ul>                                                                                         | 45%               | 60%      |
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               | 45%               | 45%      |
|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                               | 40%               | 40%      |
| PG DIPLOMA PROGRAMS<br>[HIGHER PAYMENT: MORNING] | Post Graduate Diploma in Accounting and Finance<br>Post Graduate Diploma in Business Administration                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>A Candidate having passed B.Com / BBA / BBS or equivalent</li> </ul>                                                                                                                   | 45%               | 50%      |

|                                                                     |                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                    |                          |                 |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------|
| PG DIPLOMA PROGRAMS<br>[HIGHER PAYMENT: EVENING ]                   | Post Graduate Diploma in Financial Management<br>Post Graduate Diploma in Business Management<br>Post Graduate Diploma in Marketing Management<br>Post Graduate Diploma in Strategic Human Resource Management<br>Post Graduate Diploma in Banking and Insurance | <ul style="list-style-type: none"> <li>Any Graduate with 45% marks in aggregate.</li> </ul>                                                                                                                                                                                                                                        | 45%                      | 45%             |
| <b>COURSE</b>                                                       | <b>DETAILS OF THE DEGREE AND DIPLOMAS OFFERED [UG &amp;PG]</b>                                                                                                                                                                                                   | <b>ELIGIBILITY CRITERIA</b>                                                                                                                                                                                                                                                                                                        | <b>Minimum Cut off %</b> |                 |
|                                                                     |                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                    | <b>Local</b>             | <b>Outsider</b> |
| B.COM (REGULAR COURSE)<br>[UNDER CHOICE BASED CREDIT SYSTEM (CBCS)] | With 40 Courses having 120 Credits in Total Number of Six Semesters to be offered equally at FY B Com, SYB Com, & T Y B Com                                                                                                                                      | <ul style="list-style-type: none"> <li>A Candidate having passed XII in any stream with English as one of the subjects</li> </ul>                                                                                                                                                                                                  | 12 <sup>TH</sup> PASS    | 40%             |
| B.COM. (HONOURS)<br>[Higher Payment]                                | With 56 courses having 156 Credits in Total Number of Six Semester at F.Y. B.Com., S.Y. B.Com. & T.Y. B.Com                                                                                                                                                      | <ul style="list-style-type: none"> <li>A Candidate having passed XII in any stream with English as one of the subjects</li> </ul>                                                                                                                                                                                                  | 50%                      | 50%             |
| BACHELOR IN BUSINESS ADMINISTRATION<br>[Higher Payment]             | With 48 Courses having 177+ Credits in Total Number of Six Semesters to be offered equally at FY B Com, SYB Com, & T Y B Com                                                                                                                                     | <ul style="list-style-type: none"> <li>A Candidate having passed XII in any stream with English as one of the subject</li> </ul>                                                                                                                                                                                                   | 45%                      | 45%             |
| UG DIPLOMA PROGRAM                                                  | UNDER GRADUATE DIPLOMA IN COOPERATIVE MANAGEMENT                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>XII Passed in any stream with English as one of the subjects</li> <li>OR</li> <li>SSC with English as one of the subjects, provided the candidate has worked for atleast three complete years subsequent to his passing the examination in a recognized co-operative institution</li> </ul> | -                        | -               |

Further details can be obtained from PG Prospectus.

**FACULTY OF COMMERCE**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**A BRIEF ABOUT VARIOUS DEPARTMENTS OF THE FACULTY OF COMMERCE**

The Faculty of Commerce consists of Five Departments viz. Department of Accounting & Financial Management, Department of Banking and Insurance, Department of Business Economics, Department of Commerce & Business Management, and Department of Co-operative Management & Rural Studies.

**DEPARTMENT OF ACCOUNTING AND FINANCIAL MANAGEMENT**

The Department was established in the year 1949, and it imparts education in areas of Accounting and Finance at B.Com, M.Com and PG Diploma Programs. Its faculty members continually participate in Seminars and Conferences. It has introduced the paper of Basics of IT and e-Accounting at UG as well as PG Diploma level. With the introduction of semester system as well as Choice Based Credit System at the Faculty level, the Department has updated and upgraded its syllabi of various courses offered at UG & PG level respectively. Placement activities are regularly planned organized for the benefit of its students. It has set up vibrant and active Accounting and Finance Students' Association (ACFA – UG and PG) which periodically organizes Seminars in collaboration with WICASA, ICAI. It also plans and organizes varying co-curricular activities, community outreach programmes and industrial visits for its students.

**DEPARTMENT OF BANKING & INSURANCE**

It offers teaching in the areas of banking, finance and insurance at UG & PG level respectively. It continually interacts with banks, insurance companies and other financial institutions. It has introduced compulsory internship as a part of the Course Curriculum for its students a period of one month in banks, insurance companies and other financial institutions. It has created in house Library facilities. It has set up Banking and Insurance Students' Forum (BISF) which organizes various students' activities for the benefit of its students.

**DEPARTMENT OF BUSINESS ECONOMICS**

It imparts education with specialization in Business Economics at UG & PG level respectively. It has also established Business Economics Students' Association (BECOSA) that regularly organizes industrial visits as well as co-curricular activities for the benefit of its students. The Department has updated and upgraded its syllabi of various courses offered at UG & PG level respectively. The department has organized number of National Level Seminars and Conferences over the years.

**DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT**

It was established along with the Faculty in 1949, and in 1959 it began its pioneering leading academic courses in management as a core field of study. In 1977, the Department launched for the first time specialized courses at undergraduate level in the subjects of "Marketing Management" as well as "Personnel and Industrial Relations Management". At present, the student graduates with a degree in "Bachelor of Commerce" as well as "Masters in Commerce" majoring in "Marketing Management" or "Human Resource Management". . With the introduction of semester system as well as Choice Based Credit System at the Faculty level, the Department has updated and upgraded its syllabi of various courses offered at UG & PG level respectively. It organizes various academic, co-curricular & extension activities throughout the year for the overall development of our students. Management Students' Association at PG regularly organizes industrial visits as well as co-curricular activities such as Test; Case study Analysis & Group Discussion were organized in a way to enhance the knowledge of the students celebration of Teachers' Day; Industrial visit to Indian Railway; Guest Lecture; Sports Week etc. MSAPG had also organized MAGWEEK in which Brain Storming session; Project Presentation; Poster Presentation; General Awareness for the benefit of its students.

**DEPARTMENT OF COOPERATIVE MANAGEMENT & RURAL STUDIES**

It imparts Under Graduate & Post Graduate education in the area of Co-operative Management & Rural Studies. It offers Under Graduate & Post-Graduate Degree as well as Diploma programme. Since its inception, has been playing a vital role in providing education in the thrust areas of Co-operation and has conducted training programme for its students and teachers. The Department has updated and upgraded its syllabi of various courses offered at UG & PG level respectively. It has received financial support to set-up Center for Research and Training in Co-operative Banking and Micro Finance.

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
Total Fees Charged for Degree & Diploma Programmes [UG & PG]

| Sr. No.                                                                              | Name of the Course                                                                                                                                           | Fees<br>To be Charged in<br>2018-19 likely to be<br>revised<br>(In Rupees) |       | Total<br>Examination<br>fees<br>[Both Sem.]<br>Rupees |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|-------|-------------------------------------------------------|
|                                                                                      |                                                                                                                                                              | Boys                                                                       | Girls |                                                       |
| REGULAR [GRANTS-IN-AID] GRADUATE DEGREE[ B COM] /DIPLOMA PROGRAMS                    |                                                                                                                                                              |                                                                            |       |                                                       |
| 01                                                                                   | F.Y.B.Com (Regular Program) [Main Building /Girls' College]                                                                                                  | 5900                                                                       | 4700  | 1120                                                  |
| 02                                                                                   | S.Y.B.Com (Regular Program) [Main Building /Girls' College]                                                                                                  | 5900                                                                       | 4700  | 1120                                                  |
| 03                                                                                   | T. Y.B.Com (Regular Program) [Main Building /Girls' College]                                                                                                 | 5900                                                                       | 4700  | 1120                                                  |
| 04                                                                                   | UG Diploma in Co-operative Management [Main Building]                                                                                                        | 5900                                                                       | 4700  | 1120                                                  |
| REGULAR [GRANTS-IN-AID] POST-GRADUATE GRADUATE DEGREE [M COM]/DIPLOMA PROGRAMS       |                                                                                                                                                              |                                                                            |       |                                                       |
|                                                                                      | <b>M.Com (Pervious) (Regular Program) [PG Unit]</b>                                                                                                          | -                                                                          | -     | -                                                     |
| 01                                                                                   | M.Com. with Specialization in Accounting and Financial Management [PG Unit]                                                                                  | 5900                                                                       | 4700  | 1660                                                  |
| 02                                                                                   | M.Com. with Specialization in Banking and Insurance [PG Unit]                                                                                                | 5900                                                                       | 4700  | 1660                                                  |
| 03                                                                                   | M.Com. with Specialization in Business Economics [PG Unit]                                                                                                   | 5900                                                                       | 4700  | 1660                                                  |
| 04                                                                                   | M.Com. with Specialization in Commerce and Business Management [PG Unit]                                                                                     | 5900                                                                       | 4700  | 1660                                                  |
| 05                                                                                   | M.Com with Specialization in Co-operative Management and Rural Studies<br><b>[Main Building]</b>                                                             | 5900                                                                       | 4700  | 1660                                                  |
| 06                                                                                   | M.Com                                                                                                                                                        |                                                                            |       |                                                       |
|                                                                                      | <b>M.Com (Final) (Regular Program) [PG Unit]</b>                                                                                                             |                                                                            |       | 1660                                                  |
| 07                                                                                   | M.Com in Accounting and Financial Management [PG Unit]                                                                                                       | 5900                                                                       | 4700  | 1660                                                  |
| 08                                                                                   | M.Com in Banking and Insurance [PG Unit]                                                                                                                     | 5900                                                                       | 4700  | 1660                                                  |
| 09                                                                                   | M.Com in Business Economics [PG Unit]<br>(I) Specialization in Industrial Economics and International Business<br>(II) Specialization in Financial Economics | 5900                                                                       | 4700  | 1660                                                  |
| 10                                                                                   | M.Com in Human Resource Management [PG Unit]                                                                                                                 | 5900                                                                       | 4700  | 1660                                                  |
| 11                                                                                   | M.Com in Marketing Management [PG Unit]                                                                                                                      | 5900                                                                       | 4700  | 1660                                                  |
|                                                                                      | M.Com with Specialization in Co-operative Management and Rural Studies<br><b>[Main Building]</b>                                                             | 5900                                                                       | 4700  | 1660                                                  |
| 12                                                                                   | M.Com (New)                                                                                                                                                  | 5900                                                                       | 4700  | 1660                                                  |
| 13                                                                                   | PG Diploma in Banking (Regular Program): [PG Unit]                                                                                                           | 5900                                                                       | 4700  | 1660                                                  |
| 14                                                                                   | PG Diploma in Applied Economics (Regular Program):[PG Unit]                                                                                                  | 5900                                                                       | 4700  | 1660                                                  |
| 15                                                                                   | PG Diploma in Co-operative Management & Rural Studies:<br>(Regular Program): <b>[Main Building]</b>                                                          | 5900                                                                       | 4700  | 1660                                                  |
| GRADUATE DEGREE[ B COM] PROGRAMS OFFERED ON HIGHER PAYMENT BASIS                     |                                                                                                                                                              |                                                                            |       |                                                       |
| 01                                                                                   | F.Y.B.Com (Higher Payment Basis) [General Education Building]                                                                                                | 11500                                                                      | 11500 | 1120                                                  |
| 02                                                                                   | S.Y.B.Com (Higher Payment Basis) [General Education Building]                                                                                                | 11500                                                                      | 11500 | 1120                                                  |
| 03                                                                                   | T.Y.B.Com (Higher Payment Basis) [General Education Building]                                                                                                | 11500                                                                      | 11500 | 1120                                                  |
| 04                                                                                   | <b>F.Y.B.Com [B COM: HONOURS]</b> (Donor's Plaza)                                                                                                            | 20700                                                                      | 20700 | 1120                                                  |
| POST GRADUATE DIPLOMA PROGRAMS OFFERED ON HIGHER PAYMENT BASIS<br>[MORNING PROGRAMS] |                                                                                                                                                              |                                                                            |       |                                                       |
| 01                                                                                   | PG Diploma in Accounting & Finance: [PG Unit]                                                                                                                | 11500                                                                      | 11500 | 1660                                                  |
| 02                                                                                   | PG Diploma in Business Administration: [PG Unit]                                                                                                             | 11500                                                                      | 11500 | 1660                                                  |
| POST GRADUATE DIPLOMA PROGRAMS OFFERED ON HIGHER PAYMENT BASIS<br>[EVENING PROGRAMS] |                                                                                                                                                              |                                                                            |       |                                                       |
| 01                                                                                   | PG Diploma in Financial Management : [PG Unit]                                                                                                               | 21500                                                                      | 21500 | 1660                                                  |
| 02                                                                                   | PG Diploma in Banking and Insurance : [PG Unit]                                                                                                              | 21500                                                                      | 21500 | 1660                                                  |
| 03                                                                                   | PG Diploma in Business Management: [PG Unit]                                                                                                                 | 21500                                                                      | 21500 | 1660                                                  |
| 04                                                                                   | PG Diploma in Marketing Management : [PG Unit]                                                                                                               | 21500                                                                      | 21500 | 1660                                                  |
| 05                                                                                   | PG Diploma in Strategic Human Resource Management                                                                                                            | 21500                                                                      | 21500 | 1660                                                  |



**THE MAHARAJA SAYAJIRAO UNIVERSITY OF  
BARODA**

**FACULTY OF COMMERCE**

**ELIGIBILITY CRITERIA FOR ADMISSION TO**

**F.Y.B.COM [UNDER CHOICE BASED CREDIT SYSTEM (CBCS)]**

- 40 Courses having 120 Credits shall be offered in Total Number of Six Semesters at F.Y. B.Com., S.Y. B.Com., & T.Y. B.Com. w. e. f. Academic Year 2012-2013.

**ELIGIBILITY CRITERIA FOR F.Y. B.COM. ADMISSION:**

- (A) A Candidate must have passed / Appeared in the Higher Secondary Certificate (H.S.C) Examination (XII<sup>th</sup> Standard) in **ANY STREAM** of Gujarat Secondary Education Board, Gandhinagar or its Equivalent Examinations of Any Other Examining Body recognized equivalent thereto with **ENGLISH** as a Compulsory Subject.
- (B) Maximum 5 % of approved intake capacity of F. Y. B. Com. [with effect from Academic Year 2013-2014] shall be given admission to those students who have passed / Appeared in the Higher Secondary Certificate (H.S.C) Examination (XII<sup>th</sup> Standard) of Gujarat Secondary Education Board, Gandhinagar or its Equivalent Examinations of Any Other Examining Body recognized equivalent thereto with **ENGLISH** as a Compulsory Subject ***other than 12<sup>th</sup> Commerce.***
- (C) Admissions for F.Y B.Com at Faculty of Commerce will be subject to Minimum of 45% aggregate marks secured at H.S.C [12<sup>th</sup> Standard Examination] or its equivalent for Baroda (Local) Including Baroda District Students, and Minimum of 55% aggregate marks secured at H.S.C. [12<sup>th</sup> Standard Examination] or its equivalent for all other students considering availability of number of seats.
- (D) Admissions for F.Y B.Com at M.K Amin Arts & Science College And College of Commerce, Padra will be subject to Pass at H.S.C [12<sup>th</sup> Standard Examination] or its equivalent for Baroda (Local) Including Baroda District Students, and Minimum of 45% aggregate marks secured at H.S.C [12<sup>th</sup> Standard Examination] or its equivalent for all other students considering availability of number of seats.
- (E) **For calculating aggregate percentage, practical marks of any subjects not to be counted.**

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
CHOICE BASED CREDIT SYSTEM [CBCS] STRUCTURE  
BACHELOR OF COMMERCE [B.COM]  
[GENERAL PROGRAMME: 120 CREDITS]

FIRST YEAR B COM [F.Y.B.COM]

| SEMESTER- I |                                                  |          |    | SEMESTER –II |                                      |          |    |
|-------------|--------------------------------------------------|----------|----|--------------|--------------------------------------|----------|----|
| Sr. No      | TITLE OF THE COURSE                              | CODE     |    | Sr. No.      | TITLE OF THE COURSE                  | CODE     |    |
| 01          | Elements of Statistics                           | STA-1101 | CC | 01           | Business Statistics                  | STA-1201 | CC |
| 02          | Business English & Communication I               | ENG-1101 | CF | 02           | Business English & Communication –II | ENG-1202 | CF |
| 03          | Fundamentals of Accounting- Theory and Practices | ACF-1101 | CF | 03           | Financial Accounting                 | ACF-1201 | CF |
| 04          | Structure & Process of Business                  | CBM-1101 | CF | 04           | Functional Management                | CBM-1201 | CF |
| 05          | Elements of Economic Theory                      | BEC-1101 | CC | 05           | Micro Economics                      | BEC-1201 | CC |
| 06          | Indian Economic Structure                        | BEC-1102 | CF | 06           | Indian Economic Policy & Planning    | BEC-1202 | CF |

[CF- COMPULSORY FOUNDATION, CC-CORE COMPULSORY, CE-CORE ELECTIVE, OE-OPEN ELECTIVE, IE-INTERDISCIPLINARY ELECTIVE]

**SECOND YEAR B COM [S.Y.B.COM]**

|        | SEMESTER- III                                            |                                                         |         |    |                                                           | SEMESTER- IV                                 |                                           |         |         |
|--------|----------------------------------------------------------|---------------------------------------------------------|---------|----|-----------------------------------------------------------|----------------------------------------------|-------------------------------------------|---------|---------|
| Sr. No | TITLE OF THE COURSE                                      |                                                         | CODE    |    | Sr. No                                                    | TITLE OF THE COURSE                          |                                           | CODE    |         |
| 01     | Principles of Management                                 |                                                         | CBM1301 | CC | 01                                                        | Marketing Management                         |                                           | CBM1401 | CC      |
| 02     | Macro Economic Theory                                    |                                                         | BEC1301 | CC | 02                                                        | Macro Economic Issues and Policies           |                                           | BEC1401 | CC      |
| 03     | Elements of Direct Taxes                                 |                                                         | ACF1301 | CC | 03                                                        | Elements of Indirect Taxes                   |                                           | ACF1401 | CC      |
| 04     | Cost Accounting                                          |                                                         | ACF1302 | CC | 04                                                        | Management Accounting                        |                                           | ACF1402 | CC      |
| 05     | Human Resource Management                                |                                                         | CBM1302 | CC | 05                                                        | Entrepreneurship & Small Business Management |                                           | CBM1402 | CC      |
| 06     | CORE ELECTIVE [ SPECIAL GROUPS] [ANY ONE]                |                                                         |         |    | 06                                                        | CORE ELECTIVE [SPECIAL GROUPS] [ANY ONE]     |                                           |         |         |
|        | Dept. of Accounting & Financial Management               |                                                         | CODE    | CE | Dept. of Accounting & Financial Management                |                                              | CODE                                      | CE      |         |
|        | Specialization in: Accounting & Auditing                 | Higher Financial Accounting                             | ACF1303 |    | Specialization in: Accounting & Auditing                  |                                              | Corporate Accounting                      |         | ACF1403 |
|        | Specialization in: Accounting & Finance                  |                                                         |         |    | Specialization in: Accounting & Finance                   |                                              |                                           |         |         |
|        | Dept. of Banking & Insurance                             |                                                         | CODE    | CE | Dept. of Banking & Insurance                              |                                              | CODE                                      | CE      |         |
|        | Specialization in: Banking & Insurance                   | Indian Banking System                                   | BNK1301 |    | Specialization in: Banking & Insurance                    |                                              | Insurance Theory and Practice             |         | BNK1301 |
|        | Dept. of Business Economics                              |                                                         | CODE    | CE | Dept. of Business Economics                               |                                              | CODE                                      | CE      |         |
|        | Specialization in: Financial Economics                   | Fundamentals of Financial Economics                     | BEC1302 |    | Specialization in: Financial Economics                    |                                              | Financial Markets                         |         | BEC1402 |
|        | Specialization in: Open Economy & International Business | Essentials of Open Economy & International Business     | BEC1303 |    | Specialization in : Open Economy & International Business |                                              | Economic Integration and Globalization    |         | BEC1403 |
|        | Dept. of Commerce& Business Management                   |                                                         | CODE    | CE | Dept. of Commerce & Business Management                   |                                              | CODE                                      | CE      |         |
|        | Specialization in : Marketing Management                 | Marketing of Services                                   | CBM1303 |    | Specialization in : Marketing Management                  |                                              | Consumer Behaviour                        |         | CBM1403 |
|        | Specialization in : Human Resource Management            | Human Resource Development, Welfare and Social Security | CBM1304 |    | Specialization in : Human Resource Management             |                                              | Theory & Practice of Industrial Relations |         | CBM1404 |
|        | Dept. of Cooperative Management &Rural Studies           |                                                         | CODE    | CE | Dept. of Cooperative Management & Rural Studies           |                                              | CODE                                      | CE      |         |
|        | Specialization in: Rural Entrepreneurship & Management   | Rural Economic Environment                              | CPR1301 |    | Specialization in: Rural Entrepreneurship & Management    |                                              | Rural Development Interventions           |         | CPR1401 |
| 07     | INTERDISCIPLINARY ELECTIVE [ANY                          |                                                         |         |    | 07                                                        | INTERDISCIPLINARY ELECTIVE [ANY ONE]         |                                           |         |         |

|  |                                           |             |    |   |                                            |             |    |
|--|-------------------------------------------|-------------|----|---|--------------------------------------------|-------------|----|
|  | ONE]                                      |             |    |   |                                            |             |    |
|  | <b>TITLE OF THE COURSE</b>                | <b>CODE</b> |    | . | <b>TITLE OF THE COURSE</b>                 | <b>CODE</b> |    |
|  | Accounting and Finance for Services       | ACF1304     | IE |   | Income Tax Return Preparation              | ACF1404     | IE |
|  | Business Ethics                           | CBM1305     | IE |   | Retailing Management                       | CBM1405     | IE |
|  | Bank Credit                               | BNK1302     | IE |   | Insurance Products, Services and Marketing | BNK1402     | IE |
|  | Business Environment                      | BEC1306     | IE |   | Quantitative Economics                     | BEC1404     | IE |
|  | Cooperative Movement in India             | CPR1302     | IE |   | International Cooperative Movement         | CPR1402     | IE |
|  | Developing Professional Skills in English | ENG1309     | IE |   | Developing Soft Skills in English          | ENG1409     | IE |
|  | Regression Analysis and Sampling          | STA1303     | IE |   | Managerial Decision Theory                 | CBM1406     | IE |
|  | Business Maths- I                         | MAT1308     | IE |   | Business Maths-II                          | MAT1408     | IE |

[CF- COMPULSORY FOUNDATION, CC-CORE COMPULSORY, CE-CORE ELECTIVE, OE-OPEN ELECTIVE, IE-INTERDISCIPLINARY ELECTIVE]

### THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER-V |                                                          |                                     |         | SEMESTER-VI |                                                          |                                             |                    |
|------------|----------------------------------------------------------|-------------------------------------|---------|-------------|----------------------------------------------------------|---------------------------------------------|--------------------|
| Sr. No     | TITLE OF THE COURSE                                      |                                     | CODE    | Sr. No      | TITLE OF THE COURSE                                      |                                             | CODE               |
| 01         | Financial Management                                     |                                     | ACF1501 | 01          | Personal Finance and Investment                          |                                             | ACF1601            |
| 02         | Business Law- I                                          |                                     | LAW1507 | 02          | Business Law- II                                         |                                             | LAW1608            |
| 03         | Organizational Behaviour                                 |                                     | CBM1502 | 03          | Marketing Research                                       |                                             | CBM1601            |
| 04         | International Trade                                      |                                     | BEC1501 | 04          | International Finance                                    |                                             | BEC1601            |
| 05         | CORE ELECTIVE [ SPECIAL GROUPS] [ANY ONE]                |                                     |         | 05          | CORE ELECTIVE [ SPECIAL GROUPS] [ANY ONE]                |                                             |                    |
|            | Dept. of Accounting & Financial Management               |                                     | CODE    |             | Dept. of Accounting & Financial Management               |                                             | CODE               |
|            | Specialization in: Accounting & Auditing                 | Audit & Assurances                  | ACF1502 |             | Specialization in: Accounting & Auditing                 | Company Audit                               | ACF1602            |
|            | Specialization in: Accounting & Finance                  | Capital Market                      | ACF1503 |             | Specialization in: Accounting & Finance                  | Security Analysis & Portfolio Management    | ACF1603            |
|            | Dept. of Banking & Insurance                             |                                     | CODE    |             | Dept. of Banking & Insurance                             |                                             | CODE               |
|            | Specialization in: Banking & Insurance                   | Financial Market & Services         | BNK1501 |             | Specialization in: Banking & Insurance                   | Health Insurance                            | BNK1601            |
|            | Dept. of Business Economics                              |                                     | CODE    |             | Dept. of Business Economics                              |                                             | CODE               |
|            | Specialization in: Financial Economics                   | Fundamentals of Investment analysis | BEC1502 |             | Specialization in: Financial Economics                   | Business Portfolio Analysis                 | BEC1602            |
|            | Specialization in: Open Economy & International Business | Trade Theories and Policies         | BEC1503 |             | Specialization in: Open Economy & International Business | Foreign Exchange Markets: Theory & Practice | BEC1603            |
|            | Dept. of Commerce & Business Management                  |                                     | CODE    |             | Dept. of Commerce & Business Management                  |                                             | CODE               |
|            | Specialization in : Marketing Management                 | International Marketing             | CBM1503 |             | Specialization in: Marketing Management                  | Marketing Management : Case Studies         | CBM1602            |
|            | Specialization in : Human Resource Management            | Organization Development            | CBM1504 |             | Specialization in: Human Resource Management             | Human Resource Management: Case Studies     | CBM1603            |
|            | Dept. of Cooperative Management & Rural Studies          |                                     | CODE    |             | Dept. of Cooperative Management & Rural Studies          |                                             | CODE               |
|            | Specialization in: Rural Entrepreneurship & Management   | Rural Financial Institutions        | CPR1501 |             | Specialization in: Rural Entrepreneurship & Management   | Micro Finance                               | CPR1601            |
| 06         | OPEN ELECTIVE [ANY ONE]:                                 |                                     |         | 06          | OPEN ELECTIVE [ANY ONE]:                                 |                                             |                    |
|            | Advanced Accounting                                      |                                     | ACF1504 |             | Financial Reporting OR Financial Market                  |                                             | ACF1604<br>ACF1605 |
|            | e- Accounting                                            |                                     | ACF1505 |             | Accounting For Special Entities                          |                                             | ACF1606            |
|            | Banking Laws and Practices                               |                                     | BNK1502 |             | Insurance Laws & Regulations                             |                                             | BNK1602            |
|            | Indian Industries; Issues & Challenges                   |                                     | BEC1504 |             | Economics of HRD                                         |                                             | BEC1604            |
|            | Marketing Communication & Advertising                    |                                     | CBM1505 |             | Sales Management & Sales Promotion                       |                                             | CBM1604            |
|            | Strategic Human Resources Management                     |                                     | CBM1506 |             | Labour Laws                                              |                                             | CBM1605            |
|            | Rural Entrepreneurship and Management                    |                                     | CPR1502 |             | Rural Marketing                                          |                                             | CPR1602            |

|           |                                       |             |           |                                                  |             |
|-----------|---------------------------------------|-------------|-----------|--------------------------------------------------|-------------|
| <b>07</b> | INTERDISCIPLINARY ELECTIVE: [ANY ONE] |             | <b>07</b> | INTERDISCIPLINARY ELECTIVE: [ANY ONE]            |             |
|           | <b>TITLE OF THE COURSE</b>            | <b>CODE</b> |           | <b>TITLE OF THE COURSE</b>                       | <b>CODE</b> |
|           | Retail Banking                        | BNK1503 IE  |           | Insurance Products                               | BNK1603 IE  |
|           | Public Finance                        | BEC1505 IE  |           | Economics of Infrastructure & Industrial Finance | BEC1605 IE  |
|           | Rural Institutions                    | CPR1503 IE  |           | Rural Development Models                         | CPR1603 IE  |
|           | English for Competitive Examinations  | ENG1502 IE  |           | Introduction to English Literature               | ENG1601 IE  |
|           | Operation Research Techniques         | STA1501 IE  |           | Statistics for Market Analysis                   | STA1601 IE  |
|           | Business Maths-III                    | MAT1501 IE  |           | Business Maths-IV                                | MAT1061 IE  |

[CF- COMPULSORY FOUNDATION, CC-CORE COMPULSORY, CE-CORE ELECTIVE, OE-OPEN ELECTIVE, IE-INTERDISCIPLINARY ELECTIVE]

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
CHOICE BASED CREDIT SYSTEM [CBCS] STRUCTURE  
BACHELOR OF COMMERCE [CBCS]  
DEPARTMENT WISE COURSES  
I - DEPARTMENT OF ACCOUNTING AND FINANCIAL MANAGEMENT  
FIRST YEAR B COM [F.Y.B.COM]

| SEMESTER-I |                                                 |          |    | SEMESTER –II |                      |          |    |
|------------|-------------------------------------------------|----------|----|--------------|----------------------|----------|----|
| Sr. No     | TITLE OF THE COURSE                             | CODE     |    | Sr. No.      | TITLE OF THE COURSE  | CODE     |    |
| 01         | Fundamentals of Accounting-Theory and Practices | ACF-1101 | CF | 01           | Financial Accounting | ACF-1201 | CF |

SECOND YEAR B COM [S.Y.B.COM]

|    | SEMESTER- III                              |                                | CODE    |    |    | SEMESTER –IV                               |                         | CODE    |    |
|----|--------------------------------------------|--------------------------------|---------|----|----|--------------------------------------------|-------------------------|---------|----|
| 01 | Elements of Direct Taxes                   |                                | ACF1301 | CC | 01 | Elements of Indirect Taxes                 |                         | ACF1401 | CC |
| 02 | Cost Accounting                            |                                | ACF1302 | CC | 02 | Management Accounting                      |                         | ACF1402 | CC |
| 03 | CORE ELLECTIV [SPECIAL GROUP]<br>[ANY ONE] |                                |         |    | 03 | CORE ELLECTIVE [SPECIAL GROUP][ANY<br>ONE] |                         |         |    |
|    | SPECIALIZATION                             | TITLE OF THE<br>COURSE         | Code    |    |    | SPECIALIZATION                             | TITLE OF THE<br>COURSE  | Code    |    |
|    | Accounting &<br>Auditing                   | Higher Financial<br>Accounting | ACF1303 |    |    | Accounting &<br>Auditing                   | Corporate<br>Accounting | ACF1403 |    |
|    | Accounting &<br>Finance                    |                                |         |    |    | Accounting &<br>Finance                    |                         |         |    |
| 04 | INTERDISCIPLINARY ELECTIVE                 |                                |         |    | 04 | INTERDISCIPLINARY ELECTIVE                 |                         |         |    |
|    | TITLE OF THE COURSE                        |                                | CODE    |    |    | TITLE OF THE COURSE                        |                         | CODE    |    |
|    | Accounting and Finance for Services        |                                | ACF1304 |    |    | Income Tax Return Preparation              |                         | ACF1404 |    |

THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER- V |                                         |                     |         | SEMESTER- VI |                                          |                                          |                     |
|-------------|-----------------------------------------|---------------------|---------|--------------|------------------------------------------|------------------------------------------|---------------------|
| Sr. No      | TITLE OF THE COURSE                     | CODE                |         | Sr. No.      | TITLE OF THE COURSE                      | CODE                                     |                     |
| 01          | Financial Management                    | ACF1501             | CC      | 01           | Personal Finance and Investment          | ACF1601                                  | CC                  |
| 02          | CORE ELLECTIV [SPECIAL GROUP] [ANY ONE] |                     |         | 02           | CORE ELLECTIVE [SPECIAL GROUP] [ANY ONE] |                                          |                     |
|             | SPECIALIZATION                          | TITLE OF THE COURSE | CODE    |              | SPECIALIZATION                           | TITLE OF THE COURSE                      | CODE                |
|             | Accounting & Auditing                   | Audit & Assurances  | ACF1502 |              | Accounting & Auditing                    | Company Audit                            | ACF1602             |
|             | Accounting & Finance                    | Capital Market      | ACF1503 |              | Accounting & Finance                     | Security Analysis & Portfolio Management | ACF1603             |
| 03          | OPEN ELECTIVE [ANY ONE]:                |                     |         | 03           | OPEN ELECTIVE [ANY ONE]:                 |                                          |                     |
|             | Advanced Accounting                     |                     | ACF1504 |              | Financial Reporting OR Financial Market  |                                          | ACF1604/<br>ACF1605 |
|             | e- Accounting                           |                     | ACF1505 |              | Accounting For Special Entities          |                                          | ACF1606             |
| 04          | INTERDISCIPLINARY ELECTIVE (to be       |                     |         | 04           | INTERDISCIPLINARY ELECTIVE (to           |                                          |                     |

|  |                                        |  |  |                                           |  |
|--|----------------------------------------|--|--|-------------------------------------------|--|
|  | introduced from academic year 2019-20) |  |  | be introduced from academic year 2019-20) |  |
|  | <b>TITLE OF THE COURSE</b>             |  |  | <b>TITLE OF THE COURSE</b>                |  |
|  | GST: Accounting, Law and Procedure     |  |  | E-Accounting                              |  |

[CF- COMPULSORY FOUNDATION, CC-CORE COMPULSORY, CE-CORE ELECTIVE, OE-OPEN ELECTIVE, IE-INTERDISCIPLINARY ELECTIVE]

## II - DEPARTMENT OF BANKING AND INSURANCE

### SECOND YEAR B COM [S.Y.B.COM]

| SEMESTER-III |                                        |                            |             |           | SEMESTER-IV |                                            |                               |             |           |
|--------------|----------------------------------------|----------------------------|-------------|-----------|-------------|--------------------------------------------|-------------------------------|-------------|-----------|
| 01           | <b>CORE ELECTIVE [ SPECIAL GROUPS]</b> |                            |             |           | 01          | <b>CORE ELECTIVE [SPECIAL GROUPS]</b>      |                               |             |           |
|              | <b>SPECIALIZATION</b>                  | <b>TITLE OF THE COURSE</b> | <b>CODE</b> | <b>CE</b> |             | <b>SPECIALIZATION</b>                      | <b>TITLE OF THE COURSE</b>    | <b>CODE</b> | <b>CE</b> |
|              | Banking & Insurance                    | Indian Banking System      | BNK1301     |           |             | Banking & Insurance                        | Insurance Theory and Practice | BNK1301     |           |
| 02           | <b>INTERDISCIPLINARY ELECTIVE</b>      |                            |             |           | 02          | <b>INTERDISCIPLINARY ELECTIVE</b>          |                               |             |           |
|              | <b>TITLE OF THE COURSE</b>             |                            | <b>CODE</b> |           |             | <b>TITLE OF THE COURSE</b>                 |                               | <b>CODE</b> |           |
|              | Bank Credit                            |                            | BNK1302     | IE        |             | Insurance Products, Services and Marketing |                               | BNK1402     | IE        |

### THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER-V |                                        |                             |             |    | SEMESTER-VI |                                        |                            |             |    |
|------------|----------------------------------------|-----------------------------|-------------|----|-------------|----------------------------------------|----------------------------|-------------|----|
| 01         | <b>CORE ELECTIVE [ SPECIAL GROUPS]</b> |                             |             |    | 01          | <b>CORE ELECTIVE [ SPECIAL GROUPS]</b> |                            |             |    |
|            | <b>SPECIALIZATION</b>                  | <b>TITLE OF THE COURSE</b>  | <b>CODE</b> |    |             | <b>SPECIALIZATION</b>                  | <b>TITLE OF THE COURSE</b> | <b>CODE</b> |    |
|            | Banking & Insurance                    | Financial Market & Services | BNK1501     | CE |             | Banking & Insurance                    | Health Insurance           | BNK1601     | CE |
| 02         | <b>OPEN ELECTIVE</b>                   |                             |             |    | 02          | <b>OPEN ELECTIVE</b>                   |                            |             |    |
|            | <b>TITLE OF THE COURSE</b>             |                             | <b>CODE</b> |    |             | <b>TITLE OF THE COURSE</b>             |                            | <b>CODE</b> |    |
|            | Banking Laws and Practices             |                             | BNK1502     | OE |             | Insurance Laws & Regulations           |                            | BNK1602     | OE |
| 03         | <b>INTERDISCIPLINARY ELECTIVE</b>      |                             |             |    | 03          | <b>INTERDISCIPLINARY ELECTIVE</b>      |                            |             |    |
|            | <b>TITLE OF THE COURSE</b>             |                             | <b>CODE</b> |    |             | <b>TITLE OF THE COURSE</b>             |                            | <b>CODE</b> |    |
|            | Retail Banking                         |                             | BNK1503     | IE |             | Insurance Products                     |                            | BNK1603     | IE |

[CF- COMPULSORY FOUNDATION, CC-CORE COMPULSORY, CE-CORE ELECTIVE, OE-OPEN ELECTIVE, IE-INTERDISCIPLINARY ELECTIVE]

### III - DEPARTMENT OF BUSINESS ECONOMICS

#### FIRST YEAR B COM [F.Y.B.COM]

| SEMESTER-I |                             |          |    | SEMESTER-II |                                   |          |    |
|------------|-----------------------------|----------|----|-------------|-----------------------------------|----------|----|
| Sr. No     | TITLE OF THE COURSE         | CODE     |    | Sr. No      | TITLE OF THE COURSE               | CODE     |    |
| 01         | Elements of Economic Theory | BEC-1101 | CC | 01          | Micro Economics                   | BEC-1201 | CC |
| 02         | Indian Economic Structure   | BEC-1102 | CF | 02          | Indian Economic Policy & Planning | BEC-1202 | CF |

#### SECOND YEAR B COM [S.Y.B.COM]

| SEMESTER- III |                                           |                                                     |         | SEMESTER- IV |                                          |                                        |         |
|---------------|-------------------------------------------|-----------------------------------------------------|---------|--------------|------------------------------------------|----------------------------------------|---------|
| Sr. No        | TITLE OF THE COURSE                       | CODE                                                |         | Sr. No       | TITLE OF THE COURSE                      | CODE                                   |         |
| 01            | Macro Economic Theory                     | BEC1301                                             | CC      | 01           | Macro Economic Issues and Policies       | BEC1401                                | CC      |
| 02            | CORE ELECTIVE [ SPECIAL GROUPS] [ANY ONE] |                                                     |         | 02           | CORE ELECTIVE [SPECIAL GROUPS] [ANY ONE] |                                        |         |
|               | SPECIALIZATION                            | TITLE OF THE COURSE                                 | CODE    |              | SPECIALIZATION                           | TITLE OF THE COURSE                    | CODE    |
|               | Financial Economics                       | Fundamentals of Financial Economics                 | BEC1302 |              | Financial Economics                      | Financial Markets                      | BEC1402 |
|               | Open Economy & International Business     | Essentials of Open Economy & International Business | BEC1303 |              | Open Economy & International Business    | Economic Integration and Globalization | BEC1403 |
| 03            | INTERDISCIPLINARY ELECTIVE                |                                                     |         | 03           | INTERDISCIPLINARY ELECTIVE               |                                        |         |
|               | TITLE OF THE COURSE                       | CODE                                                |         |              | TITLE OF THE COURSE                      | CODE                                   |         |
|               | Business Environment                      | BEC1306                                             | IE      |              | Quantitative Economics                   | BEC1404                                | IE      |

#### THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER-V |                                           |                                     |         | SEMESTER-VI |                                           |                                             |         |
|------------|-------------------------------------------|-------------------------------------|---------|-------------|-------------------------------------------|---------------------------------------------|---------|
| Sr. No     | TITLE OF THE COURSE                       | CODE                                |         | Sr. No      | TITLE OF THE COURSE                       | CODE                                        |         |
| 01         | International Trade                       | BEC1501                             | CC      | 01          | International Finance                     | BEC1601                                     | CC      |
| 02         | CORE ELECTIVE [ SPECIAL GROUPS] [ANY ONE] |                                     |         | 02          | CORE ELECTIVE [ SPECIAL GROUPS] [ANY ONE] |                                             |         |
|            | SPECIALIZATION                            | TITLE OF THE COURSE                 | CODE    |             | SPECIALIZATION                            | TITLE OF THE COURSE                         | CODE    |
|            | Financial Economics                       | Fundamentals of Investment analysis | BEC1502 |             | Financial Economics                       | Business Portfolio Analysis                 | BEC1602 |
|            | Open Economy & International Business     | Trade Theories and Policies         | BEC1503 |             | Open Economy & International Business     | Foreign Exchange Markets: Theory & Practice | BEC1603 |

|    |                                        |         |    |    |                                                  |         |    |
|----|----------------------------------------|---------|----|----|--------------------------------------------------|---------|----|
| 03 | OPEN ELECTIVE                          |         |    | 03 | OPEN ELECTIVE                                    |         |    |
|    | TITLE OF THE COURSE                    | CODE    |    |    | TITLE OF THE COURSE                              | CODE    |    |
|    | Indian Industries; Issues & Challenges | BEC1504 | OE |    | Economics of HRD                                 | BEC1604 | OE |
| 04 | INTERDISCIPLINARY ELECTIVE             |         |    | 04 | INTERDISCIPLINARY ELECTIVE                       |         |    |
|    | TITLE OF THE COURSE                    | CODE    |    |    | TITLE OF THE COURSE                              | CODE    |    |
|    | Public Finance                         | BEC1505 | IE |    | Economics of Infrastructure & Industrial Finance | BEC1605 | IE |

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#### IV - DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

##### FIRST YEAR B COM [F.Y.B.COM]

| SEMESTER- I |                                 |          |    | SEMESTER- II |                       |          |    |
|-------------|---------------------------------|----------|----|--------------|-----------------------|----------|----|
| Sr. No      | TITLE OF THE COURSE             | CODE     |    | Sr. No.      | TITLE OF THE COURSE   | CODE     |    |
| 01          | Structure & Process of Business | CBM-1101 | CF | 01           | Functional Management | CBM-1201 | CF |

##### SECOND YEAR B COM [S.Y.B.COM]

| SEMESTER- III |                                         |                                                         |         | SEMESTER- IV |                                              |                                           |         |
|---------------|-----------------------------------------|---------------------------------------------------------|---------|--------------|----------------------------------------------|-------------------------------------------|---------|
| Sr. No        | TITLE OF THE COURSE                     | CODE                                                    |         | Sr. No       | TITLE OF THE COURSE                          | CODE                                      |         |
| 01            | Principles of Management                | CBM1301                                                 | CC      | 01           | Marketing Management                         | CBM1401                                   | CC      |
| 02            | Human Resource Management               | CBM1302                                                 | CC      | 02           | Entrepreneurship & Small Business Management | CBM1402                                   | CC      |
| 03            | CORE ELLECTIV [SPECIAL GROUP] [ANY ONE] |                                                         |         | 03           | CORE ELLECTIVE [SPECIAL GROUP] [ANY ONE]     |                                           |         |
|               | Specialization                          | TITLE OF THE COURSE                                     | CODE    |              | Specialization                               | TITLE OF THE COURSE                       | CODE    |
|               | Marketing Management                    | Marketing of Services                                   | CBM1303 |              | Marketing Management                         | Consumer Behaviour                        | CBM1403 |
|               | Human Resource Management               | Human Resource Development, Welfare and Social Security | CBM1304 |              | Human Resource Management                    | Theory & Practice of Industrial Relations | CBM1404 |
| 04            | INTERDISCIPLINARY ELECTIVE]             |                                                         |         | 04           | INTERDISCIPLINARY ELECTIVE                   |                                           |         |
|               | TITLE OF THE COURSE                     |                                                         | CODE    |              | TITLE OF THE COURSE                          |                                           | CODE    |
|               | Business Ethics                         |                                                         | CBM1305 |              | Retailing Management                         |                                           | CBM1405 |

##### THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER- V |                                         |                          |         | SEMESTER- VI |                                          |                                         |         |
|-------------|-----------------------------------------|--------------------------|---------|--------------|------------------------------------------|-----------------------------------------|---------|
| Sr. No      | TITLE OF THE COURSE                     | CODE                     |         | Sr. No       | TITLE OF THE COURSE                      | CODE                                    |         |
| 01          | Organizational Behavior                 | CBM1502                  | CC      | 01           | Marketing Research                       | CBM1601                                 | CC      |
| 02          | CORE ELLECTIV [SPECIAL GROUP] [ANY ONE] |                          |         | 02           | CORE ELLECTIVE [SPECIAL GROUP] [ANY ONE] |                                         |         |
|             | Specialization                          | TITLE OF THE COURSE      | Code    |              | Specialization                           | TITLE OF THE COURSE                     | Code    |
|             | Marketing Management                    | International Marketing  | CBM1503 |              | Marketing Management                     | Marketing Management : Case Studies     | CBM1602 |
|             | Human Resource Management               | Organization Development | CBM1504 |              | Human Resource Management                | Human Resource Management: Case Studies | CBM1603 |

|    |                                       |         |    |                                    |         |
|----|---------------------------------------|---------|----|------------------------------------|---------|
| 03 | OPEN ELECTIVE [ANY ONE]:              |         | 03 | OPEN ELECTIVE [ANY ONE]:           |         |
|    | TITLE OF THE COURSE                   | CODE    |    | TITLE OF THE COURSE                | CODE    |
|    | Marketing Communication & Advertising | CBM1505 |    | Sales Management & Sales Promotion | CBM1604 |
|    | Strategic Human Resources Management  | CBM1506 |    | Labour Laws                        | CBM1605 |

## V - DEPARTMENT OF CO-OPERATIVE MANAGEMENT AND RURAL STUDIES

### SECOND YEAR B COM [S.Y.B.COM]

| SEMESTER – III |                                              |                                  |         | SEMESTER – IV |                                      |                                              |                                       |         |    |
|----------------|----------------------------------------------|----------------------------------|---------|---------------|--------------------------------------|----------------------------------------------|---------------------------------------|---------|----|
| 01             | CORE ELECTIVE<br>[ SPECIAL GROUPS] [ANY ONE] |                                  |         | CE            | 01                                   | CORE ELECTIVE<br>[ SPECIAL GROUPS] [ANY ONE] |                                       |         | CE |
|                | SPECIALIZATION                               | TITLE OF<br>THE<br>COURSE        | CODE    |               |                                      | SPECIALIZATION                               | TITLE OF<br>THE<br>COURSE             | CODE    |    |
|                | Rural<br>Entrepreneurship<br>& Management    | Rural<br>Economic<br>Environment | CPR1301 |               |                                      | Rural<br>Entrepreneurship<br>& Management    | Rural<br>Development<br>Interventions | CPR1401 |    |
| 02             | INTERDISCIPLINARY ELECTIVE [ANY ONE]         |                                  |         | 02            | INTERDISCIPLINARY ELECTIVE [ANY ONE] |                                              |                                       |         |    |
|                | TITLE OF THE COURSE                          |                                  | CODE    |               | TITLE OF THE COURSE                  |                                              | CODE                                  |         |    |
|                | Cooperative Movement in India                |                                  | CPR1302 | IE            |                                      | International Cooperative<br>Movement        |                                       | CPR1402 | IE |

### THIRD YEAR B COM [T.Y.B.COM]

|    | SEMESTER-V                                   |                                    |         |        |                          | SEMESTER-VI                                  |                           |             |         |    |
|----|----------------------------------------------|------------------------------------|---------|--------|--------------------------|----------------------------------------------|---------------------------|-------------|---------|----|
| 01 | CORE ELECTIVE<br>[ SPECIAL GROUPS] [ANY ONE] |                                    |         |        | 01                       | CORE ELECTIVE<br>[ SPECIAL GROUPS] [ANY ONE] |                           |             |         |    |
|    | SPECIALIZATION                               | TITLE OF<br>THE<br>COURSE          | CODE    |        |                          | SPECIALIZATION                               | TITLE OF<br>THE<br>COURSE | CODE        |         |    |
|    | Rural<br>Entrepreneurship &<br>Management    | Rural<br>Financial<br>Institutions | CPR1501 | C<br>E |                          | Rural<br>Entrepreneurship<br>& Management    | Micro<br>Finance          | CPR160<br>1 | CE      |    |
| 02 | OPEN ELECTIVE [ANY ONE]:                     |                                    |         | 02     | OPEN ELECTIVE [ANY ONE]: |                                              |                           |             |         |    |
|    | TITLE OF THE COURSE                          |                                    | CODE    |        |                          | TITLE OF THE COURSE                          |                           | CODE        |         |    |
|    | Rural Entrepreneurship and<br>Management     |                                    | CPR1502 | O<br>E |                          | Rural Marketing                              |                           | CPR1602     | O<br>E  |    |
| 03 | INTERDISCIPLINARY ELECTIVE                   |                                    |         |        | 03                       | INTERDISCIPLINARY ELECTIVE                   |                           |             |         |    |
|    | TITLE OF THE COURSE                          |                                    | CODE    |        |                          |                                              | TITLE OF THE COURSE       |             | CODE    |    |
|    | Rural Institutions                           |                                    | CPR1503 | IE     |                          |                                              | Rural Development Models  |             | CPR1603 | IE |

[CF- COMPULSORY FOUNDATION, CC-CORE COMPULSORY, CE-CORE ELECTIVE, OE-OPEN ELECTIVE, IE-INTERDISCIPLINARY ELECTIVE]

## VI - DEPARTMENT OF ENGLISH

### FIRST YEAR B COM [F.Y.B.COM]

| SEMESTER-I |                                    |          |    | SEMESTER –II |                                      |          |    |
|------------|------------------------------------|----------|----|--------------|--------------------------------------|----------|----|
| Sr. No     | TITLE OF THE COURSE                | CODE     |    | Sr. No.      | TITLE OF THE COURSE                  | CODE     |    |
| 01         | Business English & Communication I | ENG-1101 | CF | 01           | Business English & Communication –II | ENG-1202 | CF |

### SECOND YEAR B COM [S.Y.B.COM]

| SEMESTER-III |                                           |         |    | SEMESTER-IV |                                   |         |    |
|--------------|-------------------------------------------|---------|----|-------------|-----------------------------------|---------|----|
| 01           | INTERDISCIPLINARY ELECTIVE                |         |    | 01          | INTERDISCIPLINARY ELECTIVE        |         |    |
|              | TITLE OF THE COURSE                       | CODE    |    |             | TITLE OF THE COURSE               | CODE    |    |
|              | Developing Professional Skills in English | ENG1309 | IE |             | Developing Soft Skills in English | ENG1409 | IE |

### THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER-V |                                      |         |    | SEMESTER-VI |                                    |         |    |
|------------|--------------------------------------|---------|----|-------------|------------------------------------|---------|----|
| 01         | INTERDISCIPLINARY ELECTIVE           |         |    | 01          | INTERDISCIPLINARY ELECTIVE         |         |    |
|            | TITLE OF THE COURSE                  | CODE    |    |             | TITLE OF THE COURSE                | CODE    |    |
|            | English for Competitive Examinations | ENG1502 | IE |             | Introduction to English Literature | ENG1601 | IE |

## VII - DEPARTMENT OF LAW

### THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER-V |                     |         |    | SEMESTER-VI |                     |         |    |
|------------|---------------------|---------|----|-------------|---------------------|---------|----|
| Sr. No     | TITLE OF THE COURSE | CODE    |    | Sr. No      | TITLE OF THE COURSE | CODE    |    |
| 01         | Business Law- I     | LAW1507 | CC | 01          | Business Law- II    | LAW1608 | CC |

[CF- COMPULSORY FOUNDATION, CC-CORE COMPULSORY, CE-CORE ELECTIVE, OE-OPEN ELECTIVE, IE-INTERDISCIPLINARY ELECTIVE]

## VIII - DEPARTMENT OF MATHEMATICS

### SECOND YEAR B COM [S.Y.B.COM]

| SEMESTER-III |                                      |         |    | SEMESTER-IV |                                      |         |    |
|--------------|--------------------------------------|---------|----|-------------|--------------------------------------|---------|----|
| 01           | INTERDISCIPLINARY ELECTIVE [ANY ONE] |         |    | 01          | INTERDISCIPLINARY ELECTIVE [ANY ONE] |         |    |
|              | TITLE OF THE COURSE                  | CODE    |    |             | TITLE OF THE COURSE                  | CODE    |    |
|              | Business Maths- I                    | MAT1308 | IE |             | Business Maths-II                    | MAT1408 | IE |

### THIRD YEAR B COM [T.Y.B.COM]

| SEMESTER-V |                            |         |    | SEMESTER-VI |                            |         |    |
|------------|----------------------------|---------|----|-------------|----------------------------|---------|----|
| 01         | INTERDISCIPLINARY ELECTIVE |         |    | 01          | INTERDISCIPLINARY ELECTIVE |         |    |
|            | TITLE OF THE COURSE        | CODE    |    |             | TITLE OF THE COURSE        | CODE    |    |
|            | Business Maths-III         | MAT1501 | IE |             | Business Maths-IV          | MAT1061 | IE |

## IX- DEPARTMENT OF STATISTICS

### FIRST YEAR B COM [F.Y.B.COM]

| SEMESTER-I |                        |          |    | SEMESTER-II |                     |          |    |
|------------|------------------------|----------|----|-------------|---------------------|----------|----|
| Sr. No     | TITLE OF THE COURSE    | CODE     |    | Sr. No.     | TITLE OF THE COURSE | CODE     |    |
| 01         | Elements of Statistics | STA-1101 | CC | 01          | Business Statistics | STA-1201 | CC |

### SECOND YEAR B COM (S.Y.B.COM)

| SEMESTER-III |                                  |         |    | SEMESTER-II |                            |         |    |
|--------------|----------------------------------|---------|----|-------------|----------------------------|---------|----|
| Sr. No       | INTERDISCIPLINARY ELECTIVE       |         |    | Sr. No      | INTERDISCIPLINARY ELECTIVE |         |    |
|              | TITLE OF THE COURSE              | CODE    |    |             | TITLE OF THE COURSE        | CODE    |    |
| 1            | Regression Analysis and Sampling | STA1303 | IE | 1           | Managerial Decision Making | CBM1406 | IE |

### THIRD YEAR B.COM (T.Y.B.COM)

| SEMESTER-V |                               |         |    | SEMESTER-VI |                                |         |    |
|------------|-------------------------------|---------|----|-------------|--------------------------------|---------|----|
| 01         | INTERDISCIPLINARY ELECTIVE    |         |    | 01          | INTERDISCIPLINARY ELECTIVE     |         |    |
|            | TITLE OF THE COURSE           | CODE    |    |             | TITLE OF THE COURSE            | CODE    |    |
|            | Operation Research Techniques | STA1501 | IE |             | Statistics for Market Analysis | STA1601 | IE |

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**NOTE:**

**OTHER ASPECTS CONCERNING B COM DEGREE [GENERAL PROGRAMME] [120 CREDITS]  
UNDER CBCS COURSE STRUCTURE:**

- ❖ The medium of Instruction shall be English only.
- ❖ B.Com programme to be offered in the CBCS will be of Six Semester duration.
- ❖ The normal Ordinary (O) level B.Com Programme will be of 120 Credits.
- ❖ Each Academic year shall consist of Two Semesters, Each of 15 weeks of teaching Equivalent to 90 Working Days.
- ❖ There shall be Four Units in Each Course/Subject/Paper.
- ❖ Each Course will have 4 units with the First Unit will be of 12 Teaching Hours, and rest 3 Units (Unit No. 2, 3 & 4) will be of 11 Hours each.
- ❖ ***A Student will have to select his or her Core Elective, Open Elective & Interdisciplinary Elective to be studied at S.Y.B.Com & T.Y.B.Com, at the time of seeking admission in the IIIrd Semester at S.Y. B.Com Only.***
- ❖ It would be compulsory for the Student to select at least ONE COURSE from each of the Core Elective, and Interdisciplinary Elective at S.Y. B. Com & at least ONE COURSE from Each of the Core Elective, Open Elective and Interdisciplinary Elective at T.Y. B. Com, if s/he wants to obtain B. Com Degree without any Specialization.
- ❖ It would be Compulsory for the Student to select Same Special Groups of Core Electives at S.Y. B. Com & T.Y. B.Com, if s/he wants to obtain B. Com Degree with Specialization.
- ❖ A student can freely select Any One Course from amongst several Interdisciplinary Electives that shall be offered in each of the semesters at S.Y.B.Com and T.Y.B.Com irrespective of which Course s/he has selected in the Previous Semester.
- ❖ A student shall be evaluated through Comprehensive Continuous Assessment (CCA) /Mid-Semester Examinations (IA) and Semester End Examinations (UA). The weight age of CCA/ Mid-Semester Examination shall be 30%, where as the weightage of the Semester end examination shall be 70%.
- ❖ ***The Mid-Semester Examinations shall carry weightage of 30 marks for Each of the Course.***
- ❖ ***At FSBCOM-I in Fundamentals of Accounting- Theory and Practice, the IA will remain of 30 marks only, with TWO components each of 30 marks of which one component is of marks of Mid-semester examination and another will be the evaluation of work-book submitted by the students and evaluated by the teacher. For this purpose total marks obtained by student at mid-semester exam plus marks obtained by student for work-Book evaluation be averaged out by considering equal weightage. For this purpose the academic fees/any other fees as per rules to be increased by Rs.100 at BCOM-I.***
- ❖ ***The Semester-End Examinations shall carry weightage of 70 Marks for Each of the Course.***
- ❖ ***The duration of the Semester-End Examinations of each course shall be of 03 [Three] Hours.***
- ❖ The Question Paper shall Consist of 02 { First [I] & Second [II]} Sections.
- ❖ **The FIRST SECTION shall consist of following number of Questions.**
  - **The First Question [Q.1] in Section First [I] shall be Compulsory, and it shall carry total weightage of 10 Marks.**
  - The First Question [Q.1] in Section First [I] shall consist of Short Questions [Other than Objective] having Equal Weightage from all the Four Units of the Syllabus.
  - The Second Question [Q.2.] carry total weightage of 15 Marks and it shall be asked with an Internal Option from Unit Number One/First only as Shown follows.  
Q.2.  
OR Unit – I [15 Marks]  
Q.2.

- The Third Question [Q.3.] carry total weightage of 15 Marks and it shall be asked with an Internal Option from Unit Number Two/Second only as Shown follows.

Q.3.

OR Unit – II [15 Marks]

Q.3.

❖ **The SECOND SECTION shall consist of following number of Questions.**

- The Fourth Question [Q.4.] carry total weightage of 15 Marks and it shall be asked with an Internal Option from Unit Number Three only as Shown follows.

Q.4.

OR Unit – III [15 Marks]

Q.4.

- The Fifth Question [Q.5.] carry total weightage of 15 Marks and it shall be asked with an Internal Option from Unit Number Four only as Shown follows.

Q.5.

OR Unit – IV [15 Marks]

Q.5.

- *A student shall have to fulfill minimum attendance requirement of 80 % as per the rules prescribed by the befitting authorities.*
- *A student having deficiency in fulfillment of minimum attendance requirement of 80 % shall not be permitted to appear in Mid- Semester Examinations and or Semester–End Examinations as the case may be.*
- A candidate may avail a maximum of two blank semesters in one stretch. However he/she may have to pay a prescribed fee for maintaining a blank semester. If a candidate takes more than six semesters to complete the requirements of 120 credits, he/she will have to pay a prescribed fee for the credits registered during the spilled over semester.
- A candidate can avail four additional semesters for the completion of the stipulated 120 credit requirement for a B.Com programme. However in special cases, a candidate with the permission of the college/university can avail two more semesters.
- The Comprehensive Continuous Assessment (CCA) is spread through the duration of the Course and is to be done by the Teacher/s teaching the Course.
- The Internal Assessment is to be done by various means including Written Tests, MCQ based quiz, Presentations/Seminars, Project work/Field work, and Group Discussions/Group Activities.
- The Common Grading System, Credit Based System, and AT KT Rules in force shall be followed as prescribed by the befitting authorities of the M S University of Baroda and or that are modified from time to time shall automatically come in force as the case may be.
- All other various rules and regulations as well as procedures that are not covered in this document shall remain unchanged.
- Further, various rules and regulations as well as procedures in force shall be followed as prescribed by the befitting authorities of the M S University of Baroda and or if the same are modified from time to time shall automatically come in force as the case may be.

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
GUIDELINES FOR MID-SEMESTER EXAMINATIONS [30 MARKS]  
(UG COURSE: B.COM)

- There shall be one internal test to be called as Mid-Semester Examinations of 30 marks.
- There shall be two units of the Syllabus for the purpose of paper setting.
- With effect from academic year 2016-2017, all mid-semester examinations for B. Com. CBCS programme will be of objective type.
- The Mid Semester Examination for each paper shall be conducted for duration of 45 minutes and will be conducted in MCQ pattern.
- The number of questions shall be thirty (30) with the weightage of one mark each.
- The mark shall be in absolute number only, without any negative marks.
- For each question four (04) options shall be given.

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**FACULTY OF COMMERCE**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**DETAILED SYLLABUS**  
**UNDER CBCS**  
**F. Y. B. COM.**

|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                               |  |                            |         |         |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|---------|---------|
|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                         |  | ACADEMIC YEAR<br>2018-2019 |         |         |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                               |  |                            |         |         |
| Year                                                                              | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>CORE FOUNDATION COURSE</b><br><b>STA-1101 : ELEMENTS OF STATISTICS</b>                                                                                                                                                                                                                     |  |                            | CREDIT  | 3       |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                               |  |                            | HOURS   | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                               |  |                            |         |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                               |  |                            |         |         |
| UNIT-I                                                                            | <b>INTRODUCTION OF STATISTICS</b><br>Introduction of Statistics- Meaning and definition of Statistics--Scope and Limitation of Statistics-Review of Data Collection-Primary and Secondary Data--Methods of collecting Primary Data--Sources of Secondary Data.<br>Classification- Function of Classification- Rules for Classification - Basis of Classification-Frequency distribution- Array, Discrete or Ungrouped Frequency Distribution, Grouped Frequency Distribution, Continuous Frequency Distribution-Basic principles for forming a grouped frequency distribution- Cumulative Frequency Distribution.<br>Tabulation - Meaning and importance- Parts of a table - Requisites of a Good Table- Types of Tabulation- Cross tabulation and contingency tables. [2X2 , M XN) |                                                                                                                                                                                                                                                                                               |  |                            | 11 hrs. |         |
|                                                                                   | UNIT-II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>MEASURES OF CENTRAL TENDENCY</b><br>Meaning and Objectives-Mean (Simple, Weighted, Harmonic, Geometric)-Median-Mode-Partition values-Measures of Dispersion-Meaning and Objectives-Range-Quartile Deviation--Mean Deviation-Standard Deviation-Moments, measures of Skewness and Kurtosis. |  |                            |         | 11 hrs. |
| UNIT-III                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>PROBABILITY THEORY</b><br>Theory--Three approaches to defining Probability- Addition and Multiplication Laws of Probability-Conditional Probability-Bayes’ Theorem-Random Variable and its Probability Distribution-Expectation and Variance of a Random variable.                         |  |                            |         | 12 hrs. |
|                                                                                   | UNIT-IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>THEORETICAL PROBABILITY DISTRIBUTION</b><br>Discrete Probability Distribution: Binomial and Poisson<br>Continuous Probability Distribution: Normal                                                                                                                                         |  |                            |         | 11 hrs. |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                               |  |                            |         |         |
| 1.                                                                                | D. N. Elhance-Fundamentals of Statistics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                               |  |                            |         |         |
| 2.                                                                                | S. C .Gupta-Statistical Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                               |  |                            |         |         |
| 3.                                                                                | J.K.Sharma- Business Statistics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                               |  |                            |         |         |

|                                                                                   |                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|---------|----|
|  |                                                                                                                                | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                            |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| Year                                                                              | I                                                                                                                              | CORE FOUNDATION COURSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                              | ENG-1101 : BUSINESS ENGLISH AND COMMUNICATION – I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                | The Course will enable students to: <ul style="list-style-type: none"><li>• Understand the basic concepts and practices of communication skill</li><li>• Develop linguistic competence</li><li>• Listen and speak in various business situations and contexts</li><li>• Write effectively a C. V. and business letters</li></ul>                                                                                                                                                                                                                                 |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                                | FUNDAMENTALS OF COMMUNICATION<br>Definition / Objective- Characteristics / Components- Process of communication - Barriers / Overcoming Barriers<br>Types of Communication <ul style="list-style-type: none"><li>i. Verbal communication</li><li>ii. Written communication [dealt in Unit II and Unit III]</li><li>iii. Non-verbal communication:<ul style="list-style-type: none"><li>i) Kinesics ii) Proxemics iii) Paralanguage iv) Haptics v) Oculistics</li><li>vi) Olfactory vii) Chronemics</li></ul></li></ul> Characteristics of Business Communication |  |                            | 11 hrs. |    |
| UNIT-II                                                                           |                                                                                                                                | VERBAL COMMUNICATION<br>Oral Communication: Definition / Merits and Demerits<br>Speaking skills: Language Functions- Telephone Etiquettes- Art of Small Talk<br>Listening Skills: Listening vs. Hearing- Listening for Facts- Listening for Specific information- Listening for Note Taking- Listening, Leading to writing                                                                                                                                                                                                                                       |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                                                                | WRITTEN COMMUNICATION<br>Letter Writing: Structure / Format-Vocabulary and language-Action words and jargons-Covering letter -Writing Resume<br>Business Letters: Trade Inquiries- Quotations- Purchase Orders- Paragraph Writing: Generating an idea- Gathering information- Sentence structure- Logical Arrangement of Sentences                                                                                                                                                                                                                               |  |                            | 12 hrs. |    |
| UNIT-IV                                                                           |                                                                                                                                | TEXT AND LANGUAGE SKILLS<br>Text: Yadava B. Raju, Muralikrishna C., <i>Advantage English</i> , Orient Blackswan, Hyderabad, 2009.<br>Study Skills: Note Making - Using a dictionary – Grammar- Basic grammar - Function words- Tenses<br>Reading Comprehension: Seen (Selection from the text)- Unseen                                                                                                                                                                                                                                                           |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 1.                                                                                | Courtland L. Bovee, John V. Thill and Barbara E. Schatzman.-Business Communication Today. Pearson Education. 2008.             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 2.                                                                                | JhaMadhulika, ShekharShashi. - A Course in Business Communication. Orient Blackswan: Hyderabad. 2010.                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 3.                                                                                | Kaul, Asha.-Business Communication. Prentice-Hall of India Pvt. Ltd.: New Delhi. 2004.                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 4.                                                                                | Murphy G. A., Hildebrandt W. H., Thomas J. P.,- Effective Business Communication, Tata McGraw Hill Education: New Delhi, 2008. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 5.                                                                                | Rai, Urmila and S. M. Rai. - Business Communication. Himalaya Publishing House: Mumbai. 2009.                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |

6. Rao, Nageshwar and P. Rajendra Das. - Communication Skills, Himalaya Publishing House: Mumbai, 2006.

|                                                                                   |                                                                                    |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|----------------------------|----|
|  |                                                                                    | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                      |  |  | ACADEMIC YEAR<br>2018-2019 |    |
| B. Com (CBCS)                                                                     |                                                                                    |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
| Year                                                                              | I                                                                                  | <b>CORE FOUNDATION COURSE</b><br><b>ACF-1101 : FUNDAMENTALS OF ACCOUNTING THEORY AND PRACTICES</b>                                                                                                                                                                                                         |  |  | CREDIT                     | 3  |
| Semester                                                                          | I                                                                                  |                                                                                                                                                                                                                                                                                                            |  |  | HOURS                      | 45 |
| OBJECTIVES:                                                                       |                                                                                    | To impart Basic Accounting Knowledge as applicable to business and developing general proficiency in the area of Accounting                                                                                                                                                                                |  |  |                            |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                    |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
| UNIT-I                                                                            |                                                                                    | Introduction to Accounting: Users of Accounting Information. Capital & Revenue Items<br>Accounting Framework: Concepts- Conventions-Standards-Policies<br>Accounting Cycle: Journal-Ledger-Trial Balance-Adjustments-Final Accounts<br><b>Practical Accounting - I (Preparation of Various Documents )</b> |  |  | 11 hrs.                    |    |
| UNIT-II                                                                           |                                                                                    | <b>Practical Accounting – II (Preparation of Various Accounting Records)</b><br>Financial Statements of Sole Proprietorship & Partnership firm (Manufacturing and Trading concerns)                                                                                                                        |  |  | 11 hrs.                    |    |
| UNIT-III                                                                          |                                                                                    | Reading of Ledger Accounts<br>Self Balancing Ledgers: Meaning-Advantages and Types of Ledgers-Preparation of Control Accounts and Ledger Adjustment Accounts<br>Average Due date and Account Current<br>Accounting in computerized environment: Manual vs. Computerized Accounting                         |  |  | 12 hrs.                    |    |
| UNIT-IV                                                                           |                                                                                    | Accounting for NOT FOR PROFIT Entities: Meaning- Features- Special terms- Preparation of Receipt & Payment Account, Income & Expenditure; Account and Balance Sheet<br>Final Accounts of Professionals and Service Concerns                                                                                |  |  | 11 hrs.                    |    |
| <b>REFERENCES</b>                                                                 |                                                                                    |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
| 1.                                                                                | R.L.Gupta and M.Radhaswamy- Advanced Accounting Vol.I and II, S. Chand Publication |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
| 2.                                                                                | P.C.Tulsian- Financial Accounting, Pearson                                         |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
| 3.                                                                                | S.Kr.Paul- Advanced Accounting                                                     |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
| 4.                                                                                | S.N. Maheshwari- Advanced Accountancy Vol.I and II,Vikas Publishing House          |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |
| 5.                                                                                | Hanif and Mukherjee -Modern Accounting Vol.I and II, (TMH)                         |                                                                                                                                                                                                                                                                                                            |  |  |                            |    |

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|  |                                                                                                               | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| Year                                                                              | I                                                                                                             | CORE FOUNDATION COURSE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                             | CBM-1101 : STRUCTURE AND PROCESS OF BUSINESS (SPB)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                               | To develop basic awareness about the Structure and Process of Business is highly essential among students. <ul style="list-style-type: none"><li>To gain information on basic concepts related to structure and process of business in the real life organizations.</li><li>To have a clear understanding of the basic aspect of business and its combinations, organization structure and design and issues and challenges in business.</li><li>To understand the importance of effective &amp; efficient utilization of inputs and resources of organization and understand the importance of Rationalization &amp; Automation of business and Business Ethics.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                               | AN INTRODUCTION TO BUSINESS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | 12 hrs. |    |
|                                                                                   |                                                                                                               | Evolution of Business [Industrial Revolution and its Socio-Economic Consequences]-Nature, Scope and Characteristics of Business- Objectives-Division of Business- Business System and Essentials of Successful Business                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| UNIT-II                                                                           |                                                                                                               | BUSINESS COMBINATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                               | Business Combinations [Causes, Types, Forms: An Overview], Distinction between Cartel and Trust, Economics of Combinations]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| UNIT-III                                                                          |                                                                                                               | ORGANIZATION STRUCTURE AND DESIGN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                               | Organization Structure- Strategy, Technology, and Environment-Organization Design- Location and Layout Decisions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-IV                                                                           |                                                                                                               | ISSUES AND CHALLENGES IN BUSINESS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                               | Development of Interpersonal Skills-Environment of Business [Focus on Technology, Ecology, Competition, Consumerism, Consumer Protection] - Rationalization & Automation-Business Ethics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 1.                                                                                | Y. K. Bhushan (2008) 18th Revised Edition; - Business Organization and Management; Sultan Chand & Sons.       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 2.                                                                                | Koontz and Weihrich et al. (2003) 5th Edition; - Essentials of Management; Tata McGraw Hill.                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 3.                                                                                | James A. F. Stoner, R. Edward Freeman and Daniel R. Gilbert (2008) 6TH Edition; -Management; PHI [PEARSON]    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 4.                                                                                | L. M. Prasad (2002) 6th Edition- Principles of Management; Himalaya Publishing House.                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 5.                                                                                | Kumar & Rajan (2006) - Business Ethics and Values; Himalaya Publishing House Pvt. Ltd.                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 6.                                                                                | Murthy, C.S.V. (2009) - Business Ethics; Himalaya Publishing House Pvt. Ltd.                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 7.                                                                                | Sherlekar&Sherlekar (2007) - Modern Business Organization and Management; Himalaya Publishing House Pvt. Ltd. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 8.                                                                                | Daniel Albuquerque (2010) - Business Ethics; Oxford University Press.                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | I                                                                                                                                                                                                                                                                                                                                                                                                                                       | CORE FOUNDATION COURSE                                                                                                                                                                |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                                                                       | BEC-1101 : ELEMENTS OF ECONOMIC THEORY                                                                                                                                                |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                         | To Provide an elementary understanding of underlying concepts and Principles of economic theory.                                                                                      |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | NATURE AND SCOPE OF ECONOMICS                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Overview of Wealth, Welfare and Scarcity definitions of Economics<br>Samuelson’s definition of Economics<br>PPC and Fundamental Economic Problems<br>Approaches of Economic Analysis- Induction/Deduction Method, Static-Dynamic Analysis<br>Basic concepts –Wants, Utility, Goods, Value and Price, Income and Wealth                                                                                                                  |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | DEMAND AND SUPPLY ANALYSIS                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Demand – Derivation of Demand Curve based on Law of Diminishing Marginal Utility<br>Slope, Shift and Movement of the Demand Curve, Consumer Surplus<br>Demand Distinctions and Forecasting – purposes and methods<br>Supply - Slope, Shift and Movement of Supply Curve, Producer Surplus<br>Market Equilibrium, Price Fixation – Market Period/Short Period/Long Period<br>Consumption and Production Externalities and Market Failure |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | COST AND REVENUE ANALYSIS                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Markets – Concept and Classification – Area, Time Period and Competitive Structure<br>Features of various Market Structures and the Nature of their Revenue Curves<br>Cost Concepts, Short Run and Long Run Cost-Output Relationships<br>Economies of Scale and Scope<br>Break-even Analysis – Assumptions, Limitations, Business Applications                                                                                          |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | PRODUCT PRICING                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Objectives of Pricing<br>Pioneer Pricing<br>Methods of Pricing<br>Peak Load Pricing, Product Bundling, Price Leadership<br>Administered Pricing                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | K.K.Dewett and Varma: Elements of Economic Theory                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | H. L. Ahuja: Advanced Economic Theory                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | Varshney and Maheshwari: Managerial Economics                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                       |  |                            |         |    |
| 4.                                                                                | D. N. Dwivedi: Managerial Economics                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 5.                                                                                | M .L. Seth: Micro Economic                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            |         |    |
| 6.                                                                                | H. Craig Peterson and W. Cris Lewis: Managerial Economics                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                       |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce,<br>Department of Business Economics<br>Faculty of Commerce, Sayaji Gunj, Vadodara- 390002,<br>Contact details: 02652975768 |  | ACADEMIC YEAR<br>2018-2019 |        |
| <b>B.Com. (CBCS)</b>                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                       |  |                            |        |
| YEAR                                                                              | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>CORE FOUNDATION COURSE<br/>INDIAN ECONOMIC STRUCTURE</b>                                                                                                                                           |  | CREDIT                     | 3      |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                       |  | HOURS                      | 45     |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | .                                                                                                                                                                                                     |  |                            |        |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-I</b>                                                                     | <b>STRUCTURE OF THE ECONOMY</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                       |  |                            | 12 Hrs |
|                                                                                   | Meaning, Definition and Characteristics of Developing Countries- Structure of Economy: Meaning and Sectoral interrelations- Changing Trends in National Income and Employment by Sectors- Foreign Trade: Meaning, Relevance, Composition and Trends, Balance of payment and balance of trade situation.                                                                                                                                                                                                            |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-II</b>                                                                    | <b>SECTORAL STUDIES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                       |  |                            | 11 Hrs |
|                                                                                   | Primary sector: features, importance and components, trends in Production and productivity of major crops, secondary sector: features, importance and components, productivity trends of major industries, tertiary sector: features, importance and components. Problems and performance of Industrial development, Tertiary sector: features, Importance and components.                                                                                                                                         |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-III</b>                                                                   | <b>CHALLENGES TO DEVELOPMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                       |  |                            | 11 Hrs |
|                                                                                   | Population: Trends in Population in the light of Demographic Transition, Applicability of the theory of demographic transition to India's population growth; Declining Sex Ratio and Demographic Dividend- causes of declining sex ratio and fertility rate in India; Poverty: Meaning, Concepts- Absolute and Relative Poverty, Poverty Line -Methods- Head Count Ratio and Poverty Gap, Incidence of Poverty- Unemployment: Meaning and Types, Measurement Methods and Estimates, Gender and development indices |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-IV</b>                                                                    | <b>INFRASTRUCTURE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                       |  |                            | 11 Hrs |
|                                                                                   | Meaning and Importance of Economic Growth, Transportation, Energy, Telecommunication, Social Infrastructure- Health and Education, Issues and initiatives, Policies reforms related to economic and social infrastructures                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                       |  |                            |        |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                       |  |                            |        |
| 1                                                                                 | Indian Economy- V.K.Puri and S.K. Mishra, Himalaya Publishing House                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                       |  |                            |        |
| 2                                                                                 | Indian Economy- K. P.M. Sundaram                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                       |  |                            |        |

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|  |                                           | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                 |  |  | ACADEMIC YEAR<br><b>2018-2019</b> |         |
| B. Com (CBCS)                                                                     |                                           |                                                                                                                                                                                                                                                       |  |  |                                   |         |
| Year                                                                              | I                                         | <b>CORE FOUNDATION COURSE</b><br><b>STAT-1201 : BUSINESS STATISTICS</b>                                                                                                                                                                               |  |  | CREDIT                            | 3       |
| Semester                                                                          | II                                        |                                                                                                                                                                                                                                                       |  |  | HOURS                             | 45      |
| OBJECTIVES:                                                                       |                                           |                                                                                                                                                                                                                                                       |  |  |                                   |         |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                           |                                                                                                                                                                                                                                                       |  |  |                                   |         |
| <b>UNIT-I</b>                                                                     |                                           |                                                                                                                                                                                                                                                       |  |  |                                   | 12 hrs. |
|                                                                                   |                                           | Bivariate Data Analysis-Correlation Analysis-Scatter Diagram-Linear correlation coefficient: properties and uses-Regression Analysis-Simple Linear regression: Least square regression estimation, properties and uses                                |  |  |                                   |         |
| <b>UNIT-II</b>                                                                    |                                           |                                                                                                                                                                                                                                                       |  |  |                                   | 11 hrs. |
|                                                                                   |                                           | Time Series Analysis: Objective-Components of Time Series-Methods of Measuring Trend: Least Square and Moving Average-Methods of Measuring Seasonal Variation: Simple Averages, Ratio to Trend and Ratio to moving average-Basic idea of Forecasting. |  |  |                                   |         |
| <b>UNIT-III</b>                                                                   |                                           |                                                                                                                                                                                                                                                       |  |  |                                   | 11 hrs. |
|                                                                                   |                                           | Index Number: Meaning, Definition and Types of Index Number-Chain base and fixed base Index Number-Limitations of Index Number                                                                                                                        |  |  |                                   |         |
| <b>UNIT-IV</b>                                                                    |                                           |                                                                                                                                                                                                                                                       |  |  |                                   | 11 hrs. |
|                                                                                   |                                           | Statistical Inference: Philosophy of Statistical Inference-Estimation: Point and Interval estimation-Testing of Hypothesis: Z-test, t-test and $\chi^2$ - test                                                                                        |  |  |                                   |         |
| <b>REFERENCES</b>                                                                 |                                           |                                                                                                                                                                                                                                                       |  |  |                                   |         |
| 1.                                                                                | D. N. Elhance: Fundamentals of Statistics |                                                                                                                                                                                                                                                       |  |  |                                   |         |
| 2.                                                                                | S. C. Gupta - Statistical Methods         |                                                                                                                                                                                                                                                       |  |  |                                   |         |
| 3.                                                                                | J. K. Sharma - Business Statistics        |                                                                                                                                                                                                                                                       |  |  |                                   |         |

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|  |                                                                                                                                                                                                                                                                                                                               | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                      |  | ACADEMIC YEAR<br>2018-2019 |         |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                            |  |                            |         |
| Year                                                                              | I                                                                                                                                                                                                                                                                                                                             | <b>CORE FOUNDATION COURSE</b><br><b>ENG-1202 : BUSINESS ENGLISH AND COMMUNICATION – II</b>                                                                                                                                                                                 |  | CREDIT                     | 3       |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                            |  | HOURS                      | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                               | The Course will enable students to: <ul style="list-style-type: none"><li>• Develop and refine linguistic competence</li><li>• Hone effective communication skills</li><li>• Develop confidence in facing interviews</li></ul> Write business reports and business letters |  |                            |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                            |  |                            |         |
| UNIT-I                                                                            | ADVANCED COMMUNICATION                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                            |  |                            | 08 hrs. |
|                                                                                   | Formal and Informal Networks of Communication-Intercultural Communication<br>Self Development-SWOT Analysis-E - Communication                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                            |  |                            |         |
| UNIT-II                                                                           | VERBAL COMMUNICATION II                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                            |  |                            | 08 hrs. |
|                                                                                   | Listening: Process and Types-Barriers / Overcoming Barriers-Listening for Gist-Listening for Comprehension<br>Informal Conversation / Formal Expression-Oral Presentations<br>Interview Skills: Interviewer / Interviewee-Facing Questions and Responding                                                                     |                                                                                                                                                                                                                                                                            |  |                            |         |
| UNIT-III                                                                          | ADVANCED BUSINESS CORRESPONDENCE                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                            |  |                            | 09      |
|                                                                                   | <ul style="list-style-type: none"><li>• Writing e – mails<br/>Business Letters</li><li>• Complaints and Adjustments-Sales Offers-Memorandum-Writing Notices, Agenda and Minutes<br/>Short Business Reports</li><li>• Framing Questionnaires, Analyzing, interpreting and presenting information, Writing reports</li></ul>    |                                                                                                                                                                                                                                                                            |  |                            |         |
| UNIT-IV                                                                           | TEXT AND LANGUAGE SKILLS                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                            |  |                            | 08 hrs. |
|                                                                                   | Text: Karnard, Girish. Hayavadana. Oxford University Press: New Delhi. 2004.<br>Grammar: <ul style="list-style-type: none"><li>• Error Analysis-Transformation of Sentences</li></ul> Study Skills: <ul style="list-style-type: none"><li>• Summarizing Skills</li></ul> Reading Comprehension (Seen and Unseen):<br>Skimming |                                                                                                                                                                                                                                                                            |  |                            |         |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                            |  |                            |         |
| 1.                                                                                | Courtland L. Bovees, John V. Thill and Barbara E. Schatzman. - Business Communication Today. Pearson Education. 2008.                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                            |  |                            |         |
| 2.                                                                                | JhaMadhulika, ShekharShashi.-A Course in Business Communication. Orient Blackswan: Hyderabad. 2010.                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                            |  |                            |         |
| 3.                                                                                | Kaul, Asha.- Business Communication. Prentice-Hall of India Pvt. Ltd.: New Delhi. 2004.                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                            |  |                            |         |
| 4.                                                                                | Murphy G. A., Hildebrandt W. H., Thomas J. P., - Effective Business Communication, Tata McGraw Hill Education: New Delhi, 2008.                                                                                                                                                                                               |                                                                                                                                                                                                                                                                            |  |                            |         |
| 5.                                                                                | Rai, Urmila and S. M. Rai. - Business Communication. Himalaya Publishing House: Mumbai. 2009.                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                            |  |                            |         |
| 6.                                                                                | Rao, Nageshwar and P. Rajendra Das. - Communication Skills. Himalaya Publishing House: Mumbai. 2006.                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                            |  |                            |         |

|                                                                                                                                       |                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
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|                                                      |                                                                                    | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                   |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                                                                         |                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| Year                                                                                                                                  | I                                                                                  | <b>CORE FOUNDATION COURSE</b><br><b>ACF-1201 : FINANCIAL ACCOUNTING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | CREDIT  | 3  |
| Semester                                                                                                                              | II                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                                                                           |                                                                                    | To impart Basic Accounting Knowledge as applicable to business and developing general proficiency in the area of Accounting                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                                                                             |                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-I                                                                                                                                |                                                                                    | Advanced Accounts of Partnership Firm: Dissolution of a Partnership Firm, Gradual Realization of Assets and Piece meal Distribution of Cash-Surplus Capital Method-Maximum Loss Method (Garner Vs Murray Rule)<br>Amalgamation, Sale and Conversion of Partnership Firm: Purchase Consideration – Journal – Ledger and Balance sheet                                                                                                                                                                    |  |                            | 12      |    |
| UNIT-II                                                                                                                               |                                                                                    | Branch Accounts: Meaning - Objectives- Types of Branches- Preparation of Branch Accounts- Debtors System and Stock & Debtors System.<br><br>Departmental Accounts: Introduction- Basis of allocation of Common Expenditure- Inter Departmental Transfers-Preparation of Departmental Accounts.                                                                                                                                                                                                          |  |                            | 11 hrs. |    |
| UNIT-III                                                                                                                              |                                                                                    | Consignment Accounts: Meaning- Features- Concepts- Distinction between Consignment and Sales- Types of Commission- Valuation of Unsold Stock- Goods in Transit- Abnormal Loss Normal Loss-Accounting Methods (Cost & Invoice Price) - Journal Entries- Ledger Accounts in books of Consigner and Consignee.<br><br>Joint Venture: Meaning- Features- Difference between Joint Venture and Partnership- Methods of Accounting-Separate Set of Books- Record in Co-venture’s Books and Memorandum Method. |  |                            | 10      |    |
| UNIT-IV                                                                                                                               |                                                                                    | Hire purchase and Installment Purchase System: Meaning of Hire purchase contract- Legal provisions- Accounting treatment in the books of hire purchaser and Hire Vendor- Meaning of Installment system- Difference between Hire purchase and Installment purchase system<br>Accounting Entries -Books of buyer and seller.<br>Insurance claims for Loss of Stock and Loss of Profit policy                                                                                                              |  |                            | 11 hrs. |    |
| <b>Modes of Transaction:</b> Classroom interaction including solving of practical problems supplemented by power point presentations. |                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| <b>Activities:</b> Discussion of CASE studies                                                                                         |                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| REFERENCES                                                                                                                            |                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 1.                                                                                                                                    | R.L.Gupta and M.Radhaswamy- Advanced Accounting Vol.I and II, S. Chand Publication |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 2.                                                                                                                                    | P.C.Tulsian- Financial Accounting , Pearson                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 3.                                                                                                                                    | S.Kr.Paul- Advanced Accounting                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 4.                                                                                                                                    | S.N.Maheshwari- Advanced Accountancy Vol.I and II,Vikas Publishing House.          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 5.                                                                                                                                    | Hanif and Mukherjee - Modern Accounting Vol.I and II, (TMH).                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                 | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                           |  | ACADEMIC YEAR<br>2018-2019 |        |         |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| Year                                                                              | I                                                                                                                                                                                                                                                               | CORE FOUNDATION COURSE                                                                                                                                                                                                                                                                                                                                                          |  |                            | CREDIT | 3       |
| Semester                                                                          | II                                                                                                                                                                                                                                                              | CBM-1201 : FUNCTIONAL MANAGEMENT                                                                                                                                                                                                                                                                                                                                                |  |                            | HOURS  | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                 | To develop basic understanding of various Management Concepts amongst students. <ul style="list-style-type: none"><li>To develop the foundation for the effective understanding &amp; application of Functional Areas of Management, amongst students.</li><li>To guide students for effective &amp; efficient utilization of inputs &amp; resources of organization.</li></ul> |  |                            |        |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| UNIT-I                                                                            | INTRODUCTION TO MANAGEMENT                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        | 12 hrs. |
|                                                                                   | Management As An Art/Science- Management As A Profession-Principles of Management (An Overview)                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| UNIT-II                                                                           | AN OVERVIEW OF FUNCTIONAL AREAS OF MANAGEMENT                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        | 11 hrs. |
|                                                                                   | Personnel Management-Production Management-Materials Management-Inventory Management [Concept, Importance Scope & Functions]                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| UNIT-III                                                                          | FINANCIAL MANAGEMENT & PORTFOLIO MANAGEMENT                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        | 11 hrs. |
|                                                                                   | Financial Management [Sources of Finance & Importance of Ratio Analysis] [In Brief]- Portfolio Management [Concept & Methods - Security Analysis & Securities Market]- Stock Exchange [Functions-Importance & Services-Buying & Selling of Shares-Role of SEBI] |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| UNIT-IV                                                                           | OFFICE MANAGEMENT & MANAGEMENT INFORMATION SYSTEM                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        | 11 hrs. |
|                                                                                   | Office Management [Office Systems-Filing-Indexing-Office Machines and Equipments- Management Information System]                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 1.                                                                                | Shelekar&Sherlekar (2000); Modern Business Organization and Management: Himalaya Publishing House.                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 2.                                                                                | Y. K. Bhushan (2008) 18th Revised Edition; Business Organization and Management; Sultan Chand & Sons.                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 3.                                                                                | James A. F. Stoner, R. Edward Freeman and Daniel R. Gilbert (2008) 6TH Edition; Management; PHI [PEARSON].                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 4.                                                                                | L. M. Prasad (2002) 6th Edition; Principles of Management; Himalaya Publishing House.                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 5.                                                                                | Leffenwell; Office Management.                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 6.                                                                                | Monnappa&Saiyadinn; Personnel Management; Himalaya Publications                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 7.                                                                                | C.B.Mamoria&S.C.Mamoria; Personnel Management; Himalaya Publications.                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 8.                                                                                | I.M.Pandey; Financial Management; Vikas Publications.                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 9.                                                                                | Philip Kotler; Principles of Marketing.                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 10.                                                                               | Ashwathappa; Production Management.                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 11.                                                                               | Bhat, S.K. (2010); Total Quality Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 12.                                                                               | Bhat, S.K. (2009); Quality Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |
| 13.                                                                               | Chopra, R.K. (2009); Office Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |        |         |

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|  |                                                                                                                       | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |
| B. Com (CBCS)                                                                     |                                                                                                                       |                                                                                                                                                                                       |  |                            |         |
| Year                                                                              | I                                                                                                                     | <b>CORE FOUNDATION COURSE</b><br><b>BEC-1201 : MICRO ECONOMICS</b>                                                                                                                    |  | CREDIT                     | 3       |
| Semester                                                                          | II                                                                                                                    |                                                                                                                                                                                       |  | HOURS                      | 45      |
| OBJECTIVES:                                                                       |                                                                                                                       | To inculcate the sound foundation in the area of Micro Economics                                                                                                                      |  |                            |         |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                       |                                                                                                                                                                                       |  |                            |         |
| UNIT-I                                                                            | <b>THEORY OF CONSUMER BEHAVIOUR</b>                                                                                   |                                                                                                                                                                                       |  |                            | 12 hrs. |
|                                                                                   | Basic Assumptions of Economics                                                                                        |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Consumer Equilibrium based on Marshallian Utility Analysis                                                            |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Limitations of Marshallian Utility Analysis                                                                           |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Consumer Equilibrium based on Indifference Curve Analysis                                                             |                                                                                                                                                                                       |  |                            |         |
| UNIT-II                                                                           | <b>THEORY OF PRODUCER BEHAVIOUR</b>                                                                                   |                                                                                                                                                                                       |  |                            | 11 hrs. |
|                                                                                   | Utility Creation and types of Productive Activities                                                                   |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Short Run Production Function                                                                                         |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Long Run Production Function                                                                                          |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Producer Equilibrium and Expansion Path                                                                               |                                                                                                                                                                                       |  |                            |         |
| UNIT-III                                                                          | <b>FIRM AND INDUSTRY EQUILIBRIUM UNDER VARIOUS MARKET STRUCTURES</b>                                                  |                                                                                                                                                                                       |  |                            | 11 hrs. |
|                                                                                   | Perfect Competition and Pure Competition,                                                                             |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Short Run and Long Run Equilibrium of Firm and Industry under Perfect Competition                                     |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Monopoly and Monopoly Power, Short Run and Long Run Equilibrium of a Monopoly Firm under different cost conditions    |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Monopolistic Competition - Short Run and Long Run Equilibrium of Firm and Group                                       |                                                                                                                                                                                       |  |                            |         |
| UNIT-IV                                                                           | <b>THEORY OF DISTRIBUTION</b>                                                                                         |                                                                                                                                                                                       |  |                            | 11 hrs. |
|                                                                                   | Land, Rent – Meaning and Types, Ricardian Theory of Rent                                                              |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Capital, Interest – Meaning, Types, Factors determining Pure Interest                                                 |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Labour, Wages – Meaning, Types, Methods of Wage Payment, Factors affecting Real Wages                                 |                                                                                                                                                                                       |  |                            |         |
|                                                                                   | Entrepreneur, Profit – Meaning, Types, Risk and Uncertainty-bearing Theory of Profit, Schumpeter Theory of Innovation |                                                                                                                                                                                       |  |                            |         |
| Marginal Productivity Theory of Distribution                                      |                                                                                                                       |                                                                                                                                                                                       |  |                            |         |
| <b>REFERENCES</b>                                                                 |                                                                                                                       |                                                                                                                                                                                       |  |                            |         |
| 1.                                                                                | K.K.Dewett and Varma: Elements of Economic Theory                                                                     |                                                                                                                                                                                       |  |                            |         |
| 2.                                                                                | H. L. Ahuja: Advanced Economic Theory                                                                                 |                                                                                                                                                                                       |  |                            |         |
| 3.                                                                                | Varshney and Maheshwari: Managerial Economics                                                                         |                                                                                                                                                                                       |  |                            |         |
| 4.                                                                                | D. N. Dwivedi: Managerial Economics                                                                                   |                                                                                                                                                                                       |  |                            |         |
| 5.                                                                                | M.L.Seth: Micro Economics                                                                                             |                                                                                                                                                                                       |  |                            |         |
| 6.                                                                                | H. Craig Peterson and W. Cris Lewis: Managerial Economics                                                             |                                                                                                                                                                                       |  |                            |         |

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|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|--------|
|  |                                                                                                                                                                                                                                                                                                                                                                                                          | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce,<br>Department of Business Economics<br>Faculty of Commerce, Sayaji Gunj, Vadodara- 390002,<br>Contact details: 02652975768 |  | ACADEMIC YEAR<br>2018-2019 |        |
| <b>B.Com. (CBCS)</b>                                                              |                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                       |  |                            |        |
| YEAR                                                                              | I                                                                                                                                                                                                                                                                                                                                                                                                        | <b>CORE FOUNDATION COURSE</b><br><b>INDIAN ECONOMIC POLICY AND PLANNING</b>                                                                                                                           |  | CREDIT                     | 3      |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                       |  | HOURS                      | 45     |
| OBJECTIVES: .                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                       |  |                            |        |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-I</b>                                                                     | <b>PLANNING AND ECONOMIC DEVELOPMENT</b>                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                       |  |                            | 12 Hrs |
|                                                                                   | Meaning, types and objectives of planning, economic growth and development including sustainable development- Income and Non Income Indicators, Actual and Potential growth, Measurements of sustainable development, Achievements of Economic Planning. Inclusive growth in India – Challenges and opportunities                                                                                        |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-II</b>                                                                    | <b>AGRICULTURAL SECTOR</b>                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            | 11 Hrs |
|                                                                                   | Green Revolution, New Agricultural Policy 2000-Second Green Revolution , Economics of animal rearing - Supply chain management, Disaster and disaster management, Rural Credit in India – problems, measures and recent policy initiatives by government of India, Issues related to direct and indirect farm subsidies and minimum support price. Public distribution system and food security in India |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-III</b>                                                                   | <b>INDUSTRIAL SECTOR</b>                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                       |  |                            | 11 Hrs |
|                                                                                   | Industrial Classification by Investment, 1956, Industrial Policy-1991 Industrial Policy, Recent Developments, Public and Private sector, Privatization of Public sector enterprises, Effects of liberalization and globalization on Indian economy, Industrial Finance, performance of core industries, government initiatives to boost Industrial performance.                                          |                                                                                                                                                                                                       |  |                            |        |
| <b>UNIT-IV</b>                                                                    | <b>SERVICE SECTOR POLICY REFORMS</b>                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                       |  |                            | 11 Hrs |
|                                                                                   | Telecommunications, Banking- Insurance, Information Technology                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                       |  |                            |        |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                       |  |                            |        |
| 1                                                                                 | Indian Economy- V.K.Puri and S.K. Mishra, Himalaya Publishing House                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |                            |        |
| 2                                                                                 | Indian Economy- K. P.M. Sundaram                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                       |  |                            |        |
| 3                                                                                 | Indian Economy- I.C. Dhingra                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                       |  |                            |        |

**FACULTY OF COMMERCE**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**DETAILED SYLLABUS**  
**UNDER CBCS**  
**S. Y. B. COM.**

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| B. Com (CBCS)                                                                     |                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| Year                                                                              | II                                                                                                                | <b>CORE COMPULSORY</b><br><b>CBM-1301 : PRINCIPLES OF MANAGEMENT (POM)</b>                                                                                                                                                                                                                                                                                                                                                                  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                   | To understand fundamental concepts and principles of management including the historical development, theoretical aspects and practice application of managerial process; <ul style="list-style-type: none"><li>To gain the conceptual understanding of the importance of management thoughts amongst students in the dynamic business environment;</li><li>To build students basic understanding on the organizations’ patterns.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                   | AN INTRODUCTION TO MANAGEMENT AND MANAGERIAL FUNCTIONS – I (PLANNING AND ORGANIZING)                                                                                                                                                                                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   |                                                                                                                   | Definition-Nature & Scope Management-Approaches to Study of Management with focus on Contribution of Taylor and Fayol [In Brief], Management Levels-Roles and Skills of Managers Planning:Meaning, Process and Types; Decision-Making: Process & Techniques; Management By Objectives[MBO] – Organizing: Meaning- Process; Line & Staff-Functional Authority - Delegation and Decentralization of Authority [In Brief]                      |  |                            |         |    |
| UNIT-II                                                                           |                                                                                                                   | MANAGERIAL FUNCTIONS (DIRECTING AND CONTROLLING)                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                   | Directing:Motivation, Leadership, Communication; Controlling: Meaning, Importance, Process, Types &Techniques                                                                                                                                                                                                                                                                                                                               |  |                            |         |    |
| UNIT-III                                                                          |                                                                                                                   | MANAGEMENT OF CHANGE AND LEARNING ORGANIZATION                                                                                                                                                                                                                                                                                                                                                                                              |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                   | Organizational Change- Resistance to Change-Learning Organization                                                                                                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| UNIT-IV                                                                           |                                                                                                                   | CONTEMPORARY ISSUES IN MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                   | Total Quality Management [TQM]-Conflict Management-Corporate Social Responsibility-Ethics in Management-Management Challenges in the 21 <sup>st</sup> Century                                                                                                                                                                                                                                                                               |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 1.                                                                                | Parimal H. Vyas, Priti Nigam, MadhusudanPandya, KalpeshPurohit, Drishti Joshi, NehaTiwari and Keyur Patel (2011); |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 2.                                                                                | Principles of Management; Sheth Publishers Pvt. Ltd., Mumbai.                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 3.                                                                                | Koontz and Weihrich et al. (2003) 5th Edition; Essentials of Management; Tata McGraw Hill.                        |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 4.                                                                                | L. M. Prasad (2002) 6th Edition; Principles of Management; Himalaya Publishing House.                             |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 5.                                                                                | Reddy, Tripathi&Appannaiah (2004); Essentials of Management; Himalaya Publishing House Pvt. Ltd.                  |                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |

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| <b>B.Com. (CBCS)</b>                                                                        |                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| YEAR                                                                                        | II                                                                | <b>CORE COMPULSOTY</b>                                                                                                                                                                                                                                                                                                                                                                                           |  |                                          | CREDIT | 3      |
| Semester                                                                                    | I                                                                 | <b>MACROECONOMIC THEORY</b>                                                                                                                                                                                                                                                                                                                                                                                      |  |                                          | HOURS  | 45     |
| <b>OBJECTIVES:</b> To provide basic understanding of theoretical aspects of Macroeconomics. |                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| <b>COURSE CONTENT / SYLLABUS</b>                                                            |                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| <b>UNIT-I</b>                                                                               |                                                                   | <b>INTRODUCTION TO MACROECONOMICS AND NATIONAL INCOME ACCOUNTING</b>                                                                                                                                                                                                                                                                                                                                             |  |                                          |        | 12 Hrs |
|                                                                                             |                                                                   | Macroeconomics: Meaning, Subject Matter, Post Keynesian Development; Monetarism, Supply-side Economics, rational Expectation Theory. Importance of Macroeconomics.<br>Circular Flow of Income: Two sector, Three sector and Four sector models.<br>National Income and National Product, Different concepts of National Income, Measurement of National Income.                                                  |  |                                          |        |        |
| <b>UNIT-II</b>                                                                              |                                                                   | <b>THEORIES OF EMPLOYMENT AND OUTPUT</b>                                                                                                                                                                                                                                                                                                                                                                         |  |                                          |        | 11 Hrs |
|                                                                                             |                                                                   | Classical Theory of Employment: Assumptions, Say's Law of Market, Wage Price flexibility, Classical approach on Savings and Investment, Aggregate Demand, Aggregate supply, Money and Prices. Keynesian criticisms of Classical Theory.<br>Keynesian Theory of Employment: Principal of Effective Demand, Determination of Employment, Money Wage Rigidity and its Causes. Emergence of Involuntary Unemployment |  |                                          |        |        |
| <b>UNIT-III</b>                                                                             |                                                                   | <b>CONSUMPTION INVESTMENT AND INTEREST</b>                                                                                                                                                                                                                                                                                                                                                                       |  |                                          |        | 11 Hrs |
|                                                                                             |                                                                   | Consumption Function: Propensities to Consume and Save, Investment Multiplier, Post Keynesian Theories of Consumption Function,<br>Investment Demand and its Determinants; Theories of Determination of Rate of Interest.                                                                                                                                                                                        |  |                                          |        |        |
| <b>UNIT-IV</b>                                                                              |                                                                   | <b>THEORIES OF INCOME DETERMINATION</b>                                                                                                                                                                                                                                                                                                                                                                          |  |                                          |        | 11 Hrs |
|                                                                                             |                                                                   | Aggregate Demand supply approach and Saving- Investment Approach; Two sector, Three sector and Four sector models of Income Determination. Impact of Proportional Tax on National Income, Concept of Balanced Budget Multiplier.                                                                                                                                                                                 |  |                                          |        |        |
| <b>REFERENCES</b>                                                                           |                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| 1                                                                                           | Shapiro Edward: Macroeconomic Analysis                            |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| 2                                                                                           | Dwivedi D N Macroeconomics: Theory and Policy Mcgraw Hill Edition |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| 3                                                                                           | G S Gupta: Macro economics Theory and application                 |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| 4                                                                                           | H L Ahuja: Modern Economics                                       |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| 5                                                                                           | Taxman's: Macro Economics                                         |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |
| 6                                                                                           | Mankiw Gregory: Macro Economics                                   |                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                          |        |        |

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|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>CORE COMPULSORY</b><br><b>ACF-1301 : ELEMENTS OF DIRECT TAXES</b>                                                                                                                  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | To equip the students with basic knowledge of Income Tax.                                                                                                                             |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | <b>INTRODUCTION: HISTORICAL BACKGROUND</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Introduction: Historical background- Definitions- Meaning of various important terms<br>Residential Status and Incidence of Tax: Determination of Residential Status -Incidence to Tax on the basis of Residential Status of an Assessee and Basis of charge, Exempted Incomes                                                                                                                                                                                                                                  |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | <b>TAXATION OF INCOME UNDER THE HEAD ‘SALARIES’</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Taxation of Income under the head ‘Salaries’:<br>Determination / Taxation of income under the head ‘Salaries’-Income includible in ‘Salaries’- Taxable and Exempted perquisites- Amount deductible from ‘Salaries’-Professional Tax, etc.                                                                                                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | <b>TAXATION OF INCOME UNDER THE HEAD ‘HOUSE PROPERTY’</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Taxation of Income under the head ‘House Property’:<br>Determination / Taxation of income under the head ‘House Property’- Deductions available and not available from Income from ‘House Property’. Carry Forward and Set Off of losses under the head Income from ‘House Property’.<br>Taxation of Income under the head ‘Income from Other Sources’: Determination / Taxation of income under the head ‘Income from Other Sources’ –Deductions available and not available from ‘Income from Other Sources.’ |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | <b>TAXATION OF INCOME UNDER THE HEAD ‘PROFITS AND GAINS FROM BUSINESS OR PROFESSION’ ( SELECTED PROVISIONS )</b>                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Taxation of Income under the head ‘Profits and Gains from Business or Profession’ ( Selected Provisions )<br>Taxation of Income under the head ‘Capital Gains’. ( Introductory Part )<br>Computation of Total Income (Including selected deductions from Gross Total Income- Under Chapter VI-A )Computation of Tax Liability                                                                                                                                                                                   |                                                                                                                                                                                       |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | Dr. Vinod K. Singhania and Ms. Monica Singhania: Students Guide to Income Tax ( including Service Tax/VAT ) –TAXMANN Publication                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | Dr. GirishAhuja and Dr. Ravi Gupta : Systematic Approach to Income Tax Service Tax and VAT, - BHARAT Publication                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | CA T. N. Manoharan: Direct Tax Laws– SNOW WHITE Publication                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 4.                                                                                | Study Material issued by ICAI on Direct Taxes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                       |  |                            |         |    |

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|  |                                                                                       | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |
| Year                                                                              | II                                                                                    | <b>CORE COMPULSORY</b><br><b>ACF-1302 : COST ACCOUNTING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                       | To ensure working knowledge amongst the students for the subject.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |
| <b>UNIT-I</b>                                                                     |                                                                                       | Introduction: Cost Concepts, Installation of cost accounting system, Cost Classification (CAS-01), Cost Organization and Its Relationship with other Departments. Material Cost – Procurement Procedure, Stores Procedure and Documentation in respect of Receipts and Issues of Stock, Perpetual Inventory and Physical Stock Taking, ABC Analysis, VED Analysis, Levels of Inventories and Economic Order Quantity (EOQ) Analysis.                                                                                                                                                                                                                              |  |  |                            | 12 hrs. |    |
| <b>UNIT-II</b>                                                                    |                                                                                       | Labour Costs — Remuneration Methods, Monetary and Non-Monetary Incentive Schemes, Analysis of Non-Productive Time, Overtime - Cost & its Treatment, Labour Turnover and Remedial Measures.<br>Overheads - Nature, Collection, Classification, Apportionment and Absorption, (CAS – 03)<br>Production Overheads — Collection, Apportionment, Absorption, Use of Predetermined Recovery Rates, Treatment of Under and Over Absorption, Fixed, Variable and Semi Variable Overhead, Report for Control of Overhead cost. Administration, Selling and Distribution Overheads — Analysis, Accounting and Control, Treatment of Miscellaneous items in Cost Accounting. |  |  |                            | 11 hrs. |    |
| <b>UNIT-III</b>                                                                   |                                                                                       | Preparation of Cost Sheet Cost Accounting Records - Cost Accounting Systems - Integrated and Non-integrated, Reconciliation of Cost and Financial Accounts                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |  |                            | 11 hrs. |    |
| <b>UNIT-IV</b>                                                                    |                                                                                       | Specific Order Costing —Determination of Cost In Job and Batch Costing, Valuation of Work-In-Progress in Job Costing<br>Process Costing — Treatment of Normal and Abnormal Losses and Gains, Valuation of Opening and Closing Stock of Raw materials, Finished goods, Valuation of Work-In-Progress using FirstIn -First-Out and Average Methods (Equivalent Production), Inter-Process transfer and Pricing, Concept and Accounting for Joint Products , By-Products, Waste, Packing Materials (Empties), Scrap, Spoilage and Defectives Contemporary Issues and Developments                                                                                    |  |  |                            | 11 hrs. |    |
| <b>REFERENCES</b>                                                                 |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |
| 1.                                                                                | M.N Arora:A Text book of Cost Accounting (Vikas Publishing House Ltd.)                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |
| 2.                                                                                | M.N Arora:Cost Accounting – Principles and Practice (Vikas Publishing House Ltd.)     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |
| 3.                                                                                | Ravi M. Kishore : Cost & Management Accounting (Taxman Publications)                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |
| 4.                                                                                | Jawaharlal Lal&SeemaSrivastava: Cost Accounting ( Tata McGraw-Hill Publishing Co.Ltd) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |
| 5.                                                                                | P.C Tulsian: Cost Accounting (Tata McGraw-Hill Publishing Co.Ltd)                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |         |    |

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|  |    | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| Year                                                                              | II | <b>CORE COMPULSORY</b><br><b>CBM-1302 : HUMAN RESOURCE MANAGEMENT (HRM)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            | CREDIT  | 3  |
| Semester                                                                          | I  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |    | <ul style="list-style-type: none"><li>•To impart the students with the basic conceptual and practical foundations of Human Resource Management;</li><li>•To develop managerial skills for decision making on various HRM Plans, Programs &amp; Strategies;</li><li>•To enable students to face the challenges imposed by the Employees’ needs and expectations from the organization, specifically HRM aspects;</li><li>•To provide the students an understanding on situational analysis, thereby framing of appropriate HRM Strategies;</li><li>•To understand potentials of HRM in the Globalized Business Environment and to analyze its implications on current HRM practices in the organizations.</li><li>• To provide students an understanding on the conceptual applications of HR issues, in accomplishing the future job prospects and career development.</li></ul> |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| <b>UNIT-I</b>                                                                     |    | <b>AN INTRODUCTION TO HUMAN RESOURCE MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                            | 12 hrs. |    |
|                                                                                   |    | Meaning & Definition of HRM-Functions & Roles of Personnel Manager-Personnel Management versus HRM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                            |         |    |
| <b>UNIT-II</b>                                                                    |    | <b>MOTIVATION AND MAINTENANCE OF HUMAN RESOURCES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | 11 hrs. |    |
|                                                                                   |    | Motivation: Meaning-Process-Theories of Motivation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                            |         |    |
|                                                                                   |    | Performance Appraisal: Meaning-Methods or Techniques of Performance Appraisal-Maintenance of Human Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
|                                                                                   |    | Wage and Salary Administration: Meaning-Wage Concepts-Factors Influencing Wage and Salary Structures]<br>Fringe Benefits: Meaning-Need-Objectives-Types of Fringe Benefits<br>Attrition and Employee Retention (In Brief)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| <b>UNIT-III</b>                                                                   |    | <b>PLACEMENT, INDUCTION, INTERNAL MOBILITY &amp; SEPARATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            | 11 hrs. |    |
|                                                                                   |    | Placement-Induction and or Orientation-Induction Training in India-Internal Mobility-Transfer-Employee Separations (In Brief)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| <b>UNIT-IV</b>                                                                    |    | <b>JOB EVALUATION AND TEAM &amp; TEAM WORK</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            | 11 hrs. |    |
|                                                                                   |    | Job Evaluation: Meaning Concept - Job Evaluation versus Performance Appraisal-Essentials for Success of Job Evaluation Programme-Job Evaluation Methods-Limitations of Job Evaluation (In Brief)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
|                                                                                   |    | Teams & Team Work-Teams versus Group-Team Work-Team Building-Team Development (In Brief)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| <b>REFERENCES</b>                                                                 |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 1.                                                                                |    | Decenzo& Robbins (2009) 6th Edition; Essentials of Human Resource Management; Prentice Hall OF India, (2009)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| 2.                                                                                |    | Prasad L.M. (2009); Managing Human Resources; Sultan Chand Publication, Reprint 2009.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 3.                                                                                |    | Aswathappa K.; Human Resource Management – Text & Cases; 5th Edition; Tata McGraw Hill.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                            |         |    |
| 4.                                                                                |    | P. Subba Rao (2010); 4th Revised Edition; Personnel and Human Resource Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 5.                                                                                |    | C.B. Mamoria, S.V. Gankar (2010); 7th Edition; A Text Book of Human Resource Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| 6.                                                                                |    | Rajesh Vishvanathan (2010); 1st Edition; Strategic Human Resource Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |         |    |
| 7.                                                                                |    | Subba Rao, P. (2009); Personnel and Human Resource Management — (Text and Cases); Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                                                                                                                       | <b>CORE ELECTIVE</b><br><b>GROUP – A: SPECIALISATION IN ACCOUNTING AND AUDITING</b><br><b>GROUP-B: SPECIALISATION IN ACCOUNTING AND FINANCE</b><br><br><b>ACF-1303 : HIGHER FINANCIAL ACCOUNTING</b><br><b>SPECIAL PAPER-I</b> |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                          | To impart accounting knowledge as applicable to business and developing general proficiency in the area of accounting                                                                                                          |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                |  |                            |         |    |
| UNIT-I                                                                            | Introduction to Company Accounts: Books of Accounts, Statutory Records, Shares and Share Capital: – Prospectus & Red herring prospectus, ASBA.<br>Issue of shares, Underwriting of shares, Issue of Bonus Shares<br>Forfeiture and Reissue of Forfeited Shares and Buy back of Shares.                                                                                                   |                                                                                                                                                                                                                                |  |                            | 12 hrs. |    |
| UNIT-II                                                                           | Redemption of Preference Shares: Legal provisions - Accounting Treatment in the Books of Company.<br>Acquisition of Business: Profit/Loss Prior to Incorporation                                                                                                                                                                                                                         |                                                                                                                                                                                                                                |  |                            | 12 hrs  |    |
| UNIT-III                                                                          | Accounting for Debentures: Meaning- Types- Issue of Debentures- Redemption (Various Methods)-Bonus Debentures                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           | Investments Accounts: Classification - Cost determination-Valuation - Disposal –<br>Reclassification-Disclosures-As per relevant Accounting Standard<br><br>Accounting for Leases: Meaning-Types-Accounting for various types- Disclosure- As per relevant Accounting Standard<br><br>Accounting for Depreciation and Property, Plant and Equipment: As per Relevant Accounting Standard |                                                                                                                                                                                                                                |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                |  |                            |         |    |
| 1.                                                                                | Dr. S.N.Maheshwari: Advanced Accounting -Vikas Publishing House                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                |  |                            |         |    |
| 2.                                                                                | Ashok Sehgal: Advanced Accounting - Taxman Publication                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                |  |                            |         |    |
| 3.                                                                                | M.C.Shukla and T.S.Grewal: Advanced Accounting– Sultan Chand Publication                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                |  |                            |         |    |
| 4.                                                                                | Hanif and Mukherjee : Modern Accounting - Tata McGrawHill Publication                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                |  |                            |         |    |
| 5.                                                                                | R.L.Gupta and M. Radhaswamy: Advanced Accounting– Chand Publication                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                |  |                            |         |    |
| 6.                                                                                | Relevant study material issued by ICAI, ICWAI and ICSI                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN BANKING AND INSURANCE</b><br><b>BNK-1301 : INDIAN BANKING SYSTEM</b>                                                                     |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | To provide Students knowledge of functions, working & operations of existing banking and financial institutional arrangements & its regulatory mechanisms                             |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | RESERVE BANK OF INDIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Reserve Bank of India (RBI)- Its constitution- General working- Conventional and Promotional functions, Objectives and Instruments of Monetary Policy - ‘H’ Theory of money supply- Types of Money & Measures of money supply<br>NABARD: Rationale for its Establishment, Objectives, Major functions and its Role in Economic Development                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | BUSINESS OF BANKING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Regulation of Banking Business in India- Various Provisions under Indian Contract Act, 1872 relevant to Banking Business and Banking Regulation Act, 1949- Permitted and Prohibited activities of Banks in India.                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | FORMS OF BANKING SYSTEMS IN INDIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Branch Banking and Unit Banking- General Features, Merits and limitations -Present Banking and Institutional Structure- Role, Functions and Working of Scheduled Commercial Banks - Cooperative Credit System; All-India Financial Institutions and State level financial institutions                                                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | BANKING OPERATIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Deposits: Opening, operations and closure of different types of bank deposit accounts, KYC norms, Mandate and Power of Attorney, Facility of nomination, Deposit Insurance<br>Advances: Principles of sound bank lending, Types of securities, Methods of charging various securities, Features, merits and de-merits of various types of bank advances; Viz Loans, Overdraft, Cash credit and Bill discounting<br>Concept of Foreign Exchange: Types of transactions and various rates of exchange, Methods of quotations and calculation mechanisms. |                                                                                                                                                                                       |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | P N Varshney& D K Mittal : Indian Financial System Published by Sultan Chand & sons                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | H R Machiraju: Indian Financial System Published by Vikas Publishing House Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | V A Avdhani: Marketing of Financial Services Published by Himalaya                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 4.                                                                                | Bharati V Pathak. : Indian Financial System Published by Pearson Education Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                       |  |                            |         |    |
| 5.                                                                                | M Y Khan. : Indian Financial System by Tata McGraw- Hill Publishing Company Limited                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                       |  |                            |         |    |

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|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|---------|----|
|  |                                                                                                                                                                                                          | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Department of Business Economics<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B.COM. (UNDER CBCS)                                                               |                                                                                                                                                                                                          |                                                                                                                                                                                                                            |  |                            |         |    |
| B.Com.                                                                            | II                                                                                                                                                                                                       | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN FINANCIAL ECONOMICS</b><br><b>BEC-1302 : FUNDAMENTALS OF FINANCIAL ECONOMICS</b>                                                                                     |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                        |                                                                                                                                                                                                                            |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                          | To provide the fundamental concepts of financial economics with an objective to acquaint the students with tools of financial analysis.                                                                                    |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                          |                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION                                                                                                                                                                                             |                                                                                                                                                                                                                            |  |                            | 12      |    |
|                                                                                   | a. Definition and subject matter<br>b. Financial decisions of households and firms<br>c. Brief introduction on Financial systems and markets<br>d. The role of finance specialist in the corporate world |                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-II                                                                           | FOUNDATIONS OF FINANCIAL PLANNING                                                                                                                                                                        |                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | a. Analysis of Financial statements and Financial ratios<br>b. The Financial Planning Process<br>c. Growth and Need for External Financing<br>d. Working Capital Management                              |                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-III                                                                          | MARKET VALUATION AND CAPITAL MARKET EQUILIBRIUM                                                                                                                                                          |                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | a. Principles of market valuation<br>b. Law of one price and efficient market hypothesis<br>c. Portfolio opportunities and choice<br>d. Capital Asset Pricing Model and Portfolio selection              |                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-IV                                                                           | FINANCIAL STRUCTURE OF THE FIRM                                                                                                                                                                          |                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | a. Internal vs. External financing<br>b. Equity financing<br>c. Debt financing<br>d. Financial decisions in practice                                                                                     |                                                                                                                                                                                                                            |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                          |                                                                                                                                                                                                                            |  |                            |         |    |
| 1.                                                                                | Bodie, Merton and Cleenton: Financial Economics.                                                                                                                                                         |                                                                                                                                                                                                                            |  |                            |         |    |
| 2.                                                                                | Leroy and Werner: Principles of Financial Economics.                                                                                                                                                     |                                                                                                                                                                                                                            |  |                            |         |    |
| 3.                                                                                | L.M.Bhole: Financial Institutions and Markets; Structure, Growth and innovations.                                                                                                                        |                                                                                                                                                                                                                            |  |                            |         |    |
| 4.                                                                                | R. Dornbusch: International Financial Management.                                                                                                                                                        |                                                                                                                                                                                                                            |  |                            |         |    |
| 5.                                                                                | Markowitz H. M. : Portfolio selection: Efficient diversification of Investment                                                                                                                           |                                                                                                                                                                                                                            |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                           | CORE ELECTIVE                                                                                                                                                                         |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                            | GROUP-B: SPECIALISATION IN OPEN ECONOMY & INTERNATIONAL BUSINESS<br>BEC-1303 : ESSENTIALS OF OPEN ECONOMY AND INTERNATIONAL BUSINESS                                                  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                              | To introduce a theoretical framework of Open Economy and International Business to undergraduate Students                                                                             |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION TO OPEN ECONOMY                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Introduction to Open Economy, Circular Flow in the Open Economy, Output and Employment Determination in Open Economy Model, Foreign Trade Multiplier, Foreign Income Adjustment Process, Balance of Payments, Meaning, Purpose and Measurement               |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | INTERNATIONAL BUSINESS CONCEPTS                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Evolution and Nature of International Business, Pull and Push factors for International Business, Stages of Internationalization, Approaches to International Business, Drivers of International Business, Advantages and Problems of International Business |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | MODES OF ENTRY TO INTERNATIONAL BUSINESS                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Foreign Market Analysis, International Business Entry and Exit, International Technological Transfers, Multinational Corporations                                                                                                                            |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | ISSUES IN INTERNATIONAL BUSINESS                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Social Responsibility and Ethical issues in International Business, Managing and Negotiating across Cultures in International Business, Future of International Business, E-Business                                                                         |                                                                                                                                                                                       |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | D. N. Dwivedi :Macroeconomics                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | RudigerDornbush and C.H.Helmerts: Open Economy, Oxford University Press.                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | Hendrik Van Den Berg: International finance and Open Economy Macro Economics, World Scientific, 2010.                                                                                                                                                        |                                                                                                                                                                                       |  |                            |         |    |
| 4.                                                                                | P.Subbarao: International Business, Himalaya Publishing House, 2011.                                                                                                                                                                                         |                                                                                                                                                                                       |  |                            |         |    |
| 5.                                                                                | K.Aswathappa :International Business, Tata McGraw Hill, 2011.                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            |         |    |
| 6.                                                                                | Francis Cherruliam: International Business, Himalaya Publications house, 2010                                                                                                                                                                                |                                                                                                                                                                                       |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | CORE ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | GROUP-A: SPECIALISATION IN MARKETING MANAGEMENT<br>CBM-1303 : MARKETING OF SERVICES (MOS):                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"><li>To provide students with impart advanced knowledge in the field of Commerce, Trade, Business and Management, in the Services Sectors in the globalized competitive era;</li><li>To develop and enhance within students understanding as well as skills for applications of the Marketing Concepts in the variety of Services Sectors;</li><li>To provide better growth opportunities and career prospects in the booming Services Sector of India &amp; worldwide;</li><li>To acquaint students in basic conceptual as well as implementing of various marketing tools to improve their decisions making ;</li><li>To impart the students with the basic conceptual and practical foundations on aspects of marketing of services;</li><li>To enable students to face the challenges imposed by the consumers’ in satisfying their needs and fulfill expectations by the marketers on aspects of marketing of services;</li><li>To provide the students an understanding on situational analysis, thereby formulation of proper marketing strategies on aspects of marketing of services;</li><li>To provide students an understanding on the conceptual applications of marketing of services.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| UNIT-I                                                                            | AN INTRODUCTION: MARKETING OF SERVICES<br>An Introduction to Services: Meaning-Definition-Characteristics-Classification-Scope- After-Sales Service-Consumer Behaviour for Services-Relationship Marketing in Marketing of Services-Marketing Management-Operations & Services in Different Industries & Contexts-Effects on Brand Image-Impact on Buyer Behaviour and Customer Care                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | 12 hrs. |    |
| UNIT-II                                                                           | MARKETING MIX STRATEGIES: MARKETING OF SERVICES<br>The 7-Ps Model-Product- Service Attributes-Life Cycle- Positioning of Service-Price: Pricing Concepts & Issues For Services-Pricing Policy & Framework For Pricing Decisions- Promotion: Internal & External Communication-Promotional Message & Communications Mix- Advertising Medias & Monitoring & Evaluation –Place: Direct & Channel Decisions -Distribution-Accessibility- Availability & Channel Selections- People: Role of Employees-Staff Selection, Training & Motivation-Process: Use of Technology & Way of Delivery of Service-Physical Evidence: Corporate Image-Identity & Environment of Delivery of Services |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | 11 hrs. |    |
| UNIT-III                                                                          | DESIGNING SERVICES & QUALITY<br>Meaning-Definition-Service Quality-Quality Standards-Benchmarks-Implementation & Monitoring of Service Quality-Models of Service Quality [In Brief]<br>Delivering Services: Employees’ Roles in Service Delivery-Delivering ServiceThrough Intermediaries and Electronic Channels-The Role of the Customer in Service Delivery                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           | ORGANIZING MARKETING OF SERVICES<br>Role of Marketing-Understanding the Marketing-Functions of Marketing-Customer Orientation & Marketing by Non-Marketers-Marketing Research Process; Internal Marketing-Relationship Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 1.                                                                                | Irene NG (2007) : Service Marketing.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 2.                                                                                | Shajahan, S. (2008) : Services Marketing — Concepts, Application and Cases; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |

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| 3. | Jha, S.M. (2008) : Services Marketing Himalaya Publishing House Pvt. Ltd.                                    |
| 4. | Venugopal& Raghu (2010) : 5th edition; Services Marketing; Himalaya Publishing House Pvt. Ltd.               |
| 5. | Sahoo&Sinha (2008) : Services Marketing: Text and Readings; Himalaya Publishing House Pvt. Ltd.              |
| 6. | Venugopal& Raghu (2007) : Services Management; Himalaya Publishing House Pvt. Ltd.                           |
| 7. | Reddy &Appannaiah (2008) : Services Marketing; Himalaya Publishing House Pvt. Ltd.                           |
| 8. | Vinnie Jauhari, KirtiDutta (2009) : Services, Marketing, Operations and Management; Oxford University Press. |
| 9. | GovindApte (2004) :Services Marketing; Oxford University Press.                                              |

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|  |                                                                                                                                                                                                                                                                   | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                   |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                | <b>CORE ELECTIVE</b><br><b>GROUP-B: SPECIALISATION IN HUMAN RESOURCE MANAGEMENT</b><br><b>CBM-1304 : HUMAN RESOURCE DEVELOPMENT,WELFARE &amp; SOCIAL SECURITY (HRD&amp;SS)</b>                                                                                                                                                                                                                                                                                                          |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"><li>To provide participants with a body of knowledge which will enable them to:</li><li>understand and apply human resource theory in the working environment understand the importance of human resource development to the success of a business</li><li>Make a positive contribution to the work of a human resource management department increase and enhance employment opportunities within the human resource development industry.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-I                                                                            | CONCEPTUAL FRAMEWORK OF HRD & TRAINING SYSTEM                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | 12 hrs. |    |
|                                                                                   | Meaning, Process, & Scope of HRD -Organizational Strategy & HRD Intervention- Identifying Training Needs- Developing Training Modules- Training at different level& Evaluating Training-Development Initiative- Developing Leadership; Motivation & Collaboration |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-II                                                                           | PERFORMANCE APPRAISAL & CAREER DEVELOPMENT                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | 11 hrs. |    |
|                                                                                   | Multi-Source Assessment or 360 - Degree Feedback System - Career Development - Succession Planning - Mapping Competencies for Development                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-III                                                                          | WELFARE                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | 11 hrs. |    |
|                                                                                   | Working Condition- Occupational Health- Safety                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-IV                                                                           | SOCIAL SECURITY                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | 11 hrs. |    |
|                                                                                   | Social Security System in an Organized Sector- Indian Constitution & Legal Framework Social Security Reforms during the Period of Structural Adjustment                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 1.                                                                                | C S VenkataRatnam (2010) 13TH Impression; Industrial Relation; Oxford University Press.                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 2.                                                                                | Kalyani, Iyer&Paranjpe (2005); Management and Human Resource Development; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 3.                                                                                | Bhattacharyya, D.K. (2009); Human Resource Development; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 4.                                                                                | LalithaSrividya (2007); Human Resource Development; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 5.                                                                                | David Mankin (2009); Human Resource Development; Oxford University Press                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 6.                                                                                | Rashmi, T.K. (2010); Recruitment Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 7.                                                                                | Uday Kumar Halder (2009); Human Resource Development; Oxford University Press.                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                       |  |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                       | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN RURAL ENTREPRENEURSHIP &amp; MANAGEMENT</b><br><b>CPR-1301 : RURAL ECONOMIC ENVIRONMENT</b>                                              |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                       |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                          | To create awareness among the students regarding the Rural Economic Environment & Socio Economic Problems of Rural India.                                                             |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-I                                                                            | RURAL ENVIRONMENT                                                                                                                                                                                                                                                                        |                                                                                                                                                                                       |  |  |                            | 12 hrs. |    |
|                                                                                   | Environment-Definition, Meaning of Rural Environment - Overview of Economic, Political, Social & Cultural Environment and its Impact on Rural Development, Size and Structure of Indian Rural Economy- Agriculture Sector – Production Trends in Agriculture, Causes of Low Productivity |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-II                                                                           | RURAL INDUSTRIES                                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Meaning and Definition - Its Role in Indian Economy, Different Forms of Rural Industries Cottage and Village Industries, their Problem and Prospects, Government Policy for Rural Industries; Urban-Rural Linkage and Interdependence. Rural Industries under Five Year Plan             |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-III                                                                          | RURAL POVERTY AND UNEMPLOYMENT                                                                                                                                                                                                                                                           |                                                                                                                                                                                       |  |  |                            | 11      |    |
|                                                                                   | Basic problems of Rural Economy<br>Population -Unemployment and Poverty - Rural Migration -Other Problems                                                                                                                                                                                |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-IV                                                                           | PUBLIC UTILITIES IN RURAL ECONOMY                                                                                                                                                                                                                                                        |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Infrastructure and Economic Development- Irrigation Facilities- Transport and Communication- Rural Electrification                                                                                                                                                                       |                                                                                                                                                                                       |  |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                       |  |  |                            |         |    |
| 1.                                                                                | B.S. Mathur – Cooperation in India                                                                                                                                                                                                                                                       |                                                                                                                                                                                       |  |  |                            |         |    |
| 2.                                                                                | RuddarDatt and KPM Sundharam: Indian Economy                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |  |                            |         |    |
| 3.                                                                                | T.N. Hajella – Principles, Problems & Practice in Cooperation                                                                                                                                                                                                                            |                                                                                                                                                                                       |  |  |                            |         |    |

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|  |                                                                                                                                          | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                          |  | ACADEMIC YEAR<br>2018-2019 |        |         |
| B. Com (CBCS)                                                                     |                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| Year                                                                              | II                                                                                                                                       | INTERDISCIPLINARY ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                            | CREDIT | 3       |
| Semester                                                                          | I                                                                                                                                        | ACF-1304 : ACCOUNTING AND FINANCE FOR SERVICES                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | HOURS  | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                          | To impart working knowledge with reference to accounting and finance aspects of specified services                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |        |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| UNIT-I                                                                            |                                                                                                                                          | Introduction: Concept of Service – Importance of Service sector in Indian Economy-Service vs. Manufacturing- various types of Services-Accounting issues related to Services.<br>Accounting for Tourism and Hospitality Services: Peculiar terms and transactions – Visitors’ Guest Ledger- Occupancy Rate-Accounting System-Preparation of Financial Statements and their analysis- Relevant Cost concepts and cost management- Financial Management                                          |  |                            |        | 12 hrs. |
| UNIT-II                                                                           |                                                                                                                                          | Accounting for Healthcare Services: Peculiar terms and transactions- Accounting SystemPreparation of Financial Statements and their analysis-Relevant cost concepts and Finance related issues<br>Accounting for Real Estate Developers: Peculiar terms and transactions- Accounting SystemPreparation of Financial Statements and their analysis-Relevant cost concepts and Finance related issues                                                                                            |  |                            |        | 11 hrs. |
| UNIT-III                                                                          |                                                                                                                                          | Basic Event Accounting: Accounting of Event Income and Event Expenses, Sponsorship Incomes, Indirect Expenses, Accounts Payable and Accounts Receivable, etc.<br>End-to-End Revenue Accounting, Payment and Revenue Reports.<br>Accounting for Financial Services.                                                                                                                                                                                                                             |  |                            |        | 11 hrs. |
| UNIT-IV                                                                           |                                                                                                                                          | Accounting for Non Government Organisation : Meaning and definition of NGO – Formation and classification of NGO – Importance of Accounting – Objectives of NGO accounting – Types of books and records maintained by NGO – Accounting Standards applicable to NGO – Taxation related issues<br>Accounting for Stock Brokers: Meaning and definition – SEBI (Stock broker and Sub brokers) Regulations, 1992 – Registration – Maintenance of proper books of accounts , records and documents. |  |                            |        | 11 hrs. |
| REFERENCES                                                                        |                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 1.                                                                                | S.N.Maheswari:Advance Accounting , Vikas Publications.                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 2.                                                                                | Shukla&Grewal: Advance Accounting, S.Chand Publications                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 3.                                                                                | CA D.S.Rawat: Students’ Guide to Accounting Standards, Taxman Publications                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 4.                                                                                | Anoop Pant : Accounting for Hospitality Industries                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 5.                                                                                | Shyam Lal Arora: A Text Book of Hotel Accounting, Vedmas Publications                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 6.                                                                                | Metti M.C.: Hotel Accounting, Anmol Publications                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 7.                                                                                | G.R.Kulkarni,P.Satyashankar: Financial Management for Hospital Administration, Jaypee Publications                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 8.                                                                                | D.K.Chatterji:A Handbook for Accounting for Hospital Management, Himalaya Publishers.                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 9.                                                                                | NGO Accounting and Regulation- Account Aid Team (2002),Account Aid Publication, New Delhi.                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 10.                                                                               | Financial Accountability of NGOs- Account Aid Team (2006),Account Aid Publication, New Delhi.                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 11.                                                                               | Lynn Van Der Wagen & Brendra R Carlos - Event Management : For Tourism, Cultural, Business and Sporting Events, Pearson Education, India |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |
| 12.                                                                               | Anton Shone Parry - Successful Event Management : A practical Handbook, Thomson Learning (UK)                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |        |         |

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|  |                                                                                                                                                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                               |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                           | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>CBM-1305 : BUSINESS ETHICS</b>                                                                                                                                                                                                                                                                                                              |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                              | After studying this course, students will be able to get following: <ul style="list-style-type: none"><li>To familiarize students with the important ethical issues that arise in business</li><li>To make the student understand about the theoretical concepts involved in Business ethics and developing students’ ability to discuss ethical issues extemporaneously.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION TO BUSINESS ETHICS                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            | 12 hrs. |    |
|                                                                                   | Meaning of Business Ethics- Relationship between Morality and Ethics- Importance of Business Ethics- Sustainability a Key Goal for Business Ethics- Principles of Business Ethics            |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| UNIT-II                                                                           | FRAMING BUSINESS ETHICS AND ETHICAL THEORIES                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            | 11 hrs. |    |
|                                                                                   | Corporate Responsibility, Stakeholder Theory of Firm, Corporate Accountability- Normative Ethical Theories, Western Modernist Ethical Theories, Alternative Perspectives on Ethical Theories |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| UNIT-III                                                                          | MAKING DECISIONS IN BUSINESS ETHICS                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            | 11 hrs. |    |
|                                                                                   | Meaning of Ethical Decisions- Models of Ethical Decision Making- Individual Influences on Ethical Decision Making- Situational Influencing on Decision Making                                |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| UNIT-IV                                                                           | MANAGING BUSINESS ETHICS                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            | 11 hrs. |    |
|                                                                                   | What is Business Ethics Management?- Setting Standards of Ethical behavior- Managing Stakeholder Relations- Assessing Ethical Performance- Organizing for Business Ethics Management         |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| 1.                                                                                | Andrew Crane & Dirk Matten (2010); ‘Business Ethics’; Oxford University Press; 3rd Edition, 2010.                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| 2.                                                                                | S. K. Mandal (2012); ‘Ethics in Business and Corporate Governance’; Tata McGraw Hill Education Private L, td., New Delhi, 2nd Edition, 2012.                                                 |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| 3.                                                                                | J. C. Vohra (2011); ‘Business Ethics’; SBS Publishers and Distributors Pvt. Ltd., New Delhi, 1st Edition, 2011.                                                                              |                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>BNK-1302 : BANK CREDIT</b>                                                                                                                    |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | To provide Students knowledge of various bank credit facilities under C and I, priority sector and Government sponsored Schemes & its regulatory mechanisms.                          |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | <b>BANK ADVANCES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Establishing Bank Lending Policies under Changing Environments-Monetary and Credit Policy of Bank & RBI, Principles of Sound Lending, Various Types of Borrowers and Credit Facilities Provided by Banks, Forms of Securities and Methods of Charging Them, Documentations in Respect of Various Types of Borrowers and Securities                                                                                                                                                                  |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | <b>PROJECT FINANCING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Term Loan Project Appraisal –Viability Aspects, Appraisal and Monitoring through Ratios, Consortium Financing; Multiple Banking- Non-Performing Assets, Industrial Sickness, Revival of Sick Units- Recovery Mechanisms                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | <b>SMALL AND MARGINAL ENTREPRENEURS (SME)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Introduction, Importance to Indian Economy, Financing of SME- Refinance from SIDBI, Project funding Techniques and requirement Assessment, MSE Cluster Development Program (MSE-CDP), Credit Guarantee fund Scheme for Micro and Small enterprises, Risk Rating of SME Proposals- CART, Role of Rating Agencies and Rating Methodology- Debt Restructuring Mechanisms for SMEs                                                                                                                      |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | <b>AGRICULTURE FINANCE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                       |  |                            | 11      |    |
|                                                                                   | Single Agency V/S Multi Agency Approach- Financial Inclusion & Inclusive Growth For Rural Development - Concept of Business Facilitators & Business Correspondents in Rural Financing - NABARD as a Apex Institution for Rural and Agriculture Development- Priority Sector Lending- Lead Bank Scheme- Service Area Approach- Government Sponsor Program for Socio-Economic and Poverty Alleviation - SGSY, SGSJY, PMSRY, DRI Scheme -Self Help Group, Current Issues and Challenges in Bank Credit |                                                                                                                                                                                       |  |                            |         |    |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | Rural Banking by Indian Institute of Banking & Finance                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | G.Vijayraghavan: Bank Credit Management, Texts and cases                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | P N Varshney: Banking Law and practice                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |                            |         |    |

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|  |                                                        | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                              |  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                        |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| Year                                                                              | II                                                     | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>BEC-1306 : BUSINESS ENVIRONMENT</b>                                                                                                                                                                        |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                      |                                                                                                                                                                                                                                                    |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                        | To make the students familiar with the concepts of business environment.                                                                                                                                                                           |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                        |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| UNIT-I                                                                            |                                                        | AN OVERVIEW OF BUSINESS ENVIRONMENT                                                                                                                                                                                                                |  |  |                            | 12 hrs. |    |
|                                                                                   |                                                        | Concept and Meaning of Business Environment- Economic and Non-Economic Environment- Economic Environment and Business Environment- Business and Society, Social Responsibility of Business- Components and Features of Indian Business Environment |  |  |                            |         |    |
| UNIT-II                                                                           |                                                        | REGULATORY FRAMEWORK OF BUSINESS                                                                                                                                                                                                                   |  |  |                            | 11 hrs. |    |
|                                                                                   |                                                        | Nature and system of Indian economy- The need for economic regulations- Government and Business-IDRA-1951, MRTP-1969, FEMA-1999- Competition act -2002                                                                                             |  |  |                            |         |    |
| UNIT-III                                                                          |                                                        | FOREIGN TRADE- POLICY PERSPECTIVE                                                                                                                                                                                                                  |  |  |                            | 11 hrs. |    |
|                                                                                   |                                                        | The Foreign trade development and Regulation Act, 1992 - Export Promotion: EPZ, SPZ and 100% EOU - Critical evaluation of Exim policy                                                                                                              |  |  |                            |         |    |
| UNIT-IV                                                                           |                                                        | BUSINESS ENVIRONMENT –INDIAN PERSPECTIVE                                                                                                                                                                                                           |  |  |                            | 11 hrs. |    |
|                                                                                   |                                                        | Inward looking at and State Dominated Industrial Development Strategy - New Economic Policy- 1991, Disinvestment in PSUs, Privatization - International Economic Institutions: IMF, World Bank - Indian economy in WTO regime                      |  |  |                            |         |    |
| REFERENCES                                                                        |                                                        |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 1.                                                                                | Francis Cherunilam: Business Environment and Policy    |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 2.                                                                                | K.Chidabaram& V. Alagappan : Business Environment      |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 3.                                                                                | S. K. Misra&Puri: Economic Environment of Business     |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 4.                                                                                | BiswanathGhosh: Economic Environment of Business       |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 5.                                                                                | Francis Cherunilam: International Business Environment |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 6.                                                                                | AswathappaK: Business Environment                      |                                                                                                                                                                                                                                                    |  |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                    | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>CPR-1302 : COOPERATIVE MOVEMENT IN INDIA</b>                                                                                                  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                       | To acquaint the students with the co-operative movement and to develop the capability for understanding different types of Cooperatives in India.                                     |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | <b>INTRODUCTION TO COOPERATIVES</b>                                                                                                                                                   |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Genesis, The Concept of Cooperation, Definition of Cooperation, Objectives of the Cooperation - Characteristics of Cooperative Enterprise - Cooperatives & Other Forms of Enterprises |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | <b>CREDIT COOPERATIVES IN INDIA</b>                                                                                                                                                   |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Agricultural credit cooperative structure: PACS, DCCB’s AND ARDB’s                                                                                                                    |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | <b>NON CREDIT COOPERATIVES</b>                                                                                                                                                        |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Definition, Objectives Function and Structure of Cooperative Marketing -Fisheries Cooperative-Dairy Cooperative-Sugar Cooperatives                                                    |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | <b>EVALUATION OF COOPERATIVES MOVEMENT IN INDIA</b>                                                                                                                                   |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Overall Progress, Short Comings of Cooperative Movement-Suggestions and its Future                                                                                                    |                                                                                                                                                                                       |  |                            |         |    |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | B.S. Mathur – Cooperation in India                                                                                                                                                    |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | R.D. Bedi – Theory, History & Practice of Cooperation                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |
| 3                                                                                 | T.N. Hajella – Principles, Problems & Practice in Cooperation                                                                                                                         |                                                                                                                                                                                       |  |                            |         |    |

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| B. Com (CBCS)                                                                     |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| Year                                                                              | II | INTERDISCIPLINARY ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | CREDIT  | 3  |
| Semester                                                                          | I  | ENG-1309 : DEVELOPING PROFESSIONAL SKILLS IN ENGLISH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |    | The course is an attempt to integrate the different skills learners need at the undergraduate level that makes them job ready. This course seeks to develop in learners: (1) Linguistic Competence (2) Communicative competence.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            |    | ADVANCED LANGUAGE FUNCTIONS IN VARIOUS BUSINESS SITUATIONS<br>Asking and Giving Information: Saying you know about something/ do not know about something; Saying something is correct/ not correct; correcting someone.<br>Dealing with Attitudes: Calming and reassuring someone; Expressing likes, dislikes and preferences; Asking and expressing approval and disapproval; Asking and Giving opinions; Comparing and giving reasons.<br>Undertaking Actions: Suggesting and advising; Requesting; Persuading; Complaining; Encouraging.<br>Making Communication work: Asking someone to say something; Checking that you have understood/someone has understood you; Saying something again and in another way; Changing the subject; Summing up. |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |    | TELEPHONING & TELE-CONFERENCING SKILLS<br>Telephone Calls - Business Situations: Answering the phone; Answering on behalf of a colleague; Taking a message; Telephone numbers and spelling; Leaving clear messages.<br>Conference Calls-Organization/Participation/Involvement;SMS-Etiquettes                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |    | PRESENTATION SKILLS<br>Making Presentation: Planning,Structuring, Developing Range of Styles - Powerful/ balancing/ questioning/ Personal.<br>Language for Presentation:Language for the introduction; Language for making things clear; Language for focusing; Language for handling questions; Language for closing.<br>Presentation skills in Meetings: Stating objectives; Reporting progress; Interrupting and dealing with interruptions; Asking for comments and contributions; Expressing strong and tentative opinions; Summarizing the results of the meeting.                                                                                                                                                                               |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |    | WRITING REVIEWS AND BUSINESS REPORTS<br>Memo/ Letter/ Manuscript Report; Reviewing Book/ Movies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                |    | Blundell, Jon, Jonathan Higgins and Nigel Middlemiss.: Function in English. Oxford University Press. 1982.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 2.                                                                                |    | Chapman, Rebecca. : English for Emails. Oxford University Press: New Delhi.2007.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                |    | Dignen, Bob.:Fifty ways to Improve your Presentation Skills in English. Orient BackSwan: Hyderabad. 2011.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 4.                                                                                |    | Grundy, Peter.:Newspapers. Oxford University Press: New Delhi. 1993.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 5.                                                                                |    | Grussendorf, Marion. : English for Presentations. Oxford University Press New: Delhi. 2007.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 6.                                                                                |    | Naterop, Jean B. and Rod Revel :Telephoning in English. Cambridge University Press: Cambridge. 2007.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 7.                                                                                |    | Taylor, Ken. : Fifty ways to improve our Telephoning and Teleconferencing Skills. Orient BackSwan: Hyderabad. 2011.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 8.                                                                                |    | Thomson, Kenneth :English for Meetings. Oxford University Press: New Delhi. 2007.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            |         |    |
| 9.                                                                                |    | Wright, Jon :Dictionaries. Oxford University Press: Delhi. 1998.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| 10.                                                                               |    | Taylor, Ken :Fifty ways to improve your Business English. Hyderabad: Orient Blackswan. 2011.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 11.                                                                               |    | Baber, Eric :Business English Using the Internet. Hyderabad: Orient Blackswan. 2011.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                                                           | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>STA-1303 : REGRESSION ANALYSIS AND SAMPLING</b>                                                                                               |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                       |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-I                                                                            | MATRIX ALGEBRA                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                       |  |  |                            | 12 hrs. |    |
|                                                                                   | Definition and notation for Matrices - Types of Matrices - Matrix Operations (Algebra of Matrices)<br>Transpose of Matrix, Symmetric and Skew Symmetric Matrices, -Computation of Determinant, Minor and cofactor of Determinant, Adjoint of Matrices, Inverse of matrix, -Application of Matrices-solving linear equations. |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-II                                                                           | MULTIPLE LINEAR REGRESSION -MULTIPLE CORRELATION                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Analysis of Variance for Regression Analysis                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-III                                                                          | SAMPLING THEORY                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Basic Concepts of Sampling -Objectives of Sampling - Principles of Sampling - Probabilistic and Non-Probabilistic Sampling Methods                                                                                                                                                                                           |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-IV                                                                           | SAMPLING TECHNIQUES                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Simple Random Sampling -Stratified with Proportional and Optimal Allocation - Systematic Sampling -Basic Concept of Cluster Sampling                                                                                                                                                                                         |                                                                                                                                                                                       |  |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |  |                            |         |    |
| 1.                                                                                | Anderson: Multivariate Analysis                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |  |                            |         |    |
| 2.                                                                                | J.K.Thakaral: Business Mathematics                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                       |  |  |                            |         |    |
| 3.                                                                                | Indra Gupta: Business Statistics                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |  |                            |         |    |
| 4.                                                                                | Montgomery: Regression Analysis                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                       |  |  |                            |         |    |

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|  |                                                                                                                        | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                                                                               |  |  | ACADEMIC YEAR<br>2018-2019 |        |         |
| B. Com (CBCS)                                                                     |                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| Year                                                                              | II                                                                                                                     | CORE COMPULSORY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            | CREDIT | 3       |
| Semester                                                                          | II                                                                                                                     | CBM-1401 : MARKETING MANAGEMENT (MM)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |                            | HOURS  | 45      |
| OBJECTIVES:                                                                       |                                                                                                                        | After studying this course, students will be able to get following: <ul style="list-style-type: none"><li>To understand and review the major functions of marketing which aims at providing an overview on marketing activities within organizations; To understand the theoretical foundation of marketing, its processes, tools and implementation within corporations;</li><li>To recognize and analyze marketing related issues and get an overview of relevant marketing activities and able to develop managerial skills for decision making on various Marketing Plans, Programs &amp; Strategies.</li></ul> |  |  |                            |        |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| UNIT-I                                                                            |                                                                                                                        | MARKETING PLANNING AND STRATEGIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |  |                            |        | 12 hrs. |
|                                                                                   |                                                                                                                        | Marketing Environment [in Brief]-Strategic Marketing Planning and Marketing Management Process- STP Model [An Overview] - Market Segmentation-Consumer Behaviour [Meaning-Model of Factors Affecting Consumer Behaviour-Buying Decision Process-Basic Concepts only]                                                                                                                                                                                                                                                                                                                                                |  |  |                            |        |         |
| UNIT-II                                                                           |                                                                                                                        | PRODUCT AND PRICING STRATEGIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |        | 11 hrs. |
|                                                                                   |                                                                                                                        | Product [Product Mix-Product Life Cycle-New Product Development]-Pricing-[Price Setting Procedure-Pricing Policies & Strategies]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |                            |        |         |
| UNIT-III                                                                          |                                                                                                                        | PLACE AND PROMOTION STRATEGIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |        | 11 hrs. |
|                                                                                   |                                                                                                                        | Place Strategies [Meaning-Channel Design Decisions]-Promotion Strategies [Five M's of Advertising (Mission, Money, Message, Media, & Measurement) - An Overview of Sales Promotion, Personal Selling, Publicity & Public Relations, Direct Marketing]                                                                                                                                                                                                                                                                                                                                                               |  |  |                            |        |         |
| UNIT-IV                                                                           |                                                                                                                        | CONTEMPORARY ISSUES IN MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |  |                            |        | 11 hrs. |
|                                                                                   |                                                                                                                        | Marketing of Services-Rural Marketing-Consumerism and Consumer Protection Act, 1986-Retailing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |        |         |
| REFERENCES                                                                        |                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 1.                                                                                | Kotler, Keller, Koshy and Jha (2009) 13th Edition; Marketing Management A South Asian Perspective; Pearson Education.  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 2.                                                                                | Philip Kotler, Kevin Lane Keller (2006) 12th Edition; Marketing Management, Prentice-Hall of India Limited, New Delhi. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 3.                                                                                | Philip Kotler; Gray Armstrong (2008) 12th Edition; Principles of Marketing; Pearson Education.                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 4.                                                                                | William F. Stanton & others (1994); Fundamentals of Marketing; Tata McGraw Hill, Xth Edition.                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 5.                                                                                | V. S. Ramaswamy& S. Namakumari (2009) 4th Edition; Marketing Management: Macmillan India Ltd.                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 6.                                                                                | Saxena, (2009) 4th Edition; Marketing Management, Tata McGraw Hill.                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 7.                                                                                | Arun Kumar, N. Meenakshi; Marketing Management; Vikas Publishing House N. Delhi.                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |
| 8.                                                                                | Joel R. Evans, Barry Berman; Marketing Management; Ceangage Learning.                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            |        |         |

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|  |                                                                   | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce,<br>Department of Business Economics<br>Faculty of Commerce, Sayaji Gunj, Vadodara- 390002,<br>Contact details: 02652975768                                                                          |  |  | ACADEMIC YEAR<br>2018-2019 |        |        |
| <b>B.Com. (CBCS)</b>                                                              |                                                                   |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| YEAR                                                                              | II                                                                | CORE COMPULSOTY                                                                                                                                                                                                                                                                |  |  |                            | CREDIT | 3      |
| Semester                                                                          | II                                                                | MACROECONOMIC ISSUES AND POLICIES                                                                                                                                                                                                                                              |  |  |                            | HOURS  | 45     |
| OBJECTIVES:                                                                       |                                                                   |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| COURSE CONTENT / SYLLABUS                                                         |                                                                   |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| UNIT-I                                                                            |                                                                   | MONEY AND BANKING                                                                                                                                                                                                                                                              |  |  |                            |        | 12 Hrs |
|                                                                                   |                                                                   | Definition and Functions of Money; Measurement of Supply of Money. Value of Money and Price Level: Classical, Keynesian and Modern Approach.<br>Role and Functions of Commercial Banks; Role and Functions of Central Bank.                                                    |  |  |                            |        |        |
| UNIT-II                                                                           |                                                                   | MONETARY AND FISCAL POLICY                                                                                                                                                                                                                                                     |  |  |                            |        | 11 Hrs |
|                                                                                   |                                                                   | Monetary Policy: Objectives, Instruments, Limitations, Expansionary and Contractionary Monetary Policy, Monetary Policy Reforms.<br>Fiscal Policy: Objectives, Instruments and Limitations. Concept and Types of Fiscal Deficit and its Importance.                            |  |  |                            |        |        |
| UNIT-III                                                                          |                                                                   | INFLATION AND UNEMPLOYMENT                                                                                                                                                                                                                                                     |  |  |                            |        | 11 Hrs |
|                                                                                   |                                                                   | Demand Pull and Cost Push Inflation; Inflationary Gap, Impact of Inflation.<br>Meaning types and Measurement of unemployment; Inflation Unemployment Relationship, Phillips Curve Analysis and Friedman’s Response, Long Run Phillips Curve and Role of Rational Expectations. |  |  |                            |        |        |
| UNIT-IV                                                                           |                                                                   | BUSINESS CYCLES AND ECONOMIC GROWTH                                                                                                                                                                                                                                            |  |  |                            |        | 11 Hrs |
|                                                                                   |                                                                   | Business Cycles: Phases and Features, Contribution of Hawtrey, Keynes and Samuelson.<br>Economic Growth: Meaning, Determinants Key components of Economic Growth, Investment on Human Capital and Emergence of New Growth Theories.                                            |  |  |                            |        |        |
| REFERENCES                                                                        |                                                                   |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| 1                                                                                 | Shapiro Edward: Macroeconomic Analysis                            |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| 2                                                                                 | Dwivedi D N Macroeconomics: Theory and Policy Mcgraw Hill Edition |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| 3                                                                                 | G S Gupta: Macro economics Theory and application                 |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| 4                                                                                 | H L Ahuja: Modern Economics                                       |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| 5                                                                                 | Taxman’s: Macro Economics                                         |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |
| 6                                                                                 | Mankiw Gregory: Macro Economics                                   |                                                                                                                                                                                                                                                                                |  |  |                            |        |        |

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|  |                                                                                                            | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                         |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                            |                                                                                                                                                                                                                                               |  |                            |         |    |
| Year                                                                              | II                                                                                                         | <b>CORE COMPULSORY</b><br><b>ACF-1401 : ELEMENTS OF INDIRECT TAXES</b>                                                                                                                                                                        |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                         |                                                                                                                                                                                                                                               |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                            | To make the students understand basic concepts and preliminary procedures.                                                                                                                                                                    |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                            |                                                                                                                                                                                                                                               |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                            | Introduction, Direct Indirect Taxes Compared- Advantages and Disadvantages of Indirect Taxes, Important definitions under GST Act (Selected)<br>Taxable event, Supply, Meaning & Scope, Levy and collection, Taxable person                   |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                                                            | <b>Goods and Service Tax</b><br>Time and value of supply, Composition levy, Power to grant exemption, Registration Returns and payment tax, Input tax credit                                                                                  |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                                            | <b>Integrated Goods and Service Tax</b><br>Definitions (Selected), Supply, Levy and collection<br>Payment of tax and Input tax credit                                                                                                         |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                                                            | <b>Customs Duty</b><br>Introduction, Meaning of ‘Import’ in India and ‘Export’ out of India, Important terms e.g. Person in charge, Customs Station, Customs Water, Boat notes, Transshipment of goods, etc. Types of Customs Duties, Baggage |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                            |                                                                                                                                                                                                                                               |  |                            |         |    |
| 1.                                                                                | GST Tariff by R.K. Jain, CENTAX Publication                                                                |                                                                                                                                                                                                                                               |  |                            |         |    |
| 2.                                                                                | GST Law Manual by P.K. Jain, CENTAX Publication                                                            |                                                                                                                                                                                                                                               |  |                            |         |    |
| 3.                                                                                | Step by Step Guide to GST by Avinash Poddar, CENTAX Publication                                            |                                                                                                                                                                                                                                               |  |                            |         |    |
| 4.                                                                                | Beginner’s Guide to GST by Dr. Vandana Bangar & Dr. Yogendra Bangar, Aadhya Prakashan                      |                                                                                                                                                                                                                                               |  |                            |         |    |
| 5.                                                                                | GST Ready Reckoner by Keshav R Garg BY Bharat Publication                                                  |                                                                                                                                                                                                                                               |  |                            |         |    |
| 6.                                                                                | GST Concepts for layman by Avinash Poddar                                                                  |                                                                                                                                                                                                                                               |  |                            |         |    |
| 7.                                                                                | Handbook of GST in India: Concept & Procedure by Rakesh Garg & Sandeep Garg, Bloomsbury India Professional |                                                                                                                                                                                                                                               |  |                            |         |    |
| 8.                                                                                | GST Ready Reckoner by V.S. Datey, Taxmann’s Publication                                                    |                                                                                                                                                                                                                                               |  |                            |         |    |
| 9.                                                                                | Indirect Taxes -Law & Practice By V.S.Datey , Taxmann Publication                                          |                                                                                                                                                                                                                                               |  |                            |         |    |

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|  |                                                                                       | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                       |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| Year                                                                              | II                                                                                    | <b>CORE COMPULSORY</b><br><b>ACF-1402 : MANAGEMENT ACCOUNTING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                       | To ensure working knowledge amongst the students for the subject.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-I                                                                            |                                                                                       | Introduction to Management Accounting: Meaning, Definition, Importance in Business Decisions, Comparison of Management Accounting with Financial Accounting and Cost Accounting, Classification of Costs in relation to business decisions.<br>Marginal Costing And Break-Even Analysis — Basic Concepts, Marginal Costing and Absorption Costing, Cost-Volume-Profit Analysis, Break-Even Analysis, Limitations of Break-Even Analysis, Differential Cost Analysis and Relevant Cost Analysis, Application For Management Decision Making. |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                                       | Activity Based Costing: Definition, Meaning, Objectives, Steps in Activity Based Costing, Cost Pools and Cost Drivers, Activity Based Information and Decision making.<br>Service Costing — Meaning, Definition, Application, Identification of Cost Unit, Cost Determination and Cost Control                                                                                                                                                                                                                                              |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                       | Uniform Costing and Inter Firm Comparison<br>Budgetary Control — Basic Concepts- Functional Budgets and Master Budgets, Preparation of Flexible Budget, Zero Based Budgeting                                                                                                                                                                                                                                                                                                                                                                |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                                       | Standard Costing — Concept, Uses/Advantages and Establishing a Standard Costing system, Variance analysis, Interpretation and Investigation of variances.<br>Contemporary Issues and Developments                                                                                                                                                                                                                                                                                                                                           |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 1.                                                                                | M.N Arora:A Text book of Cost Accounting (Vikas Publishing House Ltd.)                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 2.                                                                                | M.N Arora:Cost Accounting – Principles and Practice (Vikas Publishing House Ltd.)     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 3.                                                                                | Ravi M. Kishore : Cost & Management Accounting (Taxmann Publications)                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 4.                                                                                | Jawaharlal Lal&SeemaSrivastava: Cost Accounting ( Tata McGraw-Hill Publishing Co.Ltd) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 5.                                                                                | Colin Drury : Management and Cost Accounting (Taxmann Publications)                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 6.                                                                                | Khan &Jain :Management Accounting (Tata McGraw-Hill Publishing Co.Ltd.)               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 7.                                                                                | Jain S.P &Narang K L: Cost Accounting (Kalyani Publishers)                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |

|                                                                                   |                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
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|  |                                                                                                                                        | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| Year                                                                              | II                                                                                                                                     | CORE COMPULSORY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                     | CBM-1402 : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                        | The Main objective of the course in Entrepreneurship is to generate in the students initiative, self reliance and enthusiasm so as to empower them to become entrepreneurs both in spirit and performance. The Course is aimed at following: <ul style="list-style-type: none"><li>An understanding of Entrepreneurship that is, initiating an innovative new business venture and developing it into a self-sustaining and profitable enterprise;</li><li>An understanding of the process whereby a person decides to become an entrepreneur, screens opportunities, selects an appropriate product/market target, obtains the necessary resources, and launches a new enterprise;</li><li>The practical knowledge for the preparation of drafts of business plans for the development of new products, processes and services and for the Financing of New Enterprises;</li></ul> Strategies for Growth & Ending the Venture. |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                                        | FUNDAMENTALS OF ENTREPRENEURSHIP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            | 12 hrs. |    |
|                                                                                   |                                                                                                                                        | Nature & Importance of Entrepreneurs-Entrepreneur Versus Manager-Difference between Entrepreneur & Intrapreneurs-Perspectives of Entrepreneurship-Characteristics & Skills required of an Entrepreneur-Barriers to Entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-II                                                                           |                                                                                                                                        | CREATING & STARTING THE VENTURE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                                        | Creativity & the Business Idea- Legal Issues for the Entrepreneur & Developing the Business Plan;                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |                            |         |    |
| UNIT-III                                                                          |                                                                                                                                        | FINANCING THE NEW VENTURE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                                        | Sources of Capital-Informal Risk Capital and Venture Capital                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-IV                                                                           |                                                                                                                                        | MANAGING, GROWING & ENDING THE VENTURE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                                        | Human Resource Management issues in Small Business-Marketing issues in Small Business; Strategies for Growth and Managing the implications for Growth- Accessing Resources for Growth from External Sources-Ending the Venture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 1.                                                                                | Thomas W. Zimmer and Norman M. Scarborough; Essentials of Entrepreneurship and Small Business Management; (PHI), 4th Edition.          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 2.                                                                                | Robert Hisrich, Michael Peters and, Dean Shepherd; Entrepreneurship; TATA McGraw Hill.                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 3.                                                                                | Donald Kuratto and Richard Hodgetts; Entrepreneurship; 6TH Edition.                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 4.                                                                                | MadhurimaLall and ShikhaSahai; Entrepreneurship; Excel Books.                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 5.                                                                                | David Holt; Entrepreneurial Development; (PHI).                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |
| 6.                                                                                | Vasant Desai (2011); 1st Edition; Entrepreneurship and Management of Small and Medium Enterprises; Himalaya Publishing House Pvt. Ltd. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                 | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558  |  | ACADEMIC YEAR<br>2018-2019 |         |        |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |        |
| Year                                                                              | II                                                                                                                                                                                                                                                                              | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN ACCOUNTING AND AUDITING</b><br><b>GROUP-B: SPECIALISATION IN ACCOUNTING AND FINANCE</b><br><b>ACF-1403 :CORPORATE ACCOUNTING</b> |  |                            | CREDIT  | 3      |
| Semester                                                                          | II                                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            | HOURS   | 4<br>5 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                 | To impart working knowledge of accounting as applicable to corporate entities                                                                                                          |  |                            |         |        |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |        |
| UNIT-I                                                                            | Final Accounts of Joint Stock Company : Preparation and Presentation of Final Accounts in Compliance of Provisions of Companies Act and relevant Accounting Standards                                                                                                           |                                                                                                                                                                                        |  |                            | 12 hrs. |        |
| UNIT-II                                                                           | Cash Flow Statements: Preparation of Cash Flow Statements as per relevant Accounting Standard<br>Funds Flow Statement                                                                                                                                                           |                                                                                                                                                                                        |  |                            | 11hrs.  |        |
| UNIT-III                                                                          | Valuation of Goodwill: Meaning- Definition- Factors affecting Goodwill- Determination of Future Maintainable Profits- Normal rate of return- Avg. Capital Employed- Methods of Valuation of Goodwill<br>Valuation of Shares: Need for Valuation- Methods of Valuation of Shares |                                                                                                                                                                                        |  |                            | 11 hrs. |        |
| UNIT-IV                                                                           | Liquidation of Joint Stock Company: Meaning-Modes of Winding Up- Statement of Affairs- Deficiency/Surplus A/c- Liquidator’s Final statement of Accounts- Receiver for Debenture holders-B list of Contributories.                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |        |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |        |
| 1.                                                                                | Dr. S.N.Maheshwari: Advanced Accounting -Vikas publishing House                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |        |
| 2.                                                                                | Ashok Sehgal: Advanced Accounting - Taxman Publication                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |        |
| 3.                                                                                | M.C.Shukla and T.S.Grewal: Advanced Accounting– Sultan Chand Publication                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |        |
| 4.                                                                                | Hanif and Mukherjee: Modern Accounting - Tata McGrawHill Publication                                                                                                                                                                                                            |                                                                                                                                                                                        |  |                            |         |        |
| 5.                                                                                | R.L.Gupta and M. Radhaswamy: Advanced Accounting– S.Chand Publication                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            |         |        |
| 6.                                                                                | D.S.Rawat: Students Guide to Accounting Standards- - Taxman Publication                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |        |
| 7.                                                                                | Relevant study material issued by ICAI, ICWAI and ICSI.                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |        |
| 8.                                                                                | Dr.T.P.Ghosh:Introduction to IFRS - Taxman publication.                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |        |

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| B. Com (CBCS)                                                                     |                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| Year                                                                              | II                                                                                                                                        | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN BANKING AND INSURANCE</b><br><b>BNK-1401 : INSURANCE THEORY AND PRACTICES PAPER VI</b>                                                                                                                                                                                                                                                                                                |  |                            | CREDIT | 3       |
| Semester                                                                          | II                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            | HOURS  | 45      |
| <b>OBJECTIVES:</b>                                                                |                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
|                                                                                   |                                                                                                                                           | To provide Students knowledge of evolution, principles, functions, working & operations of insurance companies, existing institutional arrangements & its regulatory mechanisms.                                                                                                                                                                                                                                                   |  |                            |        |         |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| <b>UNIT-I</b>                                                                     |                                                                                                                                           | <b>INTRODUCTION TO INSURANCE</b>                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            |        | 12 hrs. |
|                                                                                   |                                                                                                                                           | Definition, Importance and Principles of Insurance- Role of Insurance in Development of Industry and Commerce - Difference between Life and General Insurance, Insurance Products, Concept of Reinsurance, Coinsurance and Double Insurance- Advantages and Limitations of Insurance.                                                                                                                                              |  |                            |        |         |
| <b>UNIT-II</b>                                                                    |                                                                                                                                           | <b>INSURANCE IN INDIA: PRE-REFORM</b>                                                                                                                                                                                                                                                                                                                                                                                              |  |                            |        | 11 hrs. |
|                                                                                   |                                                                                                                                           | Historical Evolution of Life & General Insurance Business in India- Nationalization of Life Insurance Business (1956) and General Insurance Business (1972) - Post Nationalization Scenario of Insurance Business in India- Essential Elements of a Contract of Insurance- Various Insurance Documents and their Special Features- Various Conditions & Privileges for affecting Life Insurance Policies                           |  |                            |        |         |
| <b>UNIT-III</b>                                                                   |                                                                                                                                           | <b>INSURANCE IN INDIA – POST REFORM PERIOD</b>                                                                                                                                                                                                                                                                                                                                                                                     |  |                            |        | 11 hrs. |
|                                                                                   |                                                                                                                                           | Malhotra Committee Recommendations- Establishment of IRDA; Its Constitution, Objectives, Major Functions & Powers, Duties & Obligations- Present Insurance Scenario Including Growth of Insurance Industry in India                                                                                                                                                                                                                |  |                            |        |         |
| <b>UNIT-IV</b>                                                                    |                                                                                                                                           | <b>INSURANCE AND RISK MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                               |  |                            |        | 11 hrs. |
|                                                                                   |                                                                                                                                           | Risk Management & Business Administration- Objectives, Scope & Relationship of Risk Management to Insurance- Types of Risks: Financial and Non Financial, Definition, Role Methods & Benefits; Theories of Risk Management Viz. Classical, Collective Risk & Modern Theory; Impact of Liberalization and Globalization of Insurance Sector in India; Issues & Concerns.<br>Current Issues & Problems in Insurance Sector in India. |  |                            |        |         |
| <b>REFERENCES</b>                                                                 |                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| 1.                                                                                | Dr. P. Periasamy:Principles & Practices of insurance. Published by Himalaya Publishing House, Mumbai. 2005.                               |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| 2.                                                                                | M J Mathew :Insurance; Published by RBSA Publishers. Jaipur 1998                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| 3.                                                                                | James T Gleason :Risk; The New Management Imperative in Finance Published By Jaico Publishing House. Mumbai.                              |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| 4.                                                                                | Chaturvedi, Singh &others:India Insurance Report. Series- I. Edited. Published by Birla Institute of Management Technology, Noida. India. |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| 5.                                                                                | P K Gupta:Fundamentals of Insurance. Published by Himalaya Publishing House. Mumbai.                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |
| 6.                                                                                | Dr. S.L. Karve:Principles of Life Insurance Published by Himalaya Publishing House. Mumbai.                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |        |         |

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| <br>qs |                                                                                                                                                                                    | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Department of Business Economics<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  |  | ACADEMIC YEAR<br>2018-2019 |        |         |
| B.Com.<br>With Specialization in Financial Economics                                    |                                                                                                                                                                                    |                                                                                                                                                                                                                            |  |  |                            |        |         |
| B.Com.                                                                                  | II                                                                                                                                                                                 | <b>CORE ELECTIVE</b><br><b>GROUP-A. SPECIALISATION IN FINANCIAL ECONOMICS</b><br><b>BEC-1402 : FINANCIAL MARKETS</b>                                                                                                       |  |  |                            | CREDIT | 3       |
| Semester                                                                                | II                                                                                                                                                                                 |                                                                                                                                                                                                                            |  |  |                            | HOURS  | 45      |
|                                                                                         |                                                                                                                                                                                    |                                                                                                                                                                                                                            |  |  |                            |        |         |
| OBJECTIVES:                                                                             |                                                                                                                                                                                    | To impart an understanding and knowledge of the fundamentals of financial markets                                                                                                                                          |  |  |                            |        |         |
| <b>COURSE CONTENT / SYLLABUS</b>                                                        |                                                                                                                                                                                    |                                                                                                                                                                                                                            |  |  |                            |        |         |
| UNIT-I                                                                                  | <b>INTRODUCTION TO FINANCIAL MARKETS</b>                                                                                                                                           |                                                                                                                                                                                                                            |  |  |                            |        | 12 hrs. |
|                                                                                         | a. Introduction to the financial system and the economy<br>b. Financial system and the economy<br>c. Indian Financial system on the eve of planning<br>d. Financial sector reforms |                                                                                                                                                                                                                            |  |  |                            |        |         |
| UNIT-II                                                                                 | <b>MONEY MARKET</b>                                                                                                                                                                |                                                                                                                                                                                                                            |  |  |                            |        | 11 hrs. |
|                                                                                         | a. Introduction to money market<br>b. Call money market and commercial papers<br>c. Gilt-edged securities market<br>d. Treasury bills and repurchase agreement                     |                                                                                                                                                                                                                            |  |  |                            |        |         |
| UNIT-III                                                                                | <b>CAPITAL m MARKET</b>                                                                                                                                                            |                                                                                                                                                                                                                            |  |  |                            |        | 11 hrs. |
|                                                                                         | a. Introduction to capital market<br>b. Primary markets<br>c. Secondary markets<br>d. Dematerialization                                                                            |                                                                                                                                                                                                                            |  |  |                            |        |         |
| UNIT-IV                                                                                 | <b>REGULATORY INSTITUTIONS AND FINANCIAL SERVICES</b>                                                                                                                              |                                                                                                                                                                                                                            |  |  |                            |        | 11 hrs. |
|                                                                                         | a. Reserve Bank of India<br>b. Securities Exchange Board of India (SEBI)<br>c. Venture Capital and Credit rating<br>d. E-Banking and financial services                            |                                                                                                                                                                                                                            |  |  |                            |        |         |
| <b>REFERENCES</b>                                                                       |                                                                                                                                                                                    |                                                                                                                                                                                                                            |  |  |                            |        |         |
| 1.                                                                                      | L M Bhole: Financial Institutions and Markets; Structure, Growth and Innovations.                                                                                                  |                                                                                                                                                                                                                            |  |  |                            |        |         |
| 2.                                                                                      | B V Pathak: Indian Financial System: Markets Institutions and Services.                                                                                                            |                                                                                                                                                                                                                            |  |  |                            |        |         |
| 3.                                                                                      | N. K. Gupta and Monika Chopra: Financial Markets, Institutions and Services.                                                                                                       |                                                                                                                                                                                                                            |  |  |                            |        |         |
| 4.                                                                                      | Jeff Madura: Financial Markets and Institutions.                                                                                                                                   |                                                                                                                                                                                                                            |  |  |                            |        |         |

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|  |                                                                                                                                                                                                                                                                                     | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                  | <b>CORE ELECTIVE</b><br><b>GROUP-B. SPECIALISATION IN OPEN ECONOMY AND INTERNATIONAL BUSINESS</b><br><b>BEC-1403 : ECONOMIC INTEGRATION AND GLOBALISATION</b>                         |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                     | To develop an insight into the postulates, principles, decision making, planning and control in international business environment.                                                   |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | ECONOMIC INTEGRATION                                                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Concept and Meaning of Economic Integration- Forms of Economic Integration- Advantages and Disadvantages- Impact of Economic Integration- Experience of Developing Countries                                                                                                        |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | REGIONAL TRADE BLOCS                                                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Cross-National Cooperation and agreements- Types of Economic Blocs- Organization of Petroleum Exporting Countries (OPEC) - European Union (EU) - Asia Pacific Economic Cooperation (APEC) - ASEAN Free Trade Area- South Asian Free Trade Area -Recent Developments in Trade Blocks |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | GLOBALIZATION                                                                                                                                                                                                                                                                       |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Meaning and Definition, Features and Factors Responsible for Globalization - Stages of Globalization and Globalization of Markets, Production, Investment and Technology- Advantages and Disadvantages of Globalization- Hurdles and Effects of Globalization                       |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | SOME ISSUES AND PROSPECTS                                                                                                                                                                                                                                                           |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Competition and Comparative Advantage- Primary Products- Exports of New Industries Manufacture -Regional Grouping in Developing Countries - Regional Versus Multilateralism: A case of Developing Countries.                                                                        |                                                                                                                                                                                       |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | D.M.Mithani: Economics of Global Trade and Finance.                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | Francis Cherunilam: International Trade and Export Management.                                                                                                                                                                                                                      |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | Misra and Puri: Business Economics and Business Environment.                                                                                                                                                                                                                        |                                                                                                                                                                                       |  |                            |         |    |
| 4.                                                                                | V.K.Bhalla and S. Shivaramu: International Business Environment and Management.                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 5.                                                                                | K.Aswathapa: Essential of Business Environment.                                                                                                                                                                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 6.                                                                                | M.K.Bhat: International Trade and Financial Environment.                                                                                                                                                                                                                            |                                                                                                                                                                                       |  |                            |         |    |
| 7.                                                                                | P.Subbarao: International Business.                                                                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |

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|  |                                                                                                                                                                         | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                      |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                                                                                                         |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                      | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN MARKETING MANAGEMENT</b><br><b>CBM-1403 :CONSUMER BEHAVIOUR (CB)</b>                                                                                                                                                                 |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                      |                                                                                                                                                                                                                                                                                            |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                         | <ul style="list-style-type: none"><li>• To provide students basic understanding of Consumer&amp; its behavior.</li><li>• To provide students an understanding of factors influencing Consumer Behaviour.</li><li>• To provide an insight in to the Ethics in Consumer Behaviour.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                         |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-I                                                                            | AN INTRODUCTION TO CONSUMER BEHAVIOUR                                                                                                                                   |                                                                                                                                                                                                                                                                                            |  |                            | 12 hrs. |    |
|                                                                                   | Meaning-Definition & Scope of Consumer Behaviour-Marketing Applications of Consumer Behaviour-CB & Non-Marketing Application-Social Marketing & CB                      |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-II                                                                           | SOCIO- CULTURAL INFLUENCES OF CONSUMER BEHAVIOUR                                                                                                                        |                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | Family-Reference Group-Social and Cultural Aspects-Opinion Leaders-Post Purchase Behaviour of Consumers                                                                 |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-III                                                                          | PERSONAL& PSYCHOLOGICAL INFLUENCES                                                                                                                                      |                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | Needs and Motives-Personality-Demographic and Psychographics Factors-Buyer as a Perceiver & as a Learner-Attitude Formation-Life Style Influences-Life Cycle Influences |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-IV                                                                           | CONTEMPORARY ISSUES IN CONSUMER BEHAVIOUR                                                                                                                               |                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | Diffusion Process-Stages in Adoption Process-On-line Buying Behaviour; Ethics in Consumer Behaviour                                                                     |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                         |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 1.                                                                                | Leon G. Schiff man and Leslie Lazar Kaunk (2002) 7th Edition; Consumer Behaviour; Prentice Hall of India Pvt. Ltd., New Delhi.                                          |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 2.                                                                                | Roger D. Blackwell, PaulW. Miniard and James F. Engel (2007) 10th Edition; Consumer Behaviour; Thomson South-Western                                                    |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 3.                                                                                | Loudon & Albert Della, Consumer Behaviour, Tata McGraw-Hill Publishing, 2001.                                                                                           |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 4.                                                                                | RamanuajMajmudar (2010); Consumer Behaviour; PHI Ltd., New Delhi.                                                                                                       |                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 5.                                                                                | J. Paul Peter and Jerry C. Olson (2009) 7th Edition; Consumer Behavior and Marketing Strategy; Tata McGraw-Hill, New Delhi.                                             |                                                                                                                                                                                                                                                                                            |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                               | <b>CORE ELECTIVE</b><br><b>GROUP-B: SPECIALISATION IN HUMAN RESOURCE MANAGEMENT</b><br><b>CBM-1404 : THEORY AND PRACTICE OF INDUSTRIAL RELATIONS (IR)</b>                                                                                                                                                          |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                    |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                  | <ul style="list-style-type: none"><li>To provide participants with a body of knowledge which will enable them to understand and apply theory and practice of Industrial Relations in the working environment.</li><li>To understand the importance of Industrial Relations to the success of a business.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION TO INDUSTRIAL RELATIONS                                                                                                                             |                                                                                                                                                                                                                                                                                                                    |  |                            | 12 hrs. |    |
|                                                                                   | Growth of Industrial Labour Force – Sectoral Labour Force – Characteristics of Indian Labour                                                                     |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-II                                                                           | INDUSTRIAL RELATION AND LEGISLATION:                                                                                                                             |                                                                                                                                                                                                                                                                                                                    |  |                            | 11 hrs. |    |
|                                                                                   | Evolution of Industrial Relations-Concept, Importance and Scope – Legislation Related to Industrial Relations                                                    |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-III                                                                          | DISPUTE SETTLEMENT MACHINERY                                                                                                                                     |                                                                                                                                                                                                                                                                                                                    |  |                            | 11 hrs. |    |
|                                                                                   | Settlement of Industrial Disputes – Conciliation – Arbitration – Adjudication                                                                                    |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-IV                                                                           | PARTICIPATIVE MANAGEMENT PRACTICES                                                                                                                               |                                                                                                                                                                                                                                                                                                                    |  |                            | 11 hrs. |    |
|                                                                                   | Labour Welfare and Education – Concept- Scope-Approaches-Workers’ Education and Training; Workers’ Participation in Management                                   |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 1.                                                                                | M.E. ThukaramRao :Industrial Management –.                                                                                                                       |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 2.                                                                                | P. Subba Rao (2010); 3rd Edition; Essentials of Human Resource Management and Industrial Relations (Text, Cases, and Games); Himalaya Publishing House Pvt. Ltd. |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 3.                                                                                | C.B. Mamoria, SatishMamoria and S.V. Gankar (2010); 13th Edition; Dynamics of Industrial Relations; Himalaya Publishing House Pvt. Ltd.                          |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 4.                                                                                | Sharma, A.M. (2009); Industrial Relations — Conceptual and Legal Framework; Himalaya Publishing House Pvt. Ltd.                                                  |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 5.                                                                                | Subba Rao, P. (2009); Essentials of HRM and Industrial Relation — (Text and Cases); Himalaya Publishing House Pvt. Ltd.                                          |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 6.                                                                                | S.C.Srivastava; Industrial Relations & Labor Laws; Vikas Publishing House Pvt Ltd. Delhi; 4th Edition.                                                           |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |

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|  |                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                              |  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                              |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| Year                                                                              | II                                           | <b>CORE ELECTIVE</b><br><b>SPECIALIZATION IN: RURAL ENTREPRENEURSHIP &amp; MANAGEMENT</b><br><b>CPR-1401 : RURAL DEVELOPMENT INTERVENTIONS</b>                                                                                                     |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                           |                                                                                                                                                                                                                                                    |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                              | To make the students conversant with the Government and other institutions interventions for Rural Development.                                                                                                                                    |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                              |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| UNIT-I                                                                            |                                              | Rural Development –Definition, Objectives, Significance<br>Rural Development under the Five Year Plan, Issues in Rural Development                                                                                                                 |  |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                              | Nature and Estimates of Poverty and Unemployment in India<br>Programmes for Rural Development – Jawahar Rojgar Yojana, Sampurna Grameen Rojgar Yojana, Swarna Jayanti Gram Swarojgar Yojana                                                        |  |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                              | Policies and Programmes for Strengthening Agriculture Sector<br>Land tenure system, Size of farm and productive efficiency, Problem of sub-division and fragmentation of land holding- Need, Scope and Critical analysis of Land Reform Programmes |  |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                              | New Agriculture Strategy and Modernization of Agriculture – Meaning, Features, Achievements and Criticisms; New Thrust Areas in Agriculture, Agriculture under the Five-year Plans                                                                 |  |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                              |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 1.                                                                                | MathurBL:Rural Development and Cooperation   |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 2.                                                                                | RuddarDatt and KPM Sundharam: Indian Economy |                                                                                                                                                                                                                                                    |  |  |                            |         |    |
| 3.                                                                                | Vasant Desai: Rural Development in India     |                                                                                                                                                                                                                                                    |  |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                          | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>ACF-1404 : INCOME TAX RETURN PREPARATION</b>                                                                                                  |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                          |                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                             | Equipping the students for E-filing of Income Tax Return for an individual and for filing of TDS returns.                                                                             |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION                                                                                                                                                                                                                                                |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Introduction: E-filing of Income Tax Returns and E-Payment of Income Tax. Application for PAN; Online Registration of PAN<br>Income Tax Returns of Individuals: Overview of provisions of the Income Tax Act for computation of GTI AND TI of an Individual |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           | ONLINE FILING OF RETURN OF INCOME OF INDIVIDUALS                                                                                                                                                                                                            |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Utility Available for Preparation of Return-.Viewing of Tax Credit Available in Form 26AS - Filing of Various Returns of Income for an Individual I.E. ITR-1 to ITR-4 - Filing of Returns with Digital Signatures and Without Digital Signatures            |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          | TDS                                                                                                                                                                                                                                                         |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Overview of TDS provisions related with TDS from Salaries and payments other than Salaries                                                                                                                                                                  |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           | ONLINE FILING OF TDS STATEMENTS                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Application for TAN - E-payments of TDS - Utilities available for Preparation of Statements - Preparation of TDS Statements -TDS Certificates - E-filing of TDS Statements                                                                                  |                                                                                                                                                                                       |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                             |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | Dr. Vinod K. Singhania – Dr. KapilSinghania: Direct Taxes Law & Practice –TAXMANN Publication                                                                                                                                                               |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | Dr. GirishAhuja: Direct Taxes Law & Practice– Dr. Ravi Gupta BHARAT Publication                                                                                                                                                                             |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | CA T. N. Manoharan: Direct Tax Laws– SNOW WHITE Publication                                                                                                                                                                                                 |                                                                                                                                                                                       |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>CBM-1405 : RETAILING MANAGEMENT (RM)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"><li>To understand and review the major functions of Retailing which aims at providing an overview on activities performed in retailing management To understand the theoretical foundation of Retailing Management, its processes, tools and implementation in the retail stores;</li><li>To recognize and analyzes issues related to and get an overview of Management of Retailing activities and able to develop managerial skills for decision making on various Plans, Programs &amp; Strategies related with Retailing Management.</li></ul> |  |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| UNIT-I                                                                            | <b>INTRODUCTION TO RETAIL MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            | 12 hrs. |    |
|                                                                                   | Meaning of Retail and Retailing- Types of Retailers- Changes Impacting Retailing in India- Retailing in India                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| UNIT-II                                                                           | <b>PLANNING AND MERCHANDISE MANAGEMENT FOR RETAIL OUTETS</b>                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            | 11 hrs. |    |
|                                                                                   | Meaning of Merchandise Management- Categorizing the Buying Process- Setting Objectives for Merchandizing Plan- Sales Forecasting for Retailing- Determining the Assortment Planning Process- Buying Systems- Open to Buy System                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| UNIT-III                                                                          | <b>STORE MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            | 11 hrs. |    |
|                                                                                   | Managing the Store- Store Layout, Design, and Visual Merchandizing- Customer Service                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| UNIT-IV                                                                           | <b>MARKETING MANAGEMENT AND RELATED ISSUES IN RETAILING</b>                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            | 11 hrs. |    |
|                                                                                   | Meaning of Retail Marketing- Understanding Consumer Behaviour- Stages in the Buying Process- Factors Influencing Customers’ Buying Decisions- Role of Pricing in Retail Market- Factors Affecting Retail Pricing- Pricing Strategies and Approaches- Importance of Promotion in Retailing- Forms of Retail Promotion and Communicating with Customers- Factors Affecting Choice of Communication Methods- Campaign Management |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| 1.                                                                                | Suja Nair; Retail Management; Himalaya Publishing House.                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| 2.                                                                                | Michael Levy, Barton A. Weitz and Ajay Pandit; Retailing Management; Tata McGraw Hill Publishing Company Ltd.                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |
| 3.                                                                                | A. J. Lamba; The Art of Retailing; Tata McGraw Hill Publishing Company Ltd.                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| Year                                                                              | II                                                                                                                       | INTERDISCIPLINARY ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                       | BNK-1402 : INSURANCE PRODUCTS, SERVICES AND MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                          | To provide students the knowledge of basic concepts, institutional scenario, various insurance products/policies, importance of insurance & emerging issues in insurance marketing and services at the national level in the light of the policies of liberalization and globalization.                                                                                                                                                                                                                                                                                                          |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                          | INTRODUCTION TO INSURANCE<br>Concept of Insurance: Introduction to Insurance, Significance, Basic Principles- Insurance Structure, Organization, Functions- Regulation and Legislation Applicable to Insurance: History and Regulation of Insurance Business In India - Insurance Act, 1938, LIC Act, 1956, GIBNA Act 1972 And IRDA Act, 1999                                                                                                                                                                                                                                                    |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                                                                          | INSURANCE PRODUCTS<br>Life Insurance Products in India: Term Insurance, Whole Life Insurance, Endowment Insurance, Group Insurance, Annuities, Unit Linked Policies. Riders, Premium Calculation, Concept of Surrender Value, Claims: Death and Maturity Claims, Assignment and Nomination of Policies                                                                                                                                                                                                                                                                                           |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                                                          | GENERAL INSURANCE PRODUCTS IN INDIA<br>Fire Insurance Policies: Standard Fire Insurance Policy and Special Peril Policy- Marine Insurance Policies and Products- Misc. Insurance Policies -Current Trends and Issues                                                                                                                                                                                                                                                                                                                                                                             |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                                                                          | INSURANCE MARKETING IN INDIA<br>Introduction, Special Features, Need, Objectives and Scope - Marketing Mix in Insurance Industry- Marketing Strategies of Selected Insurance Players in Life as well as Non-Life Sector, their Features & Merits- Difference Between Sales & Marketing/Strategies of Different Insurance Companies - Double Insurance & Reinsurance- Marketing Intermediaries – Need & Role of Intermediaries, their Duties, various Types – Agents, Brokers and Banks, Current Scenario -IRDA (General Insurance & Reinsurance) Regulations – Introduction, Various Provisions. |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 1.                                                                                | Bodla, MC Gaeg, K. P. Singh:Insurance, Fundamental, Environments & Procedures, published by Deep and Deep Pub. Pvt. Ltd. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 2.                                                                                | Indian Institute of Bankers: Insurance Products & Services, published by Taxman’s                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 3.                                                                                | IIBF : Insurance products                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                   |                                                                                                                                                                                                                                                |  |                            |         |    |
| Year                                                                              | II                                                                | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>BEC-1404 : QUANTITATIVE ECONOMICS</b>                                                                                                                                                                  |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                |                                                                                                                                                                                                                                                |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                   | To equip students with necessary expertise regarding quantitative techniques for the purpose of decision making.                                                                                                                               |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                   |                                                                                                                                                                                                                                                |  |                            |         |    |
| UNIT-I                                                                            |                                                                   | FUNCTIONS AND THEIR APPLICATION                                                                                                                                                                                                                |  |                            | 12 hrs. |    |
|                                                                                   |                                                                   | Function: Meaning, Types of Functions, Diagrammatic Representation of Functions, Application: Demand and Supply Function, Market Equilibrium, Cost, Revenue and Profit Functions, Tax and Subsidy.                                             |  |                            |         |    |
| UNIT-II                                                                           |                                                                   | DIFFERENTIAL CALCULUS                                                                                                                                                                                                                          |  |                            | 11 hrs. |    |
|                                                                                   |                                                                   | Differential Calculus: Concept of Differentiation, Limit and Continuity, Rules of Derivation, Concavity and Convexity, Maxima and Minima, Application of Calculus for the analysis of Utility, Revenue, Cost, Profit and Elasticity of Demand. |  |                            |         |    |
| UNIT-III                                                                          |                                                                   | LINEAR PROGRAMMING                                                                                                                                                                                                                             |  |                            | 11 hrs. |    |
|                                                                                   |                                                                   | Linear Programming: Meaning, Application, Limitations, Graphical and Simplex method                                                                                                                                                            |  |                            |         |    |
| UNIT-IV                                                                           |                                                                   | INPUT-OUTPUT ANALYSIS                                                                                                                                                                                                                          |  |                            | 11 hrs. |    |
|                                                                                   |                                                                   | Input-Output Analysis: Flow tables, Technological Assumptions, Feasibility, Solution to Input-Output System, Applications, Limitations, Elementary Matrix Algebra                                                                              |  |                            |         |    |
| REFERENCES                                                                        |                                                                   |                                                                                                                                                                                                                                                |  |                            |         |    |
| 1.                                                                                | R.G.D.Allen: Mathematical Analysis for Economics                  |                                                                                                                                                                                                                                                |  |                            |         |    |
| 2.                                                                                | C.R.Kothari: Quantitative Techniques                              |                                                                                                                                                                                                                                                |  |                            |         |    |
| 3.                                                                                | S.C.Srivasatava and S.Srivastava: Quantitative Techniques         |                                                                                                                                                                                                                                                |  |                            |         |    |
| 4.                                                                                | Edward T.Dowling: Mathematical Methods for Business and Economics |                                                                                                                                                                                                                                                |  |                            |         |    |
| 5.                                                                                | J.K.Sharma: Operation Research- Theory and Applications           |                                                                                                                                                                                                                                                |  |                            |         |    |
| 6.                                                                                | G. S Gupta: Managerial Economics                                  |                                                                                                                                                                                                                                                |  |                            |         |    |

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|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|---------|----|
|  |                                                                                     | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com (CBCS)                                                                     |                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| Year                                                                              | II                                                                                  | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>CPR-1402 : INTERNATIONAL COOPERATIVE MOVEMENT</b>                                                                                             |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                  |                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                     | To acquaint the students with the Genesis and Growth of the Cooperative Movement Worldwide.                                                                                           |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            |                                                                                     |                                                                                                                                                                                       |  |                            | 12 hrs. |    |
|                                                                                   | Cooperative movement in England<br>Cooperative movement in Sweden                   |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-II                                                                           |                                                                                     |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Danish and Irish cooperative movement<br>Indian cooperative movement                |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-III                                                                          |                                                                                     |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Labor cooperatives of Italy<br>Consumer cooperatives of France<br>Kibbutz of Israel |                                                                                                                                                                                       |  |                            |         |    |
| UNIT-IV                                                                           |                                                                                     |                                                                                                                                                                                       |  |                            | 11 hrs. |    |
|                                                                                   | Cooperative movement in USA<br>Cooperative movement in Canada                       |                                                                                                                                                                                       |  |                            |         |    |
| REFERENCES                                                                        |                                                                                     |                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | Review of International Cooperation – official journal of I.C.A                     |                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | Saxena&Mammoria – Cooperation in Foreign Lands                                      |                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | T.N. Hajella – Principles, Problems & Practice in Cooperation                       |                                                                                                                                                                                       |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                       | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>ENG-1409 : DEVELOPING SOFT SKILLS IN ENGLISH</b>                                                                                                                                                                                                                                     |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                              |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                          | The course is an attempt to integrate soft skills learners need at the undergraduate level that makes them job ready. The course focuses on equipping the graduating students with skills essential at the workplace. This course seeks to develop in learners: Interpersonal Communication skills and Employability skills. |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| UNIT-I                                                                            | NEGOTIATION SKILLS                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                              |  |                            | 10 hrs. |    |
|                                                                                   | Definition and Phases of Negotiation - Approaches to Negotiation- Language for Negotiation- Handling Problems during negotiations- Cross-cultural Challenges.            |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| UNIT-II                                                                           | CONFLICT RESOLUTION SKILLS                                                                                                                                               |                                                                                                                                                                                                                                                                                                                              |  |                            | 11 hrs. |    |
|                                                                                   | Sources and Effects of Conflict- Approaches to Managing Conflict - Language for Conflict Resolution- Dealing with Conflict across Cultures: Parochialism & Ethnocentrism |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| UNIT-III                                                                          | INTERVIEW SKILLS                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                              |  |                            | 12 hrs. |    |
|                                                                                   | Strategies and Techniques for various types of Interviews: Employment Interview - Appraisal Interview - Stress Interviews - Telephonic Interviews                        |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| UNIT-IV                                                                           | SKILLS FOR SELF- DEVELOPMENT                                                                                                                                             |                                                                                                                                                                                                                                                                                                                              |  |                            | 12 hrs. |    |
|                                                                                   | Emotional Intelligence Skills- Adaptability Skills- Assertive Skills: How to Say 'No'                                                                                    |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 1.                                                                                | Dhanavel, S.P.: English and Soft Skills. Hyderabad: Orient BlackSwan. 2010.                                                                                              |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 2.                                                                                | Fisher, Dalamer. : Communication in Organisations. Mumbai: Jaico Publishing House. 2006.                                                                                 |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 3.                                                                                | Hayes, John. : Interpersonal skills at Work. 2nd ed. East Sussex: Routledge. 2002                                                                                        |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 4.                                                                                | Juneja, O. P. and MujumdarAarti. : Business Communication: Techniques and Methods. Hyderabad: Orient BlackSwan. 2010.                                                    |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 5.                                                                                | Kaul, Asha. : Business Communication. 2nd Ed. New Delhi: PHI Learning Pvt. Ltd. 2009.                                                                                    |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 6.                                                                                | Laws Anne. : Negotiations. Hyderabad: Orient BlackSwan. 2011.                                                                                                            |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 7.                                                                                | Parikh J.P., SurveAnshu, Swarnabharati and AsmaBaharainwala. : Business Communication: Basic Concepts and Skill. Hyderabad: Orient BlackSwan. 2011.                      |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 8.                                                                                | Thill, Bovee and Cazamian. : Business Communication Today. New Delhi: Pearson India. 2006.                                                                               |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 9.                                                                                | Taylor, Ken. : Fifty ways to improve your Business English. Hyderabad: Orient Blackswan. 2011.                                                                           |                                                                                                                                                                                                                                                                                                                              |  |                            |         |    |

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| B. Com (CBCS)                                                                     |                                                                                                                                                                                                  |                                                                                                                                                                                       |  |  |                            |         |    |
| Year                                                                              | II                                                                                                                                                                                               | INTERDISCIPLINARY ELECTIVE                                                                                                                                                            |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                               | CBM-1406 : MANAGERIAL DECISION THEORY                                                                                                                                                 |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                  |                                                                                                                                                                                       |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                  |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-I                                                                            | MANAGERIAL DECISION THEORY                                                                                                                                                                       |                                                                                                                                                                                       |  |  |                            | 12 hrs. |    |
|                                                                                   | Forecasting And Methods -Forecasting - Concept, Types and Importance -General Approach to Forecasting -Forecasting Demand -Industry V/S Company Sales Forecasts -Factors Affecting Company Sales |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-II                                                                           |                                                                                                                                                                                                  |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Forecasting By Exponential Smoothing Method, Forecasting Using Time series. - Types of forecasting.                                                                                              |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-III                                                                          | GAME THEORY                                                                                                                                                                                      |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Introduction to Game Theory - Two Person Zero Sum Game -Games with saddle point<br>Game without saddle point: - Principle of Dominance - Graphical Method                                        |                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-IV                                                                           | DECISION THEORY                                                                                                                                                                                  |                                                                                                                                                                                       |  |  |                            | 11 hrs. |    |
|                                                                                   | Elements of Decision Theory<br>Different criterions: (i) Under Certainty: Maximax, Maximum, Minimax Regret, (ii) Under Uncertainty: EMV, EOL                                                     |                                                                                                                                                                                       |  |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                  |                                                                                                                                                                                       |  |  |                            |         |    |
| 1.                                                                                | J.K.Sharma: Operation Research                                                                                                                                                                   |                                                                                                                                                                                       |  |  |                            |         |    |
| 2.                                                                                | S.C.Gupta and V.K.Kapoor: Fundamental of Applied Statistics                                                                                                                                      |                                                                                                                                                                                       |  |  |                            |         |    |
| 3.                                                                                | Kantiswarup: Operation Research                                                                                                                                                                  |                                                                                                                                                                                       |  |  |                            |         |    |

**FACULTY OF COMMERCE**  
**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA**  
**DETAILED SYLLABUS**  
**UNDER CBCS**  
**T. Y. B. COM.**

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                             | <b>CORE COMPULSORY</b><br><b>AFC1501 : FINANCIAL MANAGEMENT</b>                                                                                                                        |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                 | To impart basic knowledge of Financial Management.                                                                                                                                     |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | Financial Management: Introduction, Core Concepts, Objectives- Finance Functions- Organization of Finance Function Statements of Financial Information and Financial Statements Analysis<br>Time value of money |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   |                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | Working Capital Management                                                                                                                                                                                      |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | Capital Structure Planning<br>Leverages                                                                                                                                                                         |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | Cost of Capital<br>Capital Budgeting                                                                                                                                                                            |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   |                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | M. Pandey: Financial ManagementI (Vikas Publishing House)                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Prasanna Chandra: Fundamentals of Financial Management (TMH)                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Ravi M. Kishore: Financial Management (Taxmann)                                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | Jim McMenamin: Financial Management; An Introduction (OUP)                                                                                                                                                      |                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                | Aswath Damodaran: Corporate Finance – Theory and Practice (John Wiley & Sons)                                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |
| 6.                                                                                | I. M. Pandey: Financial Management (Vikas Publishing House)                                                                                                                                                     |                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                   | <b>CORE COMPULSORY</b><br><b>LAW1507 : BUSINESS LAW - I</b>                                                                                                                            |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                     |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                       | To provide basic knowledge of business laws with emphasis on their applications in business decision making.                                                                           |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | THE INDIAN CONTRACT ACT, 1872                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Object of the Act - Nature of Contract- Offer and Acceptance – Consideration - Capacity to contract - Free Consent- Legality of object                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | INDIAN CONTRACT ACT, 1872 (CONTD.)                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Void Agreements - Contingent Contracts- Performance of Contract- Discharge of Contract – Remedies for Breach of Contract - Quasi-Contracts                                                                                                                            |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | THE INDIAN CONTRACT ACT, 1872 (CONTD.): CONTRACTS                                                                                                                                                                                                                     |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Indemnity and Guarantee<br>Bailment and Pledge<br>Contract of Agency                                                                                                                                                                                                  |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | THE SALE OF GOODS ACT, 1930                                                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Object of the Act<br>Formation of Contract of Sale - Subject-matter of Contract of Sale - The Price and Stipulations as to Time<br>• Conditions and Warranties - Caveat Emptor<br>• Transfer of Property<br>• Performance of Contract<br>• Rights of an unpaid Seller |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | N.D. Kapoor: Elements of Mercantile Law, 33 <sup>rd</sup> Ed., 2012 (Sultan Chand & Sons)                                                                                                                                                                             |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | R K Bangia: Business Law                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | M C Kuchhal: Business Law                                                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| YEAR                                                                              | III                                                                                                                                               | CORE COMPULSORY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | CREDIT | 3       |
| Semester                                                                          | I                                                                                                                                                 | CBM1502 : ORGANIZATIONAL BEHAVIOUR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | HOURS  | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                                   | <ul style="list-style-type: none"><li>• To impart the students with the basic conceptual and practical foundations of behavioural aspects of employees in real life organizations;</li><li>• To develop managerial skills for decision-making on various behavioural aspects of employees in real life organizations;</li><li>• To enable students to face the challenges imposed by the Employees’ needs and expectations from the organization;</li><li>• To understand potentials of employees in real life organizations in the Globalized Business Environment and to analyze its implications on current HRM practices in the organizations;</li><li>• To provide students an understanding on the conceptual applications of behavioural aspects of employees in real life organizations.</li></ul> |  |                            |        |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| UNIT-I                                                                            | FOUNDATIONS OF OB                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        | 12 hrs. |
|                                                                                   | Definition-Need and Importance of Organizational Behaviour [OB]-Nature and scope - Framework of OB- Organizational Behaviour Models               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| UNIT-II                                                                           | THE INDIVIDUAL BEHAVIOUR                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        | 11 hrs. |
|                                                                                   | Foundations of Individual Behaviour [Personality, Perceptions & Individual Decision Making- Values, Attitudes & Job Satisfaction]                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| UNIT-III                                                                          | THE GROUP BEHAVIOUR                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        | 11 hrs. |
|                                                                                   | Foundations of Group Behaviour [Group Dynamics-Communications & Group Decision Making Leadership-Power &Politics-Conflict &Inter-Group Behaviour] |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| UNIT-IV                                                                           | HORIZONS FOR ORGANIZATIONAL BEHAVIOUR                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        | 11 hrs. |
|                                                                                   | Organization Culture-Work Stress-Organizational Development-Foundations of Organizational Change                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| REFERENCES                                                                        |                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| 1.                                                                                | Stephen P. Robbins (2001) 9th Edition; Organizational Behavior, Prentice Hall of India.                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| 2.                                                                                | Hellriegel, Slocum and Woodman (2001) 9th Edition; Organizational Behavior, South-Western, Thomson Learning.                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| 3.                                                                                | Luthans Fred - Organizational Behavior –Int. Edition McGraw Hill-10 <sup>th</sup> Edition.                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| 4.                                                                                | Aswathappa K. (2009) 8th Edition; Organizational Behavior; Himalaya Publications.                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| 5.                                                                                | Subba Rao, P. (2010); Organizational Behaviour; Himalaya Publishing House Pvt. Ltd.                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |
| 6.                                                                                | K. Ashwathappa (2010); 9 <sup>th</sup> Edition; Organizational Behaviour; Himalaya Publishing House Pvt. Ltd.                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |        |         |

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|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|----------------------------|--------|
|  |                                                                                                                                                                                                                                                  | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce,<br>Department of Business Economics<br>Faculty of Commerce, Sayaji Gunj, Vadodara- 390002,<br>Contact details: 02652975768 |  |  | ACADEMIC YEAR<br>2018-2019 |        |
| <b>B.Com. (CBCS)</b>                                                              |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                       |  |  |                            |        |
| YEAR                                                                              | III                                                                                                                                                                                                                                              | <b>CORE COMPULSOTY<br/>INTERNATIONAL TRADE</b>                                                                                                                                                        |  |  | CREDIT                     | 3      |
| Semester                                                                          | I                                                                                                                                                                                                                                                |                                                                                                                                                                                                       |  |  | HOURS                      | 45     |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                  | To develop an understanding of underlying concepts, strategies and issues in international Trade                                                                                                      |  |  |                            |        |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                       |  |  |                            |        |
| UNIT-I                                                                            | <b>INTERNATIONAL TRADE AND CLASSICAL THEORIES</b>                                                                                                                                                                                                |                                                                                                                                                                                                       |  |  |                            | 12 Hrs |
|                                                                                   | Significance of International Trade - Distinction of Internal and External Trade; Classical Theories of International Trade(Adam smith and David Ricardo); Doctrine of Reciprocal Demand- Offer Curve Analysis(J.S. Mill, Marshal and Edgeworth) |                                                                                                                                                                                                       |  |  |                            |        |
| UNIT-II                                                                           | <b>MODERN THEORIES OF INTERNATIONAL TRADE</b>                                                                                                                                                                                                    |                                                                                                                                                                                                       |  |  |                            | 11 Hrs |
|                                                                                   | Opportunity Cost Theory ( Haberler);Modern theory( Heckscher-Ohlin ); New Trade Theory (Krugman).                                                                                                                                                |                                                                                                                                                                                                       |  |  |                            |        |
| UNIT-III                                                                          | <b>TERMS OF TRADE AND TRADE POLICIES</b>                                                                                                                                                                                                         |                                                                                                                                                                                                       |  |  |                            | 11 Hrs |
|                                                                                   | Terms of Trade- Concepts, Factors affecting Terms of Trade; Gains from Trade, Measurements, Nature and Sources of Gains, Factors Determining Size of Gains, Obstacles to Trade and Trade Restrictions, Free Trade v/s Protection                 |                                                                                                                                                                                                       |  |  |                            |        |
| UNIT-IV                                                                           | <b>ECONOMIC INTEGRATION</b>                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |  |                            | 11 Hrs |
|                                                                                   | Forms and Rationale of Economic Integration, Pure Theory of Custom Union, EEC: Nature and Impact, WTO: Meaning, Structure, Objectives and Functions; Globalization: Meaning and Impact, Case of Globalization.                                   |                                                                                                                                                                                                       |  |  |                            |        |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                       |  |  |                            |        |
| 1                                                                                 | D. M. Mithani: Introduction to International Economics                                                                                                                                                                                           |                                                                                                                                                                                                       |  |  |                            |        |
| 2                                                                                 | H. G. Mannur: International Economics                                                                                                                                                                                                            |                                                                                                                                                                                                       |  |  |                            |        |
| 3                                                                                 | Francis Cherunilam: International Economics                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |  |                            |        |
| 4                                                                                 | M. C. Vaish and Sudaman Singh: International Economics                                                                                                                                                                                           |                                                                                                                                                                                                       |  |  |                            |        |
| 5                                                                                 | D.N. Dwivedi : International Economics                                                                                                                                                                                                           |                                                                                                                                                                                                       |  |  |                            |        |
| 6                                                                                 | M.L. Jhingan : International Economics                                                                                                                                                                                                           |                                                                                                                                                                                                       |  |  |                            |        |

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|  |                                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                    |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                              |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| YEAR                                                                              | III                                                                          | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN ACCOUNTING AND AUDITING</b><br><b>AFC1502 : AUDIT &amp; ASSURANCES</b>                                                                                                                                                              |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                            |                                                                                                                                                                                                                                                                                           |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                              | To have a fundamental and basic knowledge in the field of Audit.                                                                                                                                                                                                                          |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                              |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| <b>UNIT-I</b>                                                                     |                                                                              | Principles of Auditing (with reference to SA) Definition- An overview of Auditing & Assurance Standards (SA) - Objects (with reference to SA) - Advantages and different classes of Audit- Qualities of a Good Auditor                                                                    |  |                            | 12 hrs. |    |
| <b>UNIT-II</b>                                                                    |                                                                              | Preparation before commencement of Audit, Audit Programme (with reference to SA) - Audit Notebook- Audit Files- Working papers (with reference to SA)                                                                                                                                     |  |                            | 11 hrs. |    |
| <b>UNIT-III</b>                                                                   |                                                                              | Internal Check, Internal Control (with reference to SA) and Internal Audit<br>Special Audit Techniques: Analytical Procedures (with reference to SA) - Types of sampling, Test check system of Audit (with reference to SA)                                                               |  |                            | 11 hrs. |    |
| <b>UNIT-IV</b>                                                                    |                                                                              | Meaning and Object of Vouching (with reference to SA) - Vouching of various types of transactions<br>Meaning of Verification and Valuation -Verification and Valuation Principles - Verification and Valuation of Assets and Verification of Liabilities- Contemporary issues on Auditing |  |                            | 11 hrs. |    |
| <b>REFERENCES</b>                                                                 |                                                                              |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 1.                                                                                | Aruna Jha: Auditing and Assurance (Taxmann)                                  |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 2.                                                                                | Ravindra Kumar Virendra Sharma: Auditing – Principles and Practice (PHI)     |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 3.                                                                                | P.G. Saxena: Principles and Practice of Auditing (Himalaya Publishing House) |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 4.                                                                                | B.N. Tandon: Practical Auditing (S.Chand & Co.Ltd.)                          |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 5.                                                                                | S.D. Sharma: Auditing Principles and Practice (Taxmann)                      |                                                                                                                                                                                                                                                                                           |  |                            |         |    |
| 6.                                                                                | D.S. Rawat: Student Guide to Auditing Standards (Taxmann)                    |                                                                                                                                                                                                                                                                                           |  |                            |         |    |

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|  |                                                                        | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| YEAR                                                                              | III                                                                    | CORE ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                      | GROUP-B: SPECIALISATION IN ACCOUNTING AND FINANCE<br>AFC1503 : CAPITAL MARKET                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                        | To provide basic and practical knowledge of the activities of the Indian Capital Market                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| UNIT-I                                                                            |                                                                        | CAPITAL MARKET: AN INTRODUCTION<br><br>Overview of Indian Financial System - Capital Market: Functions, Classification, Participants and Products, Institutions: Regulators, Exchanges, Depositories and Banking Institutions - Sources of Market Information - Regulatory Framework..                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                        | PRIMARY & SECONDARY EQUITY MARKET<br><br>Equity Shares - DIP Guidelines 2000 - Public Issue ( Fixed Price & Book Building ) –IPO Grading, Merchant Banking - Online IPOs – ‘Demat’ & ‘Remat’ - Key Contents of Prospectus and Composite Share Application / Bidding Form - How to apply using Share Application Form ? - Rights Issue – Preferential Allotment - Other Regulations.<br>Stock Exchanges (NSE and BSE) - Listing – Trading and Settlement – Trading Rules - KYC - Contract Note – Market Quotations & Indices (Sensex and Nifty50) - Circuit Filters – Investor Protection Fund –Transaction Costs – Risk Management – Market Grievances and Arbitration Mechanism - Understanding the Corporate Data Bank from investors’ magazines / economic dailies |  |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                        | DEBT AND DERIVATIVE MARKETS: BASICS<br><br>Corporate Debt Market – Government Securities Market – Credit Rating - Regulations<br>Derivatives : Definition – Products – Participants and Functions – Trading Mechanism – Contract Specifications – Clearing & Settlement – Types of Derivatives – Futures and Options : Features, Differences - Futures and Options on Individual Stock and Indices – How Option works - Call and Put Options - Payoffs - Market Data : Turnover, Open Interest etc.                                                                                                                                                                                                                                                                   |  |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                        | MUTUAL FUNDS<br><br>Concept - Types of Schemes / Funds – Special Funds such as Exchange Traded Funds, Fund of Funds, Commodity Funds - Fund Structure and Constituents - Regulations on the Investments of a Mutual Fund – Role of Fund Manager - Key Financial Numbers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| 1.                                                                                | Prasanna Chandra: Investment Analysis & Portfolio Management ( TMH )   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| 2.                                                                                | Study Material on Securities Market (Basic) Module ( NCFM - NSE)       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| 3.                                                                                | Study Material on Financial Markets : A Beginner’s Module (NCFM - NSE) |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| 4.                                                                                | L. M. Bhole: Financial Institutions and Markets ( TMH )                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| 5.                                                                                | Dhanesh Khatri: Security Analysis & Portfolio Management (Macmillan)   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| 6.                                                                                | Dr. V.A. Avadhani: Indian Capital Market (Himalaya)                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |
| 7.                                                                                | N. Gopalsamy: Capital Market : The Indian Financial Scene (MacMillan)  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                                                             | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                                                                                         | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN BANKING AND INSURANCE</b><br><b>BNK1501 : FINANCIAL MARKET &amp; SERVICES</b>                                                             |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                             | Objective of this paper is to provide students broad framework of financial markets, various instruments, financial services and innovations & its regulatory arrangements.            |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | <b>INDIAN FINANCIAL MARKET- MONEY MARKET</b>                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Structure, Institution and Operating Mechanism- Role in Economic Development -Money Market - Need, Features, Instruments and Measures to Strengthen the Money Market, Money Market Mutual Funds- Recommendations of Various Committee like Vaghul Working Group, Basu Task Force                                                                                            |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | <b>INDIAN FINANCIAL MARKET-Capital Market</b>                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Organizational Differences & Functions of NIM and Stock Exchanges -Methods of Floating new issues in Capital Market- Capital Market Instruments – Types and Features of Shares & Debentures - Establishment of SEBI and SEBI Regulations, Guidelines & Capital Market reforms - Working of various Stock Exchanges- BSE, NSE & OTCEI, NASDAQ- Recent Trends & Stock indices |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | <b>FINANCIAL SERVICES</b>                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Importance and Role of Financial Services in Economic Development- Regulations of Financial Services- Features of Ideal Financial Services- Credit Rating- Meaning need for Credit Rating – Benefit to Investors, Brokers and Banks. Limitations, Profile of various accredited Credit Rating Agencies- SMERA and its Role                                                  |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | <b>FINANCIAL INNOVATIONS</b>                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | General introduction to Depository Services, Mutual funds, Credit and Debit cards, Leasing and Hire purchase, Venture capital, Merchant banking, Micro financing, Bank Mergers, Takeovers & Amalgamations                                                                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Dr. G Ramesh Babu.Indian Financial System. Published by Himalaya Publishing House.                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | P N Varshney & D K Mittal Indian Financial System Published by Sultan Chand & sons.                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | S P Singh & S Singh. Financial Analysis for Bank Lending in liberalized economy. Published By Himalaya Publishing House.                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | H R Machiraju Indian Financial System Published by Vikas Publishing House Pvt. Ltd.                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                | V A Avdhani Marketing of Financial Services Published by Himalaya Publishing House.                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| 6.                                                                                | Bharati V Pathak. Indian Financial System Published by Pearson Education (Singapore) Pvt. Ltd.                                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| 7.                                                                                | M Y Khan. Indian Financial System by Tata McGraw-Hill Publishing Company Limited.                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            |         |    |

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|                 |                                                                                                                                                                        | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                                   |                                                                                                                                                                        |                                                                                                                                                                                        |  |  |                            |         |    |
| YEAR                                                                                             | III                                                                                                                                                                    | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN FINANCIAL ECONOMICS</b><br><b>BEC1502 : FUNDAMENTALS OF INVESTMENT ANALYSIS</b>                                                  |  |  |                            | CREDIT  | 3  |
| Semester                                                                                         | I                                                                                                                                                                      |                                                                                                                                                                                        |  |  |                            | HOURS   | 45 |
| OBJECTIVES: To provide an understanding and analytical tools in the area of investment analysis. |                                                                                                                                                                        |                                                                                                                                                                                        |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                                        |                                                                                                                                                                        |                                                                                                                                                                                        |  |  |                            |         |    |
| UNIT-I                                                                                           | INTRODUCTION AND CONCEPTUAL ANALYSIS                                                                                                                                   |                                                                                                                                                                                        |  |  |                            | 12 hrs. |    |
|                                                                                                  | a. Theories on investment<br>b. Theories of Interest Rates<br>c. Term Structure and Determinants of Interest Rates<br>d. Interest Rates; Features, Trends and Policies |                                                                                                                                                                                        |  |  |                            |         |    |
| UNIT-II                                                                                          | ALLOCATING RESOURCE OVER TIME                                                                                                                                          |                                                                                                                                                                                        |  |  |                            | 11 hrs. |    |
|                                                                                                  | a. Compounding, Discounting and Present Value<br>b. Alternative Discounted Cash Flow Decision Rules<br>c. Multiple Cash Flows<br>d. Annuities and Perpetual Annuities  |                                                                                                                                                                                        |  |  |                            |         |    |
| UNIT-III                                                                                         | ANALYSIS OF INVESTMENT PROJECTS                                                                                                                                        |                                                                                                                                                                                        |  |  |                            | 11 hrs. |    |
|                                                                                                  | a. The Nature of Project Analysis<br>b. The Net Present value Investment Rule<br>c. Estimating a Project’s Cash Flow<br>d. Ranking mutually Exclusive Projects         |                                                                                                                                                                                        |  |  |                            |         |    |
| UNIT-IV                                                                                          | FINANCIAL STRUCTURE OF THE FIRM                                                                                                                                        |                                                                                                                                                                                        |  |  |                            | 11 hrs. |    |
|                                                                                                  | a. Internal versus External Financing<br>b. Equity Financing<br>c. Debt Financing<br>d. Dealing with Conflicts of Interest<br>e. Financing Decisions in Practice       |                                                                                                                                                                                        |  |  |                            |         |    |
| REFERENCES                                                                                       |                                                                                                                                                                        |                                                                                                                                                                                        |  |  |                            |         |    |
| 1.                                                                                               | Zvi Bodie, Robert C. Merton, David L. Cleeton: Financial Economics, Pearson Education, Second Edition, 2011.                                                           |                                                                                                                                                                                        |  |  |                            |         |    |
| 2.                                                                                               | L.M. Bhole: Financial Markets and Institutions, Tata McGraw Hill Education Pvt. Ltd., New Delhi, Fifth Edition.                                                        |                                                                                                                                                                                        |  |  |                            |         |    |
| 3.                                                                                               | Stephen F. Leroy and Jan Werner: Principles of Financial Economics, Cambridge University Press.                                                                        |                                                                                                                                                                                        |  |  |                            |         |    |
| 4.                                                                                               | Robert A. Haugen: Modern Investment Theory, Prentice – Hall of India, New Delhi, Fifth Edition.                                                                        |                                                                                                                                                                                        |  |  |                            |         |    |

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|  |                                                                                                                                                                                                                                        | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                    | CORE ELECTIVE                                                                                                                                                                          |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                      | GROUP-B: SPECIALISATION IN OPEN ECONOMY & INTERNATIONAL BUSINESS<br>BEC1503 : TRADE THEORIES AND POLICIES                                                                              |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                        | To provide special emphasis on trade related issues at both theoretical and policy making levels.                                                                                      |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION TO THEORIES                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Rationale and Importance of Foreign Trade, Realist Perspective, Basic Tenets of the Realist Analysis, Different Perspectives in Realisms                                                                                               |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | LIBERAL AND STRUCTURALIST’S THEORIES                                                                                                                                                                                                   |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Basic Framework, Various forms of Liberal and Structuralist’s Theories- North-South relations under various Perspectives, Business Conflict Model                                                                                      |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | EXPORT PROMOTION AND IMPORT SUBSTITUTION                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Import Substitution – Meaning, Rationale, Hurdles and Arguments Against Import Substitution, Precondition for Success<br>Export Promotion – Rationale, Importance and Promotion Strategies, Institutional Support for Export Promotion |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | CURRENT POLICIES AND OTHER ISSUES                                                                                                                                                                                                      |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Export Import Policies since Liberalizations: Objectives, Various Features, Amendments, Highlights some Export Industries; Export Finance and Logistic Support for Exports; State Trading; Export Procedure and Documentation          |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Theodore H. Cohn: Global Political Economy: Theory and Practice, Pearson Education, 2009.                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | H. L. Bhatia: International Economics, Vikas Publication, 2008.                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | M. K. Bhat: International trade and Financial Environment, Ane books Pvt. Ltd. 2009.                                                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | Francis Cherunilam: International Trade and Management, Himalaya Publishing House, 2011.                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                                 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                          | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN MARKETING MANAGEMENT</b><br><b>CBM1503 : INTERNATIONAL MARKETING</b>                                                                                                                                                                                                                                                                                                                                                                             |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                              | Several reasons have compelled companies to go international like saturated domestic market, possibility of higher profitability in international markets, opportunity in terms of huge potential, risk reduction, competition from overseas companies in local markets, etc.<br>The purpose of this course is:<br>To educate students to meet international challenges and to make the student understand the fundamental principles/ theoretical framework associated with international activities. |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | INTERNATIONAL MARKETING: NATURE PROCESS AND BENEFITS AND ENVIRONMENT                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Definition, Process of Internationalization, Benefits, Trade Theories, marketing barriers-tariff and non-tariff Barriers, Organization and control for International Marketing                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | INTERNATIONAL MARKETING AND WORLD ENVIRONMENT                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Political Factors-legal Factors-Cultural Factors-Technological Factors-Regional Trade Areas (RTAs) and it's implication for International Marketers-Research in International Marketing-Consumer Behavior-Psychological and Social Aspects-Marketing Research and Information System-Market Entry Strategies |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | INTERNATIONAL MARKETING MIX DECISIONS                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Product Strategies-Branding & Packaging Decisions-Pricing Strategies-Sales Promotion and Advertising Strategies-Distribution and Logistics-Documentation in International Trade                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | FINANCIAL DECISIONS IN INTERNATIONAL MARKET                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Sources of Finance-Financial Institution/Govt. Agencies-World Bank, IMF, WTO, ECGC, IFC etc., Currencies & Foreign Exchange Market-Exchange Rate System                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Paul, Justine (2008) 2 <sup>nd</sup> Edition; Business Environment: Text & Cases; Tata McGraw- Hill.                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Cherunilam Francis (2006); International Business Environment; Himalaya Publishing House.                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Rakesh Mohan Joshi; International Marketing Management; Oxford.                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | P K Vasudeva; International Marketing; Excel.                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                | Mithani D.M. (2005); International Economics; Tata McGraw Hill.                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 6.                                                                                | Rakesh Mohan (2005); International Marketing; Oxford University Press.                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 7.                                                                                | Justin Paul and Rajiv Aserkar (2008); Export Import Management; Oxford University Press.                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                 | CORE ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                   | GROUP-B: SPECIALISATION IN HUMAN RESOURCE MANAGEMENT<br>CBM1504 : ORGANIZATIONAL DEVELOPMENT (OD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                     | <ul style="list-style-type: none"><li>To provide students’ an overall view of the relations amongst the employees, employers and the other interest groups involved in management;</li><li>To build an understanding amongst students on the legal aspects governing the HR and Organizational Development issues;</li><li>To provide the broad outlook of the development of any organization and the factors affecting, concerns and trends to the students governing the HR and Organizational Development issues;</li><li>To impart the students with the basic conceptual and practical foundations of Organizational aspects of real life organizations;</li><li>To provide students an understanding on the conceptual applications of the HR and Organizational Development issues.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                                                     | INTRODUCTION TO ORGANIZATION DEVELOPMENT [OD]<br><br>An Introduction: Meaning –Definition-History & Underlying Values in Organization Development- Theory & Practice of Organization Development-Process of Organization Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                                                                                                     | PERSONAL, INTERPERSONAL & GROUP PROCESS INTERVENTIONS IN OD<br><br>Process Consultation Interventions-Sensitivity Training-Transactional Analysis-Life & Career Planning Intervention-Third Party Peacemaking Intervention                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                                                                                     | TEAM AND STRUCTURAL INTERVENTIONS IN OD<br><br>Team Building Intervention-Role Analysis Technique Interventions-A Role Negotiation Technique-Survey Feedback-Quality Circles-MBO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                                                                                                     | CONTEMPORARY ISSUES IN OD<br><br>OD & Diversity Management; Research on OD; Power & Politics in OD; Future of OD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | French. W., Bell C. Jr., (2007), Organization Development. Behavioral Science Interventions for Organizational Development, Prentice Hall of India. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | Bhattacharya, B.K. (2009); Organizational Systems, Design, Structure and Management; Himalaya Publishing House Pvt. Ltd.                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | Pattanayak & Ravi Shankar (2000); Organizational Development Skills for Competitive Edge; Himalaya Publishing House Pvt. Ltd.                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |
| 4.                                                                                | Pattanayak & Ravi Shankar (2000); Organizational Development Skills for Competitive Edge; Himalaya Publishing House Pvt. Ltd.                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                    |                                                                                                                                                                                                                                                       |  |                            |         |    |
| YEAR                                                                              | III                                                                | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN RURAL ENTREPRENEURSHIP &amp; MANAGEMENT</b><br><b>CPR1501 : RURAL FINANCIAL INSTITUTIONS</b>                                                                                                             |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                  |                                                                                                                                                                                                                                                       |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                    | To impart knowledge about the importance, need and sources of rural credit.                                                                                                                                                                           |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                    |                                                                                                                                                                                                                                                       |  |                            |         |    |
| UNIT-I                                                                            |                                                                    | Need and Importance of Rural Finance, Sources of Rural Credit, Defects of Non-Institutional Credit, Salient Features and Characteristics of Rural Finance, Institutional arrangement for rural credit in India - Multi Agency Approach                |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                    | The Role and Functions of Reserve Bank of India [RBI], National Bank for Agriculture and Rural Development [NABARD] and Small Industries Development Bank of India [SIDBI] in Rural Credit                                                            |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                    | Role of Commercial Banks in Agriculture Credit - Social control over Commercial Banks, Lead Bank Scheme, Service Area Approach, Problems of Commercial Banks in Rural Credit; GrameenVikas Kendra                                                     |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                    | Regional Rural Banks - Objectives, Functions, Capital, Management, and Progress, Committees on RRBs, Problems of RRBs and Recent policy changes relating to RRBs; Rural credit cooperatives – Structure, Functions, Working, Problems & Recent Trends |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                    |                                                                                                                                                                                                                                                       |  |                            |         |    |
| 1.                                                                                | Desai S.S.M: Agriculture and Rural Banking in India                |                                                                                                                                                                                                                                                       |  |                            |         |    |
| 2.                                                                                | Hajela. T.N.: Principles, Problems and Practice of Cooperation     |                                                                                                                                                                                                                                                       |  |                            |         |    |
| 3.                                                                                | RuddarDatt and KPM Sundharam: Indian Economy Development in India. |                                                                                                                                                                                                                                                       |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                             |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| YEAR                                                                              | III                                                                         | <b>OPEN ELECTIVE</b><br><b>ACF1504 : ADVANCED ACCOUNTING</b>                                                                                                                                                                                                                                                                                                      |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                           |                                                                                                                                                                                                                                                                                                                                                                   |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                             | To impart working knowledge of accounting as applicable to corporate entities.                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                             |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| UNIT-I                                                                            |                                                                             | Amalgamation: Meaning- Types of Amalgamation-Legal provisions- Accounting Treatment as per Relevant Accounting Standard<br>Reconstruction of Companies: External Reconstruction - Internal Reconstruction-Legal provisions                                                                                                                                        |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                             | Holding Company Accounts (with one subsidiary company)<br>Preparation and presentation of Consolidated Profit & Loss Account and Balance Sheet as per relevant Accounting Standard                                                                                                                                                                                |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                             | Companies: Legal Provisions relating to Final Account of Banking Companies- Disclosure of Accounting Policies- Prescribed Format of Profit & Loss a/c and Balance Sheet- Norms of Income recognition- NPAs- Asset Classification- Provisioning Norms-Capital Adequacy Norms<br>Accounting for Foreign Currency Transactions – as per relevant Accounting Standard |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                             | Accounts of Insurance Companies: Meaning- Life Insurance – General Insurance- Terminology- Statutory Financial Statements of Life and General Insurance Business as per prescribed Formats (IRDA)<br>Accounting for Intangible Assets- as per relevant Accounting Standard                                                                                        |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                             |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 1.                                                                                | Advanced Accounting by Dr. S.N.Maheshwari-Vikas publishing House            |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 2.                                                                                | Advanced Accounting by Ashok Sehgal- Taxman Publication                     |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 3.                                                                                | Advanced Accounting by M.C.Shukla and T.S.Grewal – Sultan Chand Publication |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 4.                                                                                | Modern Accounting by Hanif and Mukherjee- Tata McGrawHill Publication       |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 5.                                                                                | Advanced Accounting by R.L.Gupta and M. Radhaswamy – S.Chand Publication    |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 6.                                                                                | Students Guide to Accounting Standards- By D.S.Rawat- Taxman Publication    |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 7.                                                                                | Relevant study material issued by ICAI, ICWAI and ICSI.                     |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 8.                                                                                | Introduction to IFRS by Dr.T.P.Ghosh- Taxman publication                    |                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| YEAR                                                                              | III | OPEN ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            | CREDIT  | 3  |
| Semester                                                                          | I   | ACF1505 : E-ACCOUNTING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |     | To enable students to have working knowledge of prevailing IT environment and to provide practical exposure to Computerized Accounting.                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-I                                                                            |     | THEORY AND PRACTICAL<br><br>Computers and Information Technology : Information processing tools- Operating System- Basic concepts of Operating system and its functions- Introduction to MS Office Tools- Communication Technology- Content Technology.                                                                                                                                                                                                                                                                            |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |     | THEORY AND PRACTICAL<br><br>An Overview of Computerized Accounting System<br>Masters: Concept of Grouping of Accounts (Creation of Accounts Master- Creation of Ledger- Cost –Group-Budgets- Voucher and Inventory – Creation of Inventory Master- Stock Item- Unit Measurement) .<br>Transactions: Accounts Voucher Entry- Contra- Receipt-Journal- debit and credit notes- Sales, Purchase, etc. Inventory Voucher Entry- Types- Delivery Challan- Goods Receipt Note- Sales and Purchase Returns- Invoice- Stock Transfer, etc. |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |     | THEORY AND PRACTICAL<br><br>Accounting Reports-Bank Reconciliation Statement- Adjusting Entries- Rectification entries-Trial Balance- Profit & Loss Account- Balance Sheet - Stock Statement – Account Books- Cash and Bank Books- Ledger Summaries- Bills Receivable and Payable Statements- Statutory Reports- Inventory Reports – Stock Summaries- Group Summaries – Order Books and Summary-Order Status – Sales Order Summary- Purchase Order Summary- Printing – Reports on Printer- Reports to File                         |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |     | THEORY AND PRACTICAL<br><br>Computer Software in Accounting<br>E-Filing                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 1.                                                                                |     | O.P.Nagpal: Computers Fundamentals (paperback),(S.Chand and Co.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 2.                                                                                |     | Pradeep K. Sinh: Computer Fundamentals (Information Technology), Paper back                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                |     | Anita Goel: Computer Fundamentals (Pearson Education India)                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                |     | K.K.Nidhani: Implementing Tally.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 5.                                                                                |     | Namrata Agarwal: Financial Accounting using Tally (Dream Tech Publishers).                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |     |                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            |         |    |
| YEAR                                                                              | III | OPEN ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                                        |  |                            | CREDIT  | 3  |
| Semester                                                                          | I   | BNK1502 : BANKING LAWS AND PRACTICES                                                                                                                                                                                                                                                                                                                                                                                 |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |     | To provide students the general understanding of banker & customer relationships, various important legislations and decided cases and their impact upon the banking business in general. At the end of the course Students therefore, must be fairly get acquainted with the legal aspects having a bearing on banking business and transactions, both theory & practices.                                          |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |     |                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            |         |    |
| UNIT-I                                                                            |     | RELATIONSHIP BETWEEN BANKER AND CUSTOMER<br>Definition & Meaning of Banker and Customer- General and Special Features of Banker-Customer Relationships, Their Rights and Duties- Bank Procedures and Practices in Opening, Operations and Closure of Various types of Domestic & NRI Deposit Accounts- Nomination Facilities- Insurance of Bank Deposits- Legal Aspects of Entries in the Passbook/Account Statement |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |     | DIFFERENT TYPES OF BANK CUSTOMERS<br>Minor, Illiterate Person, Blind Person, Married Women, Lunatic Person, Joint Account Holders, Partnership Firm, Joint Hindu Family, Firms, Clubs, Societies, Joint Stock Company, Unincorporated Associations, Trusts-Steps to be taken by a Bank on Customer’s Death, Lunacy, Bankruptcy, Winding Up Or in Case of Garnishee Orders                                            |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |     | NEGOTIABLE INSTRUMENT ACT<br>Main Provisions and Definitions, Features, Types, Parties: Their Rights and Duties- Crossing, Endorsements, Payments and Collection of Cheques- Statutory Protections, Precautions and Duties of Banker, Negligence and Cases Where Banker Must Refuse Payment, Forged Instruments- Bouncing of Cheques and its Implications                                                            |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |     | PRACTICAL ISSUES IN BANKING<br>Current Developments and Case Studies relating to Banker Customer Relationship, Different types of Bank Customers, Negotiable Instruments and Remittance services.                                                                                                                                                                                                                    |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |     |                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                            |         |    |
| 1.                                                                                |     | P N Varshney Banking Law & Practice. Published by Sultan Chand & Sons.                                                                                                                                                                                                                                                                                                                                               |  |                            |         |    |
| 2.                                                                                |     | Gordan & Natarajan, Banking Theory, Law & Practice. Published by Himalaya Publishing House.                                                                                                                                                                                                                                                                                                                          |  |                            |         |    |
| 3.                                                                                |     | P K Srivastava. Banking Theory & Practices. Published by Himalaya Publishing House                                                                                                                                                                                                                                                                                                                                   |  |                            |         |    |
| 4.                                                                                |     | Indian Institute of Banking. Legal Aspects of Banking Operations & Finance Published by Macmillan India Ltd; New Delhi.                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 5.                                                                                |     | H L Bedi and V K Hardikar. Practical Banking Advances. Published by UBS Publishers;                                                                                                                                                                                                                                                                                                                                  |  |                            |         |    |
| 6.                                                                                |     | M L Tannan. Banking Law and Practice in India Published by India Law House, New Delhi.                                                                                                                                                                                                                                                                                                                               |  |                            |         |    |
| 7.                                                                                |     | The Indian Institute of Bankers. Laws and Practice Relating to Banking Published by Macmillan India Ltd; New Delhi.                                                                                                                                                                                                                                                                                                  |  |                            |         |    |

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|  |                                                                                                                                                                                                                               | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce,<br>Department of Business Economics<br>Faculty of Commerce, Sayaji Gunj, Vadodara- 390002,<br>Contact details: 02652975768 |  | ACADEMIC YEAR<br>2018-2019 |        |    |
| <b>B.Com. (CBCS)</b>                                                              |                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |    |
| YEAR                                                                              | III                                                                                                                                                                                                                           | <b>OPEN ELECTIVE</b>                                                                                                                                                                                  |  |                            | CREDIT | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                            | <b>INDIAN INDUSTRIES ISSUES AND CHALLENGES</b>                                                                                                                                                        |  |                            | HOURS  | 45 |
| <b>OBJECTIVES:</b>                                                                |                                                                                                                                                                                                                               | To impart adequate knowledge to the students for the understanding of the structure, performance, issues and challenges of the Indian industries.                                                     |  |                            |        |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |    |
| <b>UNIT-I</b>                                                                     | <b>STRUCTURE OF INDIAN INDUSTRIES</b>                                                                                                                                                                                         |                                                                                                                                                                                                       |  |                            | 12 Hrs |    |
|                                                                                   | An overview of Indian industrial development, General Classification: Size and Use based, Organized and Unorganized Sector, Public and Private Sector. Role of industries.                                                    |                                                                                                                                                                                                       |  |                            |        |    |
| <b>UNIT-II</b>                                                                    | <b>PERFORMANCE OF INDUSTRIES</b>                                                                                                                                                                                              |                                                                                                                                                                                                       |  |                            | 11 Hrs |    |
|                                                                                   | Growth performance of industries: Small, Medium and Large, Public and Private industries, Limitations. Causes of industrial backwardness - Remedial Measures.                                                                 |                                                                                                                                                                                                       |  |                            |        |    |
| <b>UNIT-III</b>                                                                   | <b>ISSUES AND PROBLEMS</b>                                                                                                                                                                                                    |                                                                                                                                                                                                       |  |                            | 11 Hrs |    |
|                                                                                   | Regional Backwardness: Consequences, Government policy and measures.<br>Industrial Productivity and Profitability: Definitions, Issues and Measures.                                                                          |                                                                                                                                                                                                       |  |                            |        |    |
| <b>UNIT-IV</b>                                                                    | <b>GOVERNMENT REGULATION</b>                                                                                                                                                                                                  |                                                                                                                                                                                                       |  |                            | 11 Hrs |    |
|                                                                                   | Inward Looking Development Strategy, IDRA Act-1951, Industrial Policy 1991.Liberalization Process, Legal Framework of Industrial regulation in India.. Lay-off, retrenchment and closure. Labour Legislation and wage Policy. |                                                                                                                                                                                                       |  |                            |        |    |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |    |
| 1                                                                                 | R.R. Berthwal: Industrial Economics, New Age International (P )Ltd.                                                                                                                                                           |                                                                                                                                                                                                       |  |                            |        |    |
| 2                                                                                 | Francis Cherunilam: Industrial Economics, Himalaya Publication House.                                                                                                                                                         |                                                                                                                                                                                                       |  |                            |        |    |
| 3                                                                                 | S.S. M. Desai and Bhalerao: Industrial Economy of India, Himalaya Publication House.                                                                                                                                          |                                                                                                                                                                                                       |  |                            |        |    |
| 4                                                                                 | S.C. Kuchhal: Industrial Economy of India.                                                                                                                                                                                    |                                                                                                                                                                                                       |  |                            |        |    |

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|  |                                                                                                                                                                                                                             | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                      |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                         | OPEN ELECTIVE                                                                                                                                                                                                                                                                                                                                                                                               |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                           | CBM1505 : MARKETING COMMUNICATION AND ADVERTISING MANAGEMENT                                                                                                                                                                                                                                                                                                                                                |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                             | The objective is to enable students to build a sound theoretical and practical understanding of the formulation of promotional strategy and the management of the marketing communication process; to develop an understanding of the economic and creative justifications for marketing communications and to be sensitive in the formulation and the implementation of marketing communications strategy. |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-I                                                                            | INTEGRATED MARKETING COMMUNICATION (IMC): AN OVERVIEW                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | 12 hrs. |    |
|                                                                                   | Integrated Marketing Communication (IMC) [Concept-Elements-Process-Evaluation of IMC], Communication Response Models-Advertising & Strategic Marketing Planning-Advertising Planning Process                                |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-II                                                                           | ADVERTISING AGENCY & COPY                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | 11 hrs. |    |
|                                                                                   | Advertising Agency [Types-Functions-Structure-Agency - Client Relationship], Creativity in Advertising [Creative Thinking-Process-Creative Theories]-Advertising Copy [Components -In Brief]-Advertising Appeals and Styles |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-III                                                                          | MEDIA DECISIONS & ADVERTISING APPROPRIATIONS                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | 11 hrs. |    |
|                                                                                   | Media decisions [Media Planning-Types-Features-Suitability-Scheduling-Trends & Challenges in Media Decisions], Advertising Budget [Methods and Implications]                                                                |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-IV                                                                           | EVALUATING ADVERTISING EFFECTIVENESS & RESEARCH                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            | 11 hrs. |    |
|                                                                                   | Evaluating Advertising Effectiveness [Methods in brief], Advertising Research, Contemporary issues in Advertising [In Brief]                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 1.                                                                                | George Belch, Michael Belch, Keyur Purani (2009) 7 <sup>th</sup> Edition; Advertising and Promotion: An Integrated Marketing Communications Perspective; McGraw Hill.                                                       |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 2.                                                                                | Chunawala (2005): Advertising Management, Himalaya Publishing House.                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 3.                                                                                | David Aakar, Batra R Myers J.G; Advertising Management.                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |
| 4.                                                                                | Clow and Baack - Integrated Advertising, Promotion and Marketing Communication. (Pearson Education, 3rd Ed.).                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                             |  |                            |         |    |

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|  |                                                                                                                          | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                                                                                                                                                                         |  | ACADEMIC YEAR<br>2018-2019 |    |
| B. Com. (CBCS)                                                                    |                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |
| YEAR                                                                              | III                                                                                                                      | <b>OPEN ELECTIVE</b><br><b>CBM1506 : STRATEGIC HUMAN RESOURCES MANAGEMENT (SHRM)</b>                                                                                                                                                                                                                                                                                                                                                                                                           |  | CREDIT                     | 3  |
| Semester                                                                          | I                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | HOURS                      | 45 |
| OBJECTIVES:                                                                       |                                                                                                                          | <ul style="list-style-type: none"><li>• To provide participants with a body of knowledge which will enable them to:</li><li>• Understand and apply human resource theory in the working environment understand the importance of human resource development to the success of a business.</li><li>• Make a positive contribution to the work of a human resource management department increase and enhance employment opportunities within the human resource development industry.</li></ul> |  |                            |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |
| <b>UNIT-I</b>                                                                     |                                                                                                                          | <b>AN OVERVIEW OF STRATEGIC HRM</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  | 12 hrs.                    |    |
|                                                                                   |                                                                                                                          | Understanding HRM in Context with Organizational Environment.                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                            |    |
| <b>UNIT-II</b>                                                                    |                                                                                                                          | <b>ALIGNING SYSTEMS WITH BUSINESS STRATEGY</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  | 11 hrs.                    |    |
|                                                                                   |                                                                                                                          | HR As a Sustained Competitive Advantage-Balance Scorecard-Linking HRM Practices with Organizational Outcomes-Auditing Practices; Strategy Formulation-Strategic Planning-Strategies for Workforce Utilization-Training & Development-Performance Management                                                                                                                                                                                                                                    |  |                            |    |
| <b>UNIT-III</b>                                                                   |                                                                                                                          | <b>HR IN GLOBAL PERSPECTIVE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  | 11 hrs.                    |    |
|                                                                                   |                                                                                                                          | Strategy in International Context-HRM Practices in Different Countries-Global Challenges-International Context of Business-Role of Global Managers; IHRM Model                                                                                                                                                                                                                                                                                                                                 |  |                            |    |
| <b>UNIT-IV</b>                                                                    |                                                                                                                          | <b>DESIGNING &amp; MANAGING SYSTEMS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  | 11 hrs.                    |    |
|                                                                                   |                                                                                                                          | Concept-Competency Mapping-Issues in Designing System-Technology Applications in HRM-Uses Applications of HRIS- Integrating the HRIS With organizational Systems                                                                                                                                                                                                                                                                                                                               |  |                            |    |
| <b>REFERENCES</b>                                                                 |                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |
| 1.                                                                                | Dreher, George & Thomas (2009); Human Resource Strategy: A Behavioral Perspective for the General Manager; Mc-Grew Hill. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |
| 2.                                                                                | Schuler Randall S. & Jackson Susan E.; Strategic HRM; Wiley India.                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |
| 3.                                                                                | Beardwell &Hold (2009); HRM - A Contemporary Perspective; Cengage.                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |
| 4.                                                                                | Aswathappa K. (2009) 5 <sup>th</sup> Edition; HRM \Text &Cases; Tata McGraw Hill.                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |
| 5.                                                                                | Tanuja Agarwala (2007); Strategic Human Resource Management; Oxford University Press.                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                            |    |

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| B. Com. (CBCS)                                                                    |                                                               |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| YEAR                                                                              | III                                                           | OPEN ELECTIVE                                                                                                                                                                                                                                                                                                |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                             | CPR1502 : RURAL ENTREPRENEURSHIP AND MANAGEMENT                                                                                                                                                                                                                                                              |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                               | To provide the understanding on various prospects and issues related to rural entrepreneurship and management.                                                                                                                                                                                               |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                               |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| UNIT-I                                                                            |                                                               | Entrepreneurship in Rural India-An Introduction<br>Rural Entrepreneurship-A Unique Emerging Concept<br>Skills for Making Rural Entrepreneurship a Success<br>Significance of entrepreneurship in Economic development & Barriers to entrepreneurship                                                         |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                               | Government Policies and Institutional Framework for Promoting Rural Entrepreneur- Government Agencies & Institution Supporting Small & Medium Enterprises- Financial Institutions Supporting Entrepreneur Activities-NABARD’S Innovations in Development Rural Entrepreneurship - Export Promotion Policies  |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                               | Financial Issues In Managing the Enterprise, Sources of Financing - Preparing Projected Financial Statement, Preparing Business Plan Statement - Managing Human Resource                                                                                                                                     |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                               | Dairy Cooperatives and Rural Development with Special Reference to Gujarat (Anand Model)- Khadi and Village Industries in North East India with Special Reference to Arunachal Pradesh: Retrospect and Prospect - ITC’s Choupal Sagar-An Innovative Rural Mall- Case Studies of successful Rural Enterprises |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                               |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 1.                                                                                | G Jegadeesan: Entrepreneurship and Rural Development in India |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 2.                                                                                | G.S.Batra: Development of Entrepreneurship.                   |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                           | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>BNK1503 : RETAIL BANKING</b>                                                                                                                   |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                               | To provide Students knowledge of various bank retail products and different types of facilities provided to their customers & its regulatory mechanisms.                               |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION TO RETAIL BANKING IN INDIA                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Introduction, Meaning, Features and Significance of Retail Banking in India, History, Evolution and Product Models in Retail Banking, Retail Banking v/s Wholesale Banking                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | RETAIL PRODUCTS                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Need and Requirements of Customers -Product Management and Policy, Product Development Process, Branding, Advertisements – Deposit and Credit Products - Stages in New Product Development, Retail Asset Products, Credit Card And Debit Card |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | MARKETING IN RETAIL BANKING                                                                                                                                                                                                                   |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Introduction, Delivery Channels, Marketing Mix, Delivery Models, Technology in Retail Banking                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | OTHER ISSUES RELATED IN RETAIL BANKING                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Recovery of Retail Loans, Defaults and Rescheduling, Recovery process, SARFAESI Act, Securitization of Assets, Third Party distribution in Retail Banking, Private Banking. Role of DICGC                                                     |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Retail Banking – Indian Institute of Banking and Finance – Macmillan                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                   | INTERDISCIPLINARY ELECTIVE                                                                                                                                                             |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                     | BEC1505 : PUBLIC FINANCE                                                                                                                                                               |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                       | To provide fundamental knowledge about public finance so as to enable the students to have understanding about the role of government policy.                                          |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | NATURE AND SCOPE OF PUBLIC FINANCE                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Government Activity in a Modern State- the Principle of Maximum Social Advantage, Public (Social) Goods- Mixed and Merit Goods, Functions of Public Finance- Allocative, Distributive, Stabilization and Development Functions                                                        |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | SOURCES OF GOVERNMENT REVENUE                                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Types of Taxes, Principles of Taxation, Incidence of Taxation, Effect of Taxation on Production and Distribution of Goods<br>Public Expenditure: Principles, Classification and Growth of Public Expenditure, Effect of Public Expenditure on Production, Distribution and Employment |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | PUBLIC DEBT                                                                                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Types of Public Debt, Burden of Public Debt and its Effect on the Economy Fiscal Policy, Role of Fiscal Policy in a Developing Economy.                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | BUDGETS                                                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Components of Budget - Balanced and Deficit Budget - Their Effects on the Economy - Role of Finance Commissions and the Planning Commission in the Devolution of Financial Resources                                                                                                  |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | H.L.Bhatia: Public Finance                                                                                                                                                                                                                                                            |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | H.Dalton: Principles of Public Finance                                                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | T.L.Hajela: Public Finance                                                                                                                                                                                                                                                            |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | R.K.Lekhi: Public Finance                                                                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>CPR1503 : RURAL INSTITUTIONS</b>                                                                                                               |  |                            | CREDIT  | 3  |
| Semester                                                                          | I                                                                                                                                                                                                                                                                  |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                    | To impart knowledge, develop skills and orientation towards rural scenario in India.                                                                                                   |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Rural Development Administration: Ministry of Rural Development, Organization structure of District Administration-District Rural Development Agency, its salient features, working- District Industries centre                                                    |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Panchayati Raj Institutions: history – Structure – Present scenario- Rural – E Governance through the Panchayati Raj Institution                                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Role of Voluntary Agencies- Non government Organizations (working particularly in Rural India) - Aims and Objectives - IT Kiosks in villages (through leading Indian IT & Telecom Companies)                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Rural Development Institutions –National Council of Rural Institution (NCRI): Origin, Model, Objective & Thrust- NABARD- IRMA – Anand- Institute of Integrated Rural development- National Institute of Rural Development- Khadi and Village Industries Commission |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Ahuja R. – Indian Social System                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | G. Palanithurai – Dynamics of new Panchayati Raj System in India.                                                                                                                                                                                                  |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Mathur M.V. – Panchavati Raj Administration                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |

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|  |     | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                              |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |     |                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| YEAR                                                                              | III | INTERDISCIPLINARY ELECTIVE                                                                                                                                                                                                                                                                                                          |  |                            | CREDIT  | 3  |
| Semester                                                                          | I   | ENG1502 : ENGLISH FOR COMPETITIVE EXAMINATIONS                                                                                                                                                                                                                                                                                      |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |     | The course is an attempt to equip different skills learners need at the undergraduate level and prepare them for competitive exams. The focus being on learner and teacher being a facilitator, the course attempts to develop in learners:<br>1. Linguistic Competence<br>2. Grammatical Competence<br>3. Communicative Competence |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |     |                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| UNIT-I                                                                            |     | INTRODUCTION TO ENGLISH LANGUAGE                                                                                                                                                                                                                                                                                                    |  |                            | 12 hrs. |    |
|                                                                                   |     | History of Language - Phonology – Morphology – Syntax – Semantics                                                                                                                                                                                                                                                                   |  |                            |         |    |
| UNIT-II                                                                           |     | VOCABULARY & GRAMMAR                                                                                                                                                                                                                                                                                                                |  |                            | 11 hrs. |    |
|                                                                                   |     | Word Building - Synonyms/ Antonyms – Homonyms - Idioms & Phrasal Verbs<br>Error Analysis: a) lexical/semantic b) Syntactic.                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-III                                                                          |     | STUDY SKILLS                                                                                                                                                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   |     | Dictionary Skills - Reference Skills – Summarizing - Note-Making/Taking                                                                                                                                                                                                                                                             |  |                            |         |    |
| UNIT-IV                                                                           |     | READING AND WRITING SKILLS                                                                                                                                                                                                                                                                                                          |  |                            | 11 hrs. |    |
|                                                                                   |     | Reading Comprehension - Expansion of Proverbs/Notes - Paragraph Writing.                                                                                                                                                                                                                                                            |  |                            |         |    |
| REFERENCES                                                                        |     |                                                                                                                                                                                                                                                                                                                                     |  |                            |         |    |
| 1.                                                                                |     | Achar, Deeptha, et al. <i>Basics of Academic English J</i> . Orient Blackswan: Hyderabad. 2012.                                                                                                                                                                                                                                     |  |                            |         |    |
| 2.                                                                                |     | Achar, Deeptha, et al. <i>English for Academic Purposes Book-1</i> . University Granthnirman Board: Ahemdabad. 2011.                                                                                                                                                                                                                |  |                            |         |    |
| 3.                                                                                |     | Achar, Deeptha, et al. <i>English for Academic Purposes Book-2</i> . University Granthnirman Board: Ahemdabad. 2011.                                                                                                                                                                                                                |  |                            |         |    |
| 4.                                                                                |     | Aggarwal, N. D. <i>A Senior English Grammar and Composition</i> . New Delhi: Goyal Brothers Prakashan. 2003.                                                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                |     | Bhatnagar, R .P. <i>English for Competitive Exams</i> . Delhi: MacMillan Publications. 2009.                                                                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>STA1501 : OPERATION RESEARCH TECHNIQUES</b>                                                                                                    |  |  | CREDIT                     | 3       |
| Semester                                                                          | I                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                        |  |  | HOURS                      | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| UNIT-I                                                                            | Introduction to Operation Research- Operation Research approach to decision making<br>Linear Programming: - Application and Modal formulation: Graphical method for solving Linear Programming (two variables) and Simplex method for solving Linear Programming (three variables) |                                                                                                                                                                                        |  |  |                            | 12 hrs. |
|                                                                                   |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| UNIT-II                                                                           | Transportation Problem -Introduction<br>Methods for finding Initial solution:-North West Corner rule<br>Vogel's Approximation Methods for finding Optimal solution:-MODI method<br>Assignment Problem -Introduction -Hungarian Method -Enumeration Method -Transportation Method   |                                                                                                                                                                                        |  |  |                            | 11 hrs. |
|                                                                                   |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| UNIT-III                                                                          | Inventory Management -Introduction<br>Deterministic Basic Models:-EOQ with and without shortages -Rate of replenishment<br>Finite and Instantaneous rate of replenishment -Idea of probability Inventory Models                                                                    |                                                                                                                                                                                        |  |  |                            | 11 hrs. |
|                                                                                   |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| UNIT-IV                                                                           | Project Management (PERT &CPM) - Introduction.<br>Basic concepts of Network Analysis -Time estimates in critical path method -Critical path method<br>Programme Evaluation and Review techniques (PERT) – Distinction between PERT and CPM                                         |                                                                                                                                                                                        |  |  |                            | 11 hrs. |
|                                                                                   |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |  |                            |         |
| 1.                                                                                | Operation Research by J.K.Sharma                                                                                                                                                                                                                                                   |                                                                                                                                                                                        |  |  |                            |         |
| 2.                                                                                | Operation Research by Kantiswarup                                                                                                                                                                                                                                                  |                                                                                                                                                                                        |  |  |                            |         |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                  |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                              | <b>CORE COMPULSORY</b><br><b>AFC1601 : PERSONAL FINANCE &amp; INVESTMENT</b>                                                                                                           |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                               |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                  | To equip learners with basic knowledge of Personal Finance and Life-cycle Investing.                                                                                                   |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                  |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                                                                  |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Personal Finance: Introduction, Goals, Importance of Personal Financial Management<br>Personal Financial Statements (Income Statement and Balance Sheet)         |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           |                                                                                                                                                                  |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Spending money wisely, Tax Planning for Personal Incomes<br>Financial Planning and Budgeting<br>Borrowings for Short term and Long term Personal needs           |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          |                                                                                                                                                                  |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Insurance: Life, Health, Property and Liabilities, etc.<br>Retirement & Estate Planning                                                                          |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           |                                                                                                                                                                  |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Life-cycle Investing, Savings and Investments, Investing Fundamentals<br>Avenues for Investments: Financial Assets, Real Estate, Gold, Silver, Art Objects, etc. |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                  |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Jeff Madura, 3 <sup>rd</sup> Ed: Personal Finance (Pearson)                                                                                                      |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Kapoor, Dlabay & Hughes: Personal Finance ( McGraw-Hill College )                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Richard J. Stillman: Guide to Personal Finance : A Life Time Programme of Money Management ( PH )                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | Arthur J. Keown : Personal Finance - ( PH )                                                                                                                      |                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                | Robert S. Rosefsky : Personal Finance ( John Wiley )                                                                                                             |                                                                                                                                                                                        |  |                            |         |    |
| 6.                                                                                | Personal Financial Planning ( ICFAI Textbook )                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |
| 7.                                                                                | Preeti Singh: Investment Management (Himalaya Pub. House)                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |

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|  |                                                                                           | <b>The Maharaja Sayajirao University of Baroda</b><br><b>Faculty of Commerce</b><br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                           |                                                                                                                                                                                                                                                                |  |                            |         |    |
| YEAR                                                                              | III                                                                                       | <b>CORE COMPULSORY</b><br><b>LAW1608 : BUSINESS LAW - II</b>                                                                                                                                                                                                   |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                        |                                                                                                                                                                                                                                                                |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                           | To provide basic knowledge of business and allied laws with emphasis on their applications in business decision making.                                                                                                                                        |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                           |                                                                                                                                                                                                                                                                |  |                            |         |    |
| UNIT-I                                                                            |                                                                                           | The Negotiable Instruments Act, 1881: Object of the Act - Definition of Negotiable Instrument-Types of Negotiable Instrument- Promissory Note, Bill of Exchange and Cheque<br>The Information Technology Act, 2000:<br>Object of the Act -Important Provisions |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                                           | The Indian Partnership Act, 1932: Object of the Act, Important Provisions<br>The Consumer Protection Act, 1986: Object of the Act, Important Provisions                                                                                                        |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                           | The Companies Act, 1956: Object of the Act- Important Definitions - Kinds of Company - Formation of Company - Memorandum of Association, Articles of Association and Prospectus- Membership in a Company - Company Management- Meetings and Proceedings        |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                                           | The Limited Liability Partnership Act, 2008: Object of the Act - Important Provisions<br>The Micro, Small and Medium Enterprise Development Act 2006- Object of the Act- Important Provisions                                                                  |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                           |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 1.                                                                                | N.D. Kapoor: Elements of Mercantile Law, 33 <sup>rd</sup> Ed., 2012 (Sultan Chand & Sons) |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 2.                                                                                | R K Bangia: Business Law                                                                  |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 3.                                                                                | M C Kucchal: Business Law.                                                                |                                                                                                                                                                                                                                                                |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                               | <b>CORE COMPULSORY</b><br><b>CBM1601 : MARKETING RESEARCH (MR)</b>                                                                                                                                                                                                                                                                                                                                                                                                         |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                   | <ul style="list-style-type: none"><li>• To provide students with the fundamental skills in marketing research, various research design;</li><li>• To provide students with the ability to analyze marketing research activities necessary for making sound marketing decisions;</li><li>• Students are able to understand the proper use of various research techniques and able to know at least some of the techniques used for different research objectives.</li></ul> |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-I                                                                            | AN INTRODUCTION TO MARKETING RESEARCH                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | 12 hrs. |    |
|                                                                                   | Marketing Research [Definition-Scope-Types-Applications-Limitations] Marketing Research & MKIS- Marketing Research Process- Research Design (In Brief)            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-II                                                                           | SOURCES OF INFORMATION AND METHODS OF DATA COLLECTION                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | Secondary Data [Meaning-Sources-Evaluating SD (In Brief)]-Primary Data [Drafting of Questionnaire; Scaling Techniques (In Brief)]                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-III                                                                          | SAMPLING DECISIONS                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | Basic Terms of Sampling-Sampling Process-Methods of Sampling-Limitations of Sampling-Sample Size Decisions [Theoretical Concepts only-In Brief]                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| UNIT-IV                                                                           | DATA ANALYSIS, INTERPRETATION AND REPORT WRITING                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            | 11 hrs. |    |
|                                                                                   | Editing-Coding-Tabulation [An Overview]-Testing of Hypothesis [Meaning-Types& Procedure; [Theoretical Concepts Only-In Brief]-Report Preparation and Presentation |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 1.                                                                                | G. C. Beri (2000) 3 <sup>rd</sup> Edition; Marketing Research; Tata McGraw-Hill Publishing Company Limited.                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 2.                                                                                | Luck and Rubin, Marketing Research - Prentice Hall of India 7 <sup>th</sup> Edition.                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 3.                                                                                | Boyd and West fall; Marketing Research.                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 4.                                                                                | Richard Irain Churchill; Marketing Research.                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 5.                                                                                | C.R. Kothari (2004) 2 <sup>nd</sup> Edition; Research Methodology: New Age International (P) Limited, Publishers; Reprint, 2004.                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 6.                                                                                | Naresh Malhotra (2007) 5 <sup>th</sup> Edition; Marketing Research; Pearson Education.                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 7.                                                                                | Marketing Research (1991); Text, Applications and Case Studies; Ramanuj Majmudar; New Age International (p) Ltd.                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |
| 8.                                                                                | Naresh Malhotra & Others (2010) 6 <sup>th</sup> Edition; Marketing Research; An Applied Orientation; Pearson Education.                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce,<br>Department of Business Economics<br>Faculty of Commerce, Sayaji Gunj, Vadodara- 390002,<br>Contact details: 02652975768 |  | ACADEMIC YEAR<br>2018-2019 |        |        |
| <b>B.Com. (CBCS)</b>                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |                            |        |        |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>CORE COMPULSOTY</b>                                                                                                                                                                                |  |                            | CREDIT | 3      |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>INTERNATIONAL FINANCE</b>                                                                                                                                                                          |  |                            | HOURS  | 45     |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                      | To acquaint with the problem of International Monetary and Financial Institutions and their role in the era of globalization.                                                                         |  |                            |        |        |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-I                                                                            | <b>FOREIGN EXCHANGE AND BALANCE OF PAYMENTS</b>                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |                            |        | 12 Hrs |
|                                                                                   | <b>Foreign Exchange:</b> Meaning and Instruments, Foreign Exchange Rate Determination.<br>Concepts: Equilibrium Exchange Rate, alternative Exchange Rates, Purchasing Power Parity Theory;<br><b>Balance of Payments:</b> Balance of Trade and Balance of Payments, Components of Balance of Payments, Autonomous and Accommodating Transactions in the Balance of Payments, Equilibrium in the Balance of Payments. |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-II                                                                           | <b>BALANCE OF PAYMENT AND ITS ADJUSTMENTS</b>                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                       |  |                            |        | 11 Hrs |
|                                                                                   | Disequilibrium in the Balance of Payments, Measures to correct deficits in the Balance of Payments- Devaluation: Meaning, Effects, Conditions, J-Curve, Direct Controls, Automatic Adjustments in Balance of Payment with flexibility in Prices, Interest and Income levels, Controlled Floating, Adjustable Peg, Crawling Peg, Clean and Dirty Floating, Breton Woods System.                                       |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-III                                                                          | <b>INTERNATIONAL LIQUIDITY AND INVESTMENT</b>                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                       |  |                            |        | 11 Hrs |
|                                                                                   | Composition of International Reserve, Inadequacy of International Liquidity. IMF and International Liquidity, SDR, Foreign Direct Investment: Meaning, Types, Significance and Impact.                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-IV                                                                           | <b>GLOBAL FINANCIAL INSTITUTIONS AND MARKET</b>                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |                            |        | 11 Hrs |
|                                                                                   | The World Bank (IBRD), International Finance Corporation (IFC), Asian Development Bank (ADB) International Banking: Meaning, Types, Factors leading to growth of International Banking. Euro-Dollar Market: Meaning, Evaluation, Benefits, Effects and Shortcoming.                                                                                                                                                  |                                                                                                                                                                                                       |  |                            |        |        |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |                            |        |        |
| 1                                                                                 | D. M. Mithani: Introduction to International Economics                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |        |
| 2                                                                                 | H. G. Mannur: International Economics                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                       |  |                            |        |        |
| 3                                                                                 | Francis Cherunilam: International Economics                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                       |  |                            |        |        |
| 4                                                                                 | M. C. Vaish and Sudama Singh: International Economic                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                       |  |                            |        |        |
| 5                                                                                 | D.N. Dwivedi : International Economics                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |        |
| 6                                                                                 | M.L. Jhingan : International Economics                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |        |

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|  |                                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                             |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                              |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| YEAR                                                                              | III                                                                          | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN ACCOUNTING AND AUDITING</b><br><b>AFC1602 : COMPANY AUDIT SPECIAL</b>                                                                                                                                        |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                           |                                                                                                                                                                                                                                                                    |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                              | To have a fundamental and basic knowledge in the field of Audit under various statutes                                                                                                                                                                             |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                              |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| <b>UNIT-I</b>                                                                     |                                                                              | Provision relating to auditors under The Companies Act: Appointment, Reappointment, Remuneration and Removal of Auditors, Qualifications and Disqualifications- Rights, Powers, Duties and Liabilities of an Auditor                                               |  |                            | 12 hrs. |    |
| <b>UNIT-II</b>                                                                    |                                                                              | Statutory Report to be placed before Statutory Meeting- Dividend and Appropriation of Profits including Divisible Profits - Share Capital and Debenture Audit- Investigation – Meaning, Difference between Investigation and Audit, various Types of Investigation |  |                            | 11 hrs. |    |
| <b>UNIT-III</b>                                                                   |                                                                              | Provisions of the Companies Act pertaining to: Books of accounts to be kept by the Company- Annual Accounts & Balance Sheet- Auditors Report- Branch Audit-Power of Central government to direct special audit in certain cases- Cost audit                        |  |                            | 11 hrs. |    |
| <b>UNIT-IV</b>                                                                    |                                                                              | Audit under Fiscal Laws: Tax Audit, VAT Audit- Auditing in Computerized Environment- Recent Trends in Company Audit                                                                                                                                                |  |                            | 11 hrs. |    |
| <b>REFERENCES</b>                                                                 |                                                                              |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 1.                                                                                | Aruna Jha: Auditing and Assurance (Taxman)                                   |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 2.                                                                                | Ravindra Kumar Virendra Sharma: Auditing – Principles and Practice (PHI)     |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 3.                                                                                | P.G. Saxena: Principles and Practice of Auditing (Himalaya Publishing House) |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 4.                                                                                | B.N. Tandon: Practical Auditing (S.Chand & Co.Ltd.)                          |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 5.                                                                                | S.D. Sharma: Auditing Principles and Practice (Taxman)                       |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 6.                                                                                | D.S. Rawat: Student Guide to Auditing Standards (Taxman)                     |                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 7.                                                                                | Study Material of Institute of Chartered Accountants of India.               |                                                                                                                                                                                                                                                                    |  |                            |         |    |

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|  |                                                                                  | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                         |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                  |                                                                                                                                                                                                                                                                |  |                            |         |    |
| YEAR                                                                              | III                                                                              | <b>CORE ELECTIVE</b><br><b>GROUP-B: SPECIALISATION IN ACCOUNTING AND FINANCE</b><br><b>ACF 1603 : SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>                                                                                                             |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                               |                                                                                                                                                                                                                                                                |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                  | To provide fundamental and application oriented knowledge about the basic tools and techniques of Security Analysis and Portfolio Management.                                                                                                                  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                  |                                                                                                                                                                                                                                                                |  |                            |         |    |
| UNIT-I                                                                            |                                                                                  | Investment, Investment vs. Speculation vs. Gambling, Investment Alternatives, & Criteria for Evaluation<br>Risk and Return: Sources of Risk, Types of Risk, Components of Return, Measuring Historical Return and Risk, and Measuring Expected Return and Risk |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                                  | Equity Valuation<br>Fundamental Analysis (Economy-Industry-Company Analysis)                                                                                                                                                                                   |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                  | Technical Analysis: Basic Premises, Dow Theory, Charting Techniques, Technical Indicators - Efficient Market Hypothesis (EMH): Three levels of market efficiency, and Implications for Investment Analysis- Capital Asset Pricing Model (CAPM).                |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                                  | Bond Prices and Yields- Portfolio Theory: The Benefits of Diversification, Portfolio Return and Risk, Measurement of Movements in Security Returns, Efficient Frontier, Optimal Portfolio - Portfolio Management Framework: The Grand Design                   |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                  |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 1.                                                                                | Investment Analysis & Portfolio Management - Prasanna Chandra ( TMH )            |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 2.                                                                                | Investment Management - Preeti Singh (Himalaya Pub.)                             |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 3.                                                                                | Security Analysis & Portfolio Management - Dhanesh Khatri (Macmillan)            |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 4.                                                                                | Investments - Bodie, Kane, Marcus and Mohanty ( TMH )                            |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 5.                                                                                | Fundamentals of Investments – Alexander, Sharpe & Bailey (PHI)                   |                                                                                                                                                                                                                                                                |  |                            |         |    |
| 6.                                                                                | Study Material on Investment Analysis & Portfolio Management Module (NCFM – NSE) |                                                                                                                                                                                                                                                                |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                      | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN BANKING AND INSURANCE</b><br><b>BNK1601 : HEALTH INSURANCE</b>                                                                            |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                          | To provide Students knowledge of current aspects in health insurance segment as an emerging general insurance product & its regulatory mechanisms.                                     |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Introduction to Health Insurance: Concept, Evolution, Health Financing Models and Health Financing in India                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           |                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Health Insurance Products in India- Policies: Individual Mediclaim Policy, Bhavishya Arogya Policy, Jan Arogya Bima Policy, Cancer Insurance, Group Mediclaim Policy, Overseas Medical Cover-Floater Policies, Top-Up Plans and Other Plans and Policies |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          |                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Health Insurance Data, Pricing and Reserving, Regulatory and Legal Aspects of Health Insurance, Customer Service in Health Insurance                                                                                                                     |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           |                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Health Insurance Fraud, Reinsurance, Health Insurance Underwriting, Health Insurance Policy Forms and Clauses- Current Health Insurance Scenario in India and Global- Current Issues in Health Insurance                                                 |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Insurance Products – IIBF                                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Health Insurance(IC – 27) – Insurance Institute of India.                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |

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|  |                                                                | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Department of Business Economics<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC<br>YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                |                                                                                                                                                                                                                            |  |                               |         |    |
| YEAR                                                                              | III                                                            | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN BANKING AND INSURANCE</b><br><b>BEC-1602: BUSINESS PORTFOLIO ANALYSIS</b>                                                                                                     |  |                               | CREDIT  | 3  |
| Semester                                                                          | II                                                             |                                                                                                                                                                                                                            |  |                               | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                | To Equip the students with the foundation of portfolio analysis.                                                                                                                                                           |  |                               |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                |                                                                                                                                                                                                                            |  |                               |         |    |
| UNIT-I                                                                            |                                                                | <b>The Investment Environment</b>                                                                                                                                                                                          |  |                               | 12 hrs. |    |
|                                                                                   |                                                                | a. Some basic concepts in portfolio analysis<br>b. Investment alternatives and attributes,<br>c. Investment profile<br>d. Markets for financial assets<br>e .Risk analysis<br>f. Hedging and insurance                     |  |                               |         |    |
| UNIT-II                                                                           |                                                                | <b>Strategies of Equity Analysis</b>                                                                                                                                                                                       |  |                               | 11 hrs. |    |
|                                                                                   |                                                                | a .Fundamental analysis<br>b. Technical analysis<br>c. Share valuation<br>d. Portfolio analysis                                                                                                                            |  |                               |         |    |
| UNIT-III                                                                          |                                                                | <b>Strategies for Debt Instrument Analysis</b>                                                                                                                                                                             |  |                               | 11 hrs. |    |
|                                                                                   |                                                                | a. Meaning and types of debt instruments<br>b. Their attributes<br>c. Bond valuation and their ratings                                                                                                                     |  |                               |         |    |
| UNIT-IV                                                                           |                                                                | <b>Derivatives and Risk Analysis</b>                                                                                                                                                                                       |  |                               | 11 hrs. |    |
|                                                                                   |                                                                | a. Meaning and types of derivatives<br>b. Analysis of futures and options<br>c. Risk Assessment<br>d. Factors affecting risk<br>e. Risk reductions strategies                                                              |  |                               |         |    |
| REFERENCES                                                                        |                                                                |                                                                                                                                                                                                                            |  |                               |         |    |
| 1.                                                                                | John Hull: Fundamental of Futures and Options                  |                                                                                                                                                                                                                            |  |                               |         |    |
| 2.                                                                                | Kevin S: Portfolio Management                                  |                                                                                                                                                                                                                            |  |                               |         |    |
| 3.                                                                                | Prasanna Chandra: Investment Analysis and Portfolio Management |                                                                                                                                                                                                                            |  |                               |         |    |
| 4.                                                                                | Fischer and Jordan: Security Analysis and portfolio Management |                                                                                                                                                                                                                            |  |                               |         |    |
| 5.                                                                                | Zvi Bodie and others; Financial Economics                      |                                                                                                                                                                                                                            |  |                               |         |    |
| 6.                                                                                | Damodaran A: Investment Valuation                              |                                                                                                                                                                                                                            |  |                               |         |    |
| 7.                                                                                | Paramseshwaran S: Fundamentals of Financial Instruments        |                                                                                                                                                                                                                            |  |                               |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                   | <b>CORE ELECTIVE</b><br><b>GROUP-B: SPECIALISATION IN OPEN ECONOMY &amp; INTERNATIONAL BUSINESS</b><br><b>BEC1603 : FOREIGN EXCHANGE MARKETS: THEORY AND PRACTICE</b>                  |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                       | Introducing the tools for analyzing the foreign exchange market and providing theoretical and practical perspectives.                                                                  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | INTRODUCTION TO FOREIGN EXCHANGE MARKET                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Concept and Meaning of Foreign Exchange and Foreign Exchange Market, Determination of Exchange Rate, Types of Exchange Rate and Factors Affecting Exchange Rate, Changes in the Exchange Rate with Reference to Disequilibrium in BOP |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | FOREIGN EXCHANGE, PPP AND INTEREST RATE                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Foreign Exchange Rate and Purchasing Power Parity (PPP).Forward foreign exchange rate and Currency Swaps, Foreign Exchange rate and interest rate                                                                                     |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | FOREIGN EXCHANGE EXPOSURE AND MANAGEMENT                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Foreign Exchange Operating Exposure, Debt and Foreign Exchange Exposure, Foreign Exchange Reserve Management in India.                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | FOREIGN EXCHANGE POLICIES                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Foreign Exchange Risks, Strategies for Managing Exchange Rate Risks, Objectives of Exchange Control, Methods and effects of Exchange Control, Foreign Exchange Regulation Act (FERA) and Foreign Exchange Management Act (FEMA).      |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Thomas J. O'Brien: International Finance, Oxford University Press.                                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Francis Cherunilam: International Economics.                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Misra and Puri: International Economics.                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                       | <b>CORE ELECTIVE</b><br><b>GROUP-A: SPECIALISATION IN MARKETING MANAGEMENT</b><br><b>CBM1602 : MARKETING MANAGEMENT: CASE STUDIES: (MM: CS)</b>                                        |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                           | The objective is to enable students to build a sound practical understanding and inculcating the analytical ability to handle the real marketing situation.                            |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | AN INTRODUCTION TO MARKETINGMANAGEMENT                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Introduction to Case Method of Learning- What is Case? (Meaning)- Case Study Process- Case Evaluation-Marketing Mix-Market Segmentation- Consumer Behavior (Influences on Buying Behavior-Buying Decision Process-Life Style Marketing                    |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | PRODUCT & PRICING STRATEGIES                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Product Strategy (With a focus on New Product Development, Product positioning)<br>Pricing Strategy                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | PLACE & PROMOTION STRATEGIES                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Place Strategy (Selection of Channel, Channel Management Decision, Retailing)<br>Promotion Strategy (With a focus on Advertising: Preparation of an Ad copy, Ad - Campaign, Selection of Media-Determination of Media-Mix-Allocation of Promotion Budget) |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | CONTEMPORARY ISSUES OF MARKETING                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Societal Marketing-Emerging Issues in Marketing- Sales Management and Sales Promotion<br>Marketing of Services                                                                                                                                            |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                           |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Subhash C Mehta; Marketing: Environment, Concepts and Cases.                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Majmudar; Product Management in India.                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Khurana, Dholakia, Bhandari and Jain (1997); Marketing Management: Cases and Concepts; MacMillan India Limited, Reprinted 1997.                                                                                                                           |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | M.L.Bhasin; Cases in marketing management.                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                | S.L.Gupta, M.K.Rampal; Cases in Sales and Distribution.                                                                                                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |
| 6.                                                                                | R. Srinivasan (2003) 2 <sup>nd</sup> Edition; Cases Studies in Marketing; Prentice Hall of India.                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| 7.                                                                                | Mukesh Pandey (2009); Contemporary Indian Cases in Marketing; Biztantra, New Delhi, Reprint 2009.                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                     |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                 | <b>CORE ELECTIVE</b><br><br><b>GROUP-B: SPECIALISATION IN HUMAN RESOURCE MANAGEMENT</b><br><b>CBM1603 : HUMAN RESOURCE MANAGEMENT: CASE STUDIES: (HRM: CS)</b>                         |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                  |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                     | The objective is to enable students to build a sound practical understanding and inculcating the analytical ability to handle the real Human Resource Management situation.            |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                     |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | HR EFFECTIVENESS & INTERVENTION                                                                     |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Effectiveness-Interventions                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | PROCUREMENT                                                                                         |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Manpower Planning-Recruitment-Selection                                                             |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | COMPENSATION & PERFORMANCE MANAGEMENT                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Wage & Compensation Management-Performance Management Systems                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | CONTEMPORARY ISSUES OF HRM & IR                                                                     |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Mergers-Collective Bargaining & Other Related Issues                                                |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                     |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | R.K. Suri and S.L. Gupta (2007); Case Studies in Human Resource Management, Pentagon Press.         |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | S.K. Bhatia (2010); Case Studies in Human Resource Management; Deep and Deep.                       |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Nageshwar Rao & Das (2010); Cases in Human Resource Management; Himalaya Publishing House Pvt. Ltd. |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | Sadri, S. (2009); A Case Study Approach to HRM; Himalaya Publishing House Pvt. Ltd.                 |                                                                                                                                                                                        |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                 |                                                                                                                                                                                                                                                |  |  |                            |         |    |
| YEAR                                                                              | III                                                                                             | <b>CORE ELECTIVE</b><br><b>SPECIALISATION IN RURAL ENTREPRENEURSHIP &amp; MANAGEMENT</b><br><b>CPR1601 : MICRO FINANCE</b>                                                                                                                     |  |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                              |                                                                                                                                                                                                                                                |  |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                 | To familiarize students with a broad understanding about the concepts of microfinance and institutional roles of its promotion as functional agents. To make students understand the role of micro-finance in economic and social development. |  |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                 |                                                                                                                                                                                                                                                |  |  |                            |         |    |
| UNIT-I                                                                            |                                                                                                 | Microfinance: Meaning and Importance-Microfinance as a Tool for Development- Types of Microfinance Institutions in India: NGOs, NBFCs, Co-operatives                                                                                           |  |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                                                 | Microfinance Models: Grameen Model - Joint Liability Group - SHG Model                                                                                                                                                                         |  |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                                                 | Evolution and character of microfinance in India- SHG-Bank Linkages Programs in India- Role of NABARD in Micro Finance in India- Microfinance in India: Present and Future                                                                     |  |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                                                 | Legal and regulatory framework - Achievements and Challenges to Microfinance- Microfinance Institutions in India: Some Case Studies                                                                                                            |  |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                 |                                                                                                                                                                                                                                                |  |  |                            |         |    |
| 1.                                                                                | Microfinance India: State of the Sector Report 2010 – Sage Publication                          |                                                                                                                                                                                                                                                |  |  |                            |         |    |
| 2.                                                                                | Beatriz Armendariz and Jonathan Morduch: The Economics of Microfinance                          |                                                                                                                                                                                                                                                |  |  |                            |         |    |
| 3.                                                                                | Suresh M Sundaresan: Microfinance: Emerging Trends and Challenges                               |                                                                                                                                                                                                                                                |  |  |                            |         |    |
| 4.                                                                                | M Yunus & Karl Webe: Creating a World without Poverty: Social Business and Future of Capitalism |                                                                                                                                                                                                                                                |  |  |                            |         |    |

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|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|---------|----|
|  |                                                                             | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                            |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                             |                                                                                                                                                                                                                                                   |  |                            |         |    |
| YEAR                                                                              | III                                                                         | <b>OPEN ELECTIVE</b><br><b>ACF 1604 : FINANCIAL REPORTING</b>                                                                                                                                                                                     |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                          |                                                                                                                                                                                                                                                   |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                             | To impart working knowledge on Financial reporting of corporate entities                                                                                                                                                                          |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                             |                                                                                                                                                                                                                                                   |  |                            |         |    |
| UNIT-I                                                                            |                                                                             | Mandatory Reporting Requirements in Compliance with Company Law: Significant accounting policies, Auditors report, Corporate Governance Report, Directors’ Report, Management Discussion and Analysis etc.                                        |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                                             | Interim Financial Reporting –as per relevant Accounting Standard<br>Segment Reporting- as per relevant Accounting Standard                                                                                                                        |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                                             | Calculation and Reporting of EPS- as per relevant Accounting Standard<br>Calculation and Reporting of Employee Benefits –as per relevant Accounting Standard                                                                                      |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                                             | Financial Institutions, Mutual Funds, Financial Services Companies, etc.<br>Recent Trends in Financial Reporting: Value Added Statement, Brand Valuation, Human Resource Valuation, Corporate Social Responsibility, Environmental Reporting etc. |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                             |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 1.                                                                                | Advanced Accounting by Dr. S.N.Maheshwari-Vikas Publishing House            |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 2.                                                                                | Advanced Accounting by Ashok Sehgal- Taxman Publication                     |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 3.                                                                                | Advanced Accounting by M.C.Shukla and T.S.Grewal – Sultan Chand Publication |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 4.                                                                                | Modern Accounting by Hanif and Mukherjee- Tata McGraw-Hill Publication      |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 5.                                                                                | Advanced Accounting by R.L.Gupta and M. Radhaswamy – S.Chand Publication    |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 6.                                                                                | Students Guide to Accounting Standards- By D.S.Rawat- Taxman Publication    |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 7.                                                                                | Relevant study material issued by ICAI, ICWAI and ICSI.                     |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 8.                                                                                | Introduction to IFRS by Dr.T.P.Ghosh- Taxman publication                    |                                                                                                                                                                                                                                                   |  |                            |         |    |
| 9.                                                                                | Corporate Financial Reporting By Jawaharlal - Taxman publication.           |                                                                                                                                                                                                                                                   |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | OPEN ELECTIVE                                                                                                                                                                          |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ACF1605 : FINANCIAL MARKETS                                                                                                                                                            |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | To provide basic and practical knowledge of the activities of the Indian Financial Markets.                                                                                            |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | FINANCIAL MARKETS: AN OVERVIEW                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                   | Indian Financial System - Financial Markets: Functions, Classification, Participants and Products, Institutions: Regulators, Exchanges, Depositories and Banking Institutions -Sources of Market Information - Regulatory Framework.                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                           | PRIMARY & SECONDARY EQUITY MARKET                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Equity Shares - DIP Guidelines 2000 - Public Issue ( Fixed Price & Book Building ) – IPO Grading, Merchant Banking - Online IPOs – ‘Demat’ & ‘Remat’ – Abridged Prospectus / Offer Document - How to apply using Share Application Form ? - Rights Issue – Preferential Allotment - Other Regulations.<br>Stock Exchanges – Membership and Management - Listing – Trading and Settlement – Trading Rules – KYC - Contract Note - Circuit Filters – Investor Protection Fund – Market Data : Turnover, Market Capitalization, Prices, Liquidity, Transaction Costs – Risk Management – Indices – Market Grievances and Arbitration Mechanism. |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                          | DEBT AND DERIVATIVE MARKETS: BASICS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Money Market - Corporate Debt Market – Government Securities Market – Credit Rating – Bond Prices and Yields - Regulations<br>Derivatives: Definition – Products – Participants and Functions – Trading Mechanism – Contract Specifications – Clearing & Settlement – Types of Derivatives – Futures and Options : Features, Differences - Futures and Options on Individual Stock and Indices – How Option works - Call and Put Options - Payoffs - Market Data : Turnover, Open Interest etc.                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                           | MUTUAL FUNDS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                   | Concept - Types of Schemes / Funds – Special Funds such as Exchange Traded Funds, Fund of Funds, Commodity Funds - Fund Structure and Constituents - Regulations on the Investments of a Mutual Fund – Role of Fund Manager - Key Financial Numbers.                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Investment Analysis & Portfolio Management - Prasanna Chandra (TMH)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Study Material on Securities Market (Basic) Module (NCFM - NSE)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Study Material on Financial Markets: A Beginner’s Module (NCFM - NSE)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | Financial Institutions and Markets - L. M. Bhole (TMH)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                | Security Analysis & Portfolio Management - Dhanesh Khatri (Macmillan)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| 6.                                                                                | Indian Capital Market - Dr. V.A. Avadhani (Himalaya)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                        |  |                            |         |    |
| 7.                                                                                | Capital Market: The Indian Financial Scene - N. Gopalsamy (MacMillan)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                        | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                                                    | OPEN ELECTIVE                                                                                                                                                                          |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                                     | ACF 1606 : ACCOUNTING FOR SPECIAL ENTITIES                                                                                                                                             |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                        | To impart working knowledge of preparation and presentation of financial statement of special entities.                                                                                |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                            | Holding Company Accounts (with one Subsidiary Company): Preparation and presentation of Consolidated Profit & Loss Account and Balance Sheet as per relevant Accounting Standards.                                                                                                                                                     |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
| UNIT-II                                                                           | Accounts of Banking Companies: Legal Provisions relating to Final Accounts of Banking Companies- Disclosure of Accounting Policies- Prescribed Format of Profit & Loss a/c and Balance Sheet- Norms of Income recognition- NPAs- Asset Classification- Provisioning Norms- Capital Adequacy Norms- Accounting for Hospitality Business |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
| UNIT-III                                                                          | Accounts of Insurance Companies: Meaning- Life Insurance – General Insurance- Terminology- Statutory Financial Statements of Life and General Insurance Business as per prescribed Formats (IRDA) - Accounting for Airline Services                                                                                                    |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           | Accounting and Financial Reporting of Financial Institutions, Mutual Funds, Financial Intermediaries, Financial Services Companies, etc                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                | Advanced Accounting by Dr. S.N.Maheshwari-Vikas Publishing House                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                | Advanced Accounting by Ashok Sehgal- Taxman Publication                                                                                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                | Advanced Accounting by M.C.Shukla and T.S.Grewal – Sultan Chand Publication                                                                                                                                                                                                                                                            |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                | Advanced Accounting by R.L.Gupta and M. Radhaswamy – S.Chand Publication                                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |
| 5.                                                                                | Students Guide to Accounting Standards- By D.S.Rawat- Taxman Publication                                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |
| 6.                                                                                | Relevant study material issued by ICAI, ICWAI and ICSI.                                                                                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 7.                                                                                | Hospitality Financial Accounting by Weygandt, Kieso, Kimmel and DeFranco- John Willey Publication                                                                                                                                                                                                                                      |                                                                                                                                                                                        |  |                            |         |    |
| 8.                                                                                | Hospitality Accounting by Kotas and Conlan – Cengage Learning Publication                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            |         |    |
| 9.                                                                                | Airline Finance by Morrell P.S., Aldershot, Ashgate.                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |
| 10.                                                                               | Study material on Airline Finance and Accounting by IATA                                                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                  |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>OPEN ELECTIVE</b><br><b>BNK1602 : INSURANCE LAWS AND REGULATIONS</b>                                                                                                                                                                                                                 |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                         |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                     | To provide students various important legislations and decided cases and their impact upon the insurance business in general. At the end of the course Students therefore, must be fairly get acquainted with the legal aspects having a bearing on insurance business and transactions |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-I                                                                            | INSURANCE BUSINESS                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                         |  |                            | 12 hrs. |    |
|                                                                                   | Objectives, Nature and Emerging Trends in Insurance Business- Insurance & Risk; Insurance & Contract of Indemnity -Insurance & Bailment- Insurance & Contract of Guarantee -Time Period of Insurance Contract and Life & General Insurance Contract- Formulation of Insurance Contract- Documents Used in Insurance Contract- Matters Related to Policy Plans, Premium, Servicing of Claims, Nomination and Assignments of Policies |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-II                                                                           | INSURANCE LAWS & REGULATIONS                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                         |  |                            | 11 hrs. |    |
|                                                                                   | Historical Evolution of Insurance Laws in India- Insurance Act, 1938 (As Amended) - Nationalization of Life Insurance (1956) and General Insurance (1972) Business -Post-Nationalization - Insurance Business Scenario in India-Malhotra Committee Recommendations, 1999- IRDA Act, 1999                                                                                                                                            |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-III                                                                          | INSURANCE RELATED LAWS                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                         |  |                            | 11 hrs. |    |
|                                                                                   | Indian Contract Act, 1872- Consumer Protection Act, 1986-Motor Vehicle Insurance Policy- Agreed Bank Mortgage Clause- Fire Insurance & Miscellaneous Insurance Policies Under Workmen's Compensation Act- 1990- Public Liability Insurance Act, 1990 -Marine Insurance Act, 1963- Motor Vehicles Act, 1989 – General Features, Scope & Rules Therein- Foreign Exchange Management (Insurance) Regulations, 2000                     |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| UNIT-IV                                                                           | LEADING CASES & PRACTICAL PROBLEMS                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                         |  |                            | 11 hrs. |    |
|                                                                                   | Detailed study of selected leading cases & Practical Problems in Insurance Sector- Regulatory Framework- other Miscellaneous Laws concerning Insurance Business- Current Issues and Emerging Trends in Insurance Sector                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 1.                                                                                | Insurance Laws Published by Universal publishing Co. Pvt Ltd.                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 2.                                                                                | Taxman (2005) Insurance Law Manual: Published by Taxman's Allied services Pvt. Ltd., New Delhi.                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 3.                                                                                | Insurance law & Regulations. Vol I & II Published by ICFAI, Hyderabad.                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 4.                                                                                | Various publications of insurance institute of India.                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 5.                                                                                | Bodla, MC Gaeg, K.P. Singh Insurance; Fundamentals, Environment & Procedure. Published by Deep & Deep Publications Pvt. Ltd. New Delhi.                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 6.                                                                                | Insurance products & Services Published by Indian Institute of Bankers.                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 7.                                                                                | Publications of Insurance Institute of India & ICFAI University, Hyderabad.                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 8.                                                                                | Leading journals in Insurance. Viz. Insurance Chronicle by ICFAI, Hyderabad.                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 9.                                                                                | Insurance Times, Kolkata, IRDA Journal, Hyderabad. Insurance Watch.                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                         |  |                            |         |    |

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|  |                                                                                                                                                                                                                                                                                                         | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce,<br>Department of Business Economics<br>Faculty of Commerce, Sayaji Gunj, Vadodara- 390002,<br>Contact details: 02652975768 |  | ACADEMIC YEAR<br>2018-2019 |        |        |
| <b>B.Com. (CBCS)</b>                                                              |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                       |  |                            |        |        |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                     | <b>OPEN ELECTIVE</b>                                                                                                                                                                                  |  |                            | CREDIT | 3      |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                      | <b>ECONOMICS OF HRD</b>                                                                                                                                                                               |  |                            | HOURS  | 45     |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                         | To understand the theories of Human Resources Development and designing effective policy interventions.                                                                                               |  |                            |        |        |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-I                                                                            | <b>BASIC CONCEPT</b>                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                       |  |                            |        | 12 Hrs |
|                                                                                   | Concept of economic growth and development, Sustainable human development. Human V/s Physical Capital, Similarities and dissimilarities, importance of human capital- Components and Measurements.                                                                                                      |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-II                                                                           | <b>ECONOMICS OF EDUCATION</b>                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                       |  |                            |        | 11 Hrs |
|                                                                                   | Education as an instrument of economic growth, Social and Private returns on education . Important issues in Basic and Higher Education, Inequalities in education, Role of government and market. Financing of education.                                                                              |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-III                                                                          | <b>HEALTHN EDUCATION</b>                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                       |  |                            |        | 11 Hrs |
|                                                                                   | Health as a component of human capital, Similarities and dissimilarities between health and education.<br>Determinants of health-Poverty, Malnutrition and environmental issues. Economic dimension of health care-demand and supply of health care. Financing of health care and resource constraints. |                                                                                                                                                                                                       |  |                            |        |        |
| UNIT-IV                                                                           | <b>HUMAN RESOURCE DEVELOPMENT : PROBLEMS AND PLANNING</b>                                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        | 11 Hrs |
|                                                                                   | Unemployment: Concept, Types, Causes and consequences- Remedial measures.<br>Brain-Drain- special reference to India. Causes and consequences- Remedial measures.<br>Manpower Planning: Rationale, Shortage and surpluses, Manpower power forecasting.                                                  |                                                                                                                                                                                                       |  |                            |        |        |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                       |  |                            |        |        |
| 1                                                                                 | Beckar G.S.: Human Capital( Natiional Bureau of Economic research, New York, 1974)                                                                                                                                                                                                                      |                                                                                                                                                                                                       |  |                            |        |        |
| 2                                                                                 | Berman .P. (Ed ): Human Health Sector in developing countries.                                                                                                                                                                                                                                          |                                                                                                                                                                                                       |  |                            |        |        |
| 3                                                                                 | Blaug M. : Introduction to Economics of Education (Penguin , London.1972)                                                                                                                                                                                                                               |                                                                                                                                                                                                       |  |                            |        |        |
| 4                                                                                 | Cohn .E & Gaske T: economics of education(Penguin , London.1989)                                                                                                                                                                                                                                        |                                                                                                                                                                                                       |  |                            |        |        |
| 5                                                                                 | Todaro. M. P. Economic Development in Third World(Orient Longman Ltd.)                                                                                                                                                                                                                                  |                                                                                                                                                                                                       |  |                            |        |        |

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|  |                                                                                                                                                                                                                                             | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                                                          |  | ACADEMIC YEAR<br>2018-2019 |         |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| YEAR                                                                              | III                                                                                                                                                                                                                                         | <b>OPEN ELECTIVE</b><br><b>CBM1604 : SALES MANAGEMENT AND SALES PROMOTION (SM&amp;SP)</b>                                                                                                                                                                                                                                                       |  | CREDIT                     | 3       |
| Semester                                                                          | II                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                 |  | HOURS                      | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                             | The objective is to help students understand the Sales functions as integral part of marketing functions in a business firm. Globalization, increased competition, rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important. |  |                            |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| UNIT-I                                                                            | AN INTRODUCTION TO SALES MANAGEMENT                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                 |  |                            | 12 hrs. |
|                                                                                   | Nature and Scope of Sales Management, Personal selling objectives, Theories of Personal Selling, Personal Selling Strategies, Sales forecasting and budgeting decisions                                                                     |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| UNIT-II                                                                           | SALES FORCE MANAGEMENT & CONTROLLING THE SALES EFFORT                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                 |  |                            | 11 hrs. |
|                                                                                   | Sales Force Management: Recruitment and selection of sales force, Training, motivating and compensating the sales force, controlling the sales force<br>Controlling the Sales Effort: Sales Budgets, Quotas, Territories, and Cost Analysis |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| UNIT-III                                                                          | AN INTRODUCTION TO SALES PROMOTION                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                 |  |                            | 11 hrs. |
|                                                                                   | Sales Promotion: Meaning, Growth, and Role of Sales Promotion; Difference of Sales Promotion with other tools of Promotion                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| UNIT-IV                                                                           | CONSUMER AND TRADE ORIENTED PROMOTION                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                 |  |                            | 11 hrs. |
|                                                                                   | Consumer and trade Oriented Promotion: Objectives and Techniques                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| REFERENCES                                                                        |                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| 1.                                                                                | Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni; Sales Management: Decisions, Strategies & Cases; Pearson; 5 <sup>th</sup> Edition.                                                                                                 |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| 2.                                                                                | George E. Belch and Michael Belch (2008) 6 <sup>th</sup> Edition; Advertising and Promotion; Tata McGraw-Hill Publishing Company Limited; Reprint 2008.                                                                                     |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| 3.                                                                                | Johnson F.M., Kurtz D.L., Scheuing E.E.; Sales Management: Concepts, Practice, and Cases; Tata McGraw-Hill.                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| 4.                                                                                | Appannaiah & Others (2007); Sales and Distribution Management; Himalaya Publishing House Pvt. Ltd.                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |
| 5.                                                                                | S. A. Chunawala (2008); 8 <sup>th</sup> edition; Sales Management with Personal Selling – Salesmanship; Himalaya Publishing House Pvt. Ltd.                                                                                                 |                                                                                                                                                                                                                                                                                                                                                 |  |                            |         |

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|  |                                                                                                                                                                                                                                     | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                                                             |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| YEAR                                                                              | III                                                                                                                                                                                                                                 | <b>OPEN ELECTIVE</b><br><b>CBM1605 : LABOUR LAWS</b>                                                                                                                                                                                                                                                               |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                    |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                     | <ul style="list-style-type: none"><li>To provide participants with a body of knowledge which will enable them to understand and apply theory and practice of Industrial Relations in the working environment.</li><li>To understand the importance of Industrial Relations to the success of a business.</li></ul> |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-I                                                                            | <b>LABOUR LAWS</b>                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                    |  |                            | 12 hrs. |    |
|                                                                                   | Introduction-Significance of Labour Laws-Brief Historical Significance of Labour Laws-Constitutional Powers- Concept of Social Security-Social Security System in India- Distinction Between Social Insurance and Social Assistance |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-II                                                                           | <b>LABOUR LAWS-I</b>                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                    |  |                            | 11 hrs. |    |
|                                                                                   | The Industrial Dispute Act, 1947-The Factories Act, 1948-The Trade Unions Act, 1926                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-III                                                                          | <b>LABOUR LAWS-II</b>                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                    |  |                            | 11 hrs. |    |
|                                                                                   | The Contract Labour Act, 1970-The Minimum Wages Act, 1936-The Payment of Bonus Act, 1965                                                                                                                                            |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| UNIT-IV                                                                           | <b>LABOUR LAWS-III</b>                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                    |  |                            | 11 hrs. |    |
|                                                                                   | The Workers’ Compensation Act, 1923-The Payment of Wages Act, 1936-The Payment of Gratuity Act, 1972                                                                                                                                |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| <b>REFERENCES</b>                                                                 |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 1.                                                                                | P. L. Malik; Industrial Law.                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 2.                                                                                | J. K. Bareja; Industrial Law.                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 3.                                                                                | B. D. Singh Labour Laws for managers.                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |
| 4.                                                                                | S. P. Jain; Industrial & Labour Laws.                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                    |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                               |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| YEAR                                                                              | III                                                           | OPEN ELECTIVE                                                                                                                                                                                                                                                                                                |  |                            | CREDIT  | 3  |
| Semester                                                                          | II                                                            | CPR1602 : RURAL MARKETING                                                                                                                                                                                                                                                                                    |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |                                                               | To develop understanding of the rural markets in India, differentiate it with the Urban Markets and application of marketing concepts in rural markets.                                                                                                                                                      |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                               |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| UNIT-I                                                                            |                                                               | Rural marketing – Definition Features, Significance, Scope and Limitations, Classification of Rural Markets, Rural vs. Urban markets, Profile of Rural Marketing<br>Marketing of Agricultural Produce: Regulated Markets, Government steps to improve Agriculture Marketing, Cooperative Marketing           |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |                                                               | Agro Processing Industries in India: Agro Processing Industries in Cooperative Sector, Sugar Cooperatives – Textile & Power Loom Cooperatives, Other Processing Units – Defects and Difficulties of Cooperative Processing Societies                                                                         |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |                                                               | Agriculture Price Policy of India, Importance of Agriculture Price Policy- Trends in Agriculture Prices, Measure for Stabilization of Agriculture Prices, PDS- The Terms of Trade – Some Policy Issues- Cooperative Marketing –Concept, History, Functions – Reasons for Slow Progress of Cooperative Sector |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |                                                               | Rural Industrialization – Village & SSI – Handicrafts and Handloom Industries - Problems of Artisans – Institutional Support for Development of Rural Industries- Industrial Cooperative Societies – Government Policies for the Development of Village Industries                                           |  |                            | 11 hrs. |    |
| REFERENCES                                                                        |                                                               |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 1.                                                                                | B.S. Mathur – Cooperation in India                            |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 2.                                                                                | C G Krishnamacharyulu, LalithaRamakrishnan - Rural Marketing. |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |
| 3.                                                                                | RuddarDatt and KPM Sundharam - Indian Economy                 |                                                                                                                                                                                                                                                                                                              |  |                            |         |    |

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| <br>सत्यं शिवं सुन्दरम् |                                                                                                                                                                                                                                                                                                                       | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  | ACADEMIC YEAR<br>2018-2019 |         |    |
| B. Com. (CBCS)                                                                                           |                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| YEAR                                                                                                     | III                                                                                                                                                                                                                                                                                                                   | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>BNK1603 : INSURANCE PRODUCTS</b>                                                                                                               |  |                            | CREDIT  | 3  |
| Semester                                                                                                 | II                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                        |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                                              |                                                                                                                                                                                                                                                                                                                       | The objective of this paper is to provide brief idea about the Business Environment and Insurance, insurance marketing and innovations in products and delivery channels in India.     |  |                            |         |    |
| COURSE CONTENT / SYLLABUS                                                                                |                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-I                                                                                                   | INTRODUCTION TO INSURANCE                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                        |  |                            | 12 hrs. |    |
|                                                                                                          | Concept of Insurance. Definition and meaning, significance, Functions, Fundamental Principles. Insurance contract and its essentials. Insurance underwriting. Policy documents.                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-II                                                                                                  | REGULATIONS TO INSURANCE                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                                          | Regulation and legislation applicable to Insurance: History and regulation of Insurance business in India. Postal life insurance. Insurance Act, 1938, IRDA Act, 1999                                                                                                                                                 |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-III                                                                                                 | LIFE INSURANCE PRODUCTS                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                                          | Term insurance, Whole life insurance, Endowment insurance, group insurance, annuities, Unit linked policies. Riders, premium calculation, Premium payment, lapse and renewal. Concept of surrender value, claims: death and maturity claims, assignment and nomination of policies. Rural/ Social insurance products. |                                                                                                                                                                                        |  |                            |         |    |
| UNIT-IV                                                                                                  | NON LIFE PRODUCTS                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                        |  |                            | 11 hrs. |    |
|                                                                                                          | General insurance products in India: Fire insurance policies: Standard fire insurance policy and special peril policy. Marine insurance policies and products. Misc. Insurance policies. Pension Products.                                                                                                            |                                                                                                                                                                                        |  |                            |         |    |
| REFERENCES                                                                                               |                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                        |  |                            |         |    |
| 1.                                                                                                       | Insurance products by IIBF Published by Taxmann.                                                                                                                                                                                                                                                                      |                                                                                                                                                                                        |  |                            |         |    |
| 2.                                                                                                       | Principles and practice of life insurance by G. Krishaswamy, Published by Excel books.                                                                                                                                                                                                                                |                                                                                                                                                                                        |  |                            |         |    |
| 3.                                                                                                       | Legal aspects of insurance by Gupta P.K. Published by Himalaya Publishing House.                                                                                                                                                                                                                                      |                                                                                                                                                                                        |  |                            |         |    |
| 4.                                                                                                       | Practice of Life Assurance (IC-02) by Insurance Institute of India.                                                                                                                                                                                                                                                   |                                                                                                                                                                                        |  |                            |         |    |

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| <br>सत्यं शिवं सुन्दरम् |                                                              | <b>The Maharaja Sayajirao University of Baroda</b><br><b>Faculty of Commerce</b><br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558                                                                                       |  | ACADEMIC YEAR<br>2018-2019 |    |
| B. Com. (CBCS)                                                                                           |                                                              |                                                                                                                                                                                                                                                                                     |  |                            |    |
| YEAR                                                                                                     | III                                                          | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>BEC1605 : ECONOMICS OF INFRASTRUCTURE AND INDUSTRIAL FINANCE</b>                                                                                                                                                                            |  | CREDIT                     | 3  |
| Semester                                                                                                 | II                                                           |                                                                                                                                                                                                                                                                                     |  | HOURS                      | 45 |
| OBJECTIVES:                                                                                              |                                                              | To acquaint the students about the role of infrastructure, it’s financing and evolving policy environment.                                                                                                                                                                          |  |                            |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                                         |                                                              |                                                                                                                                                                                                                                                                                     |  |                            |    |
| UNIT-I                                                                                                   |                                                              | <b>ECONOMICS OF INFRASTRUCTURE</b>                                                                                                                                                                                                                                                  |  | 12 hrs.                    |    |
|                                                                                                          |                                                              | Meaning, Essence and Emergence of Economic Infrastructure – Forms of Infrastructure – Economic Infrastructure; Transportation, Communication and Energy – Social Infrastructure; Education, Health, Housing and Sanitation, Characteristics of Economic Infrastructure              |  |                            |    |
| UNIT-II                                                                                                  |                                                              | <b>TRANSPORTATION</b>                                                                                                                                                                                                                                                               |  | 11 hrs.                    |    |
|                                                                                                          |                                                              | Significance and Problems of Different Modes of Transportation - Roadways, Railways, Airways and Water Transport –Transport Co-Ordination                                                                                                                                           |  |                            |    |
| UNIT-III                                                                                                 |                                                              | <b>ENERGY AND COMMUNICATION</b>                                                                                                                                                                                                                                                     |  | 11 hrs.                    |    |
|                                                                                                          |                                                              | Types – Conventional and Non Conventional – Renewable and Non Renewable Sources of Energy Development; Electricity, Sustainable Energy Development and Energy Conservation - Significance of Communication for Economic Development; Reforms in Telecommunication Sector Since 1990 |  |                            |    |
| UNIT-IV                                                                                                  |                                                              | <b>INFRASTRUCTURAL FINANCE</b>                                                                                                                                                                                                                                                      |  | 11 hrs.                    |    |
|                                                                                                          |                                                              | Relation between Infrastructure and Industrial Development. Supply and Demand Gap of Infrastructure. Sources of Financing Infrastructure. Role of IDFC and HDIL in Financing Infrastructure Development.                                                                            |  |                            |    |
| <b>REFERENCES</b>                                                                                        |                                                              |                                                                                                                                                                                                                                                                                     |  |                            |    |
| 1.                                                                                                       | P.J. Garfield and W.F. Lovejoy: Public Utility Economics     |                                                                                                                                                                                                                                                                                     |  |                            |    |
| 2.                                                                                                       | R.F. Westmeyer : Economics of Transportation                 |                                                                                                                                                                                                                                                                                     |  |                            |    |
| 3.                                                                                                       | R.K Choudhury: Economics of Public Sector and Public Utility |                                                                                                                                                                                                                                                                                     |  |                            |    |
| 4.                                                                                                       | L.B. Nash: Economics of Public Utility                       |                                                                                                                                                                                                                                                                                     |  |                            |    |
| 5.                                                                                                       | E.W Clements: Economics of Public Utilities                  |                                                                                                                                                                                                                                                                                     |  |                            |    |
| 6.                                                                                                       | K.K Dewett: Indian Economic Problems                         |                                                                                                                                                                                                                                                                                     |  |                            |    |
| 7.                                                                                                       | Economic Surveys published by Government of India            |                                                                                                                                                                                                                                                                                     |  |                            |    |

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| B. Com. (CBCS)                                                                    |     |                                                                                                                                                                                                                                                                                                                                      |  |                            |         |    |
| YEAR                                                                              | III | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>CPR1603 : RURAL DEVELOPMENT MODEL</b>                                                                                                                                                                                                                                                        |  |                            | CREDIT  | 3  |
| Semester                                                                          | II  |                                                                                                                                                                                                                                                                                                                                      |  |                            | HOURS   | 45 |
| OBJECTIVES:                                                                       |     | To create awareness about strategies, policies and approaches to rural development.                                                                                                                                                                                                                                                  |  |                            |         |    |
| <b>COURSE CONTENT / SYLLABUS</b>                                                  |     |                                                                                                                                                                                                                                                                                                                                      |  |                            |         |    |
| UNIT-I                                                                            |     | Rural Development –An Overview; Measures of the level of Rural Development; Some paradigms of Rural Development: The Modernization Theory , Dependency Theory, Lewis Model of Economic Development, The Human Capital Model of Development, Gandhian Model of Rural Development- Determinants of Rural Development                   |  |                            | 12 hrs. |    |
| UNIT-II                                                                           |     | Strategies, Policies and Approaches to Rural Development - Early attempts at rural development, Community Development programme, special group and area specific programme, operation flood, Integrated Rural Development programme                                                                                                  |  |                            | 11 hrs. |    |
| UNIT-III                                                                          |     | Present Rural Development Programme: Pradhanmantri Gram Sadak Yojana, Indira Awaas Yojana, Tribal Development Programme, National Rural Employment Guarantee Scheme, Mid-Day Meal Programme, National Drinking Water Mission and National Rural Health Mission, Recent Trends                                                        |  |                            | 11 hrs. |    |
| UNIT-IV                                                                           |     | Basic Needs of Rural India- Rural Housing –Present Position- Measures Needed -Rural Health- Present Position- Measures Needed-Rural Education - Present Position- Measures Needed-Rural Roads –Present Position- Measures Needed<br>Technology for Rural Development, Recent Trends; Rural Development in the Current Five Year Plan |  |                            | 11 hrs. |    |
| <b>REFERENCES</b>                                                                 |     |                                                                                                                                                                                                                                                                                                                                      |  |                            |         |    |
| 1.                                                                                |     | MathurBL: Rural Development and Cooperation                                                                                                                                                                                                                                                                                          |  |                            |         |    |
| 2.                                                                                |     | RuddarDatt and KPM Sundharam: Indian Economy                                                                                                                                                                                                                                                                                         |  |                            |         |    |
| 3.                                                                                |     | Vasant Desai: Rural Development in India                                                                                                                                                                                                                                                                                             |  |                            |         |    |

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| B. Com. (CBCS)                                                                    |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                   |  |                            |         |
| YEAR                                                                              | III                                                                                                                                                                                                                                                                                                                                                                                   | INTERDISCIPLINARY ELECTIVE                                                                                                                                                                                        |  | CREDIT                     | 3       |
| Semester                                                                          | II                                                                                                                                                                                                                                                                                                                                                                                    | ENG1601 : INTRODUCTION TO ENGLISH LITERATURE                                                                                                                                                                      |  | HOURS                      | 45      |
| OBJECTIVES:                                                                       |                                                                                                                                                                                                                                                                                                                                                                                       | This course seeks to acquaint the students with forms and styles of literature through a study of a range of diverse texts AND familiarize students to the range and diversity of contemporary writing in English |  |                            |         |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                   |  |                            |         |
| UNIT-I                                                                            | DRAMA                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                   |  |                            | 12 hrs. |
|                                                                                   | Ghashiram Kotwal- Vijay Tendulkar                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                   |  |                            |         |
| UNIT-II                                                                           | FICTION                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                   |  |                            | 11 hrs. |
|                                                                                   | Animal Farm-George Orwell                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                   |  |                            |         |
| UNIT-III                                                                          | POETRY                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                   |  |                            | 11 hrs. |
|                                                                                   | a) The Road not Taken - Robert Frost<br>b) Leisure - W. H. Davies<br>c) If - Rudyard Kipling<br>d) Where the Mind is without Fear - Rabindranath Tagore<br>e) Daffodils - William Wordsworth<br>f) The Tyger - William Blake<br>g) The Professor - Nissim Ezekiel<br>h) The Fable - Ralph Waldo Emerson<br>i) The Bus - Arun Kolatkar<br>j) Felling of the Banyan Tree - Dilip Chitre |                                                                                                                                                                                                                   |  |                            |         |
| UNIT-IV                                                                           | LITERARY TERMS                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                   |  |                            | 11 hrs. |
|                                                                                   | Genre/ Poetry/ Epic/ Ballad/ Sonnet/ Elegy/ Figurative Language/ Drama/ Tragedy/ Comedy/ Plot/ Character/ Protagonist/ Act/ Poetic Justice/ Fiction/ Novel/ Short Story/ Novella/ Narrative/ Allegory/ Essay/ Satire/ Irony/ Folklore.                                                                                                                                                |                                                                                                                                                                                                                   |  |                            |         |
| REFERENCES                                                                        |                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                   |  |                            |         |
| 1.                                                                                | Abrams, M. H. and Geoffrey Gait Harpham. A Handbook of Literary Terms. Cengage Learning. Indian Reprint. 2009.                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                   |  |                            |         |
| 2.                                                                                | Babu, M. Sarat. Vijay Tendulkar's Ghashiram Kohval: A Reader's companion. New Delhi: Asia Book Club. 2008.                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                   |  |                            |         |
| 3.                                                                                | <a href="http://en.wikipedia.org/wiki/Ghashiram_Kotwal">http://en.wikipedia.org/wiki/Ghashiram_Kotwal</a>                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                   |  |                            |         |
| 4.                                                                                | Mills, Catriona. George Orwell's Animal Farm. Insight Publications Pty Ltd. Australia. 2011.                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                   |  |                            |         |
| 5.                                                                                | Moran, Daniel. CliffsNotes on Orwell's Animal Farm. New York: Wiley Publishing, Inc.2000.                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                   |  |                            |         |
| 6.                                                                                | Orwell, George. Animal Farm. Hermes Inc.: Kolkata. 2002.                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                   |  |                            |         |
| 7.                                                                                | Sharma, Vinod Bala. Vijay Tendulkar's Ghashiram Kotwal: Critical Perspectives. Asia Book Club: New Delhi. 2001.                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                   |  |                            |         |
| 8.                                                                                | Tendulkar, Vijay. Ghashiram Kotwal. Oxford University Press: Delhi. 2005.                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                   |  |                            |         |
| 9.                                                                                | Wadikar, Shailaja B. Vijay Tendulkar A Pioneer Playwright. New Delhi: Atlantic Publishers and distributors. 2008.                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                   |  |                            |         |
| 10.                                                                               | <a href="http://www.indianexpress.com/news/a-ghashiram-kotwal-for-our-time/203564/0">www.indianexpress.com/news/a-ghashiram-kotwal-for-our-time/203564/0</a>                                                                                                                                                                                                                          |                                                                                                                                                                                                                   |  |                            |         |
| 11.                                                                               | <a href="http://www.newspeakdictionary.com/go-animal-farm.html">www.newspeakdictionary.com/go-animal-farm.html</a>                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                   |  |                            |         |

|                                                                                   |                                                                                                                                      |                                                                                                                                                                                        |  |  |                            |    |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|----------------------------|----|
| 12.                                                                               | www.scribd.com/doc/33059607/Ghashiram-Kotwal.                                                                                        |                                                                                                                                                                                        |  |  |                            |    |
| 13.                                                                               | www.shmoop.com/animal-farm/                                                                                                          |                                                                                                                                                                                        |  |  |                            |    |
| 14.                                                                               | wmv.sparknotes.com/lit/animal farm/themes.html                                                                                       |                                                                                                                                                                                        |  |  |                            |    |
|  |                                                                                                                                      | <b>The Maharaja Sayajirao University of Baroda</b><br>Faculty of Commerce<br>Lokmanya Tilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India.<br>Phone No. 0265 – 2795557 / 2795558 |  |  | ACADEMIC YEAR<br>2018-2019 |    |
| B. Com. (CBCS)                                                                    |                                                                                                                                      |                                                                                                                                                                                        |  |  |                            |    |
| YEAR                                                                              | III                                                                                                                                  | <b>INTERDISCIPLINARY ELECTIVE</b><br><b>STA1601 : STATISTICS FOR MARKET ANALYSIS</b>                                                                                                   |  |  | CREDIT                     | 3  |
| Semester                                                                          | II                                                                                                                                   |                                                                                                                                                                                        |  |  | HOURS                      | 45 |
| OBJECTIVES:                                                                       |                                                                                                                                      |                                                                                                                                                                                        |  |  |                            |    |
| COURSE CONTENT / SYLLABUS                                                         |                                                                                                                                      |                                                                                                                                                                                        |  |  |                            |    |
| UNIT-I                                                                            |                                                                                                                                      |                                                                                                                                                                                        |  |  | 12 hrs.                    |    |
|                                                                                   | Statistics in Marketing: Introduction -Meaning - Definition- Scope- Application of statistics and Marketing                          |                                                                                                                                                                                        |  |  |                            |    |
| UNIT-II                                                                           |                                                                                                                                      |                                                                                                                                                                                        |  |  | 11 hrs.                    |    |
|                                                                                   | Data Collection: Designing of good questionnaire and <b>Determination</b> of sample size                                             |                                                                                                                                                                                        |  |  |                            |    |
| UNIT-III                                                                          |                                                                                                                                      |                                                                                                                                                                                        |  |  | 11 hrs.                    |    |
|                                                                                   | Processing and Analysis of Data: Field work, Data processing (Descriptive Statistics); Presentation and Data Analysis                |                                                                                                                                                                                        |  |  |                            |    |
| UNIT-IV                                                                           |                                                                                                                                      |                                                                                                                                                                                        |  |  | 11 hrs.                    |    |
|                                                                                   | Project Work                                                                                                                         |                                                                                                                                                                                        |  |  |                            |    |
| REFERENCES                                                                        |                                                                                                                                      |                                                                                                                                                                                        |  |  |                            |    |
| 1.                                                                                | Marketing research an applied orientation By Naresh K Malhotra and Satybusan Das, Fifth Edition, Published by Pearson Prentice Hall. |                                                                                                                                                                                        |  |  |                            |    |
| 2.                                                                                | Research Methodology, Concept and Cases. By Deepak Chawala and Dr. Neena sondhi Vikas Publication                                    |                                                                                                                                                                                        |  |  |                            |    |
| 3.                                                                                | Marketing research, Text and Cases, By Rajendra Nargundkar, Third edition, published by Tata McGraw Hill Education Private limited.  |                                                                                                                                                                                        |  |  |                            |    |

Note:

The Syllabus of 'BUSINESS MATHS –I, II, III & IV' [Interdisciplinary Elective Courses] will be supplied in due course of time and it is not to be offered as of now.



THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**PHYSICAL EDUCATION  
INTER DISCIPLINARY SUBJECT**

The following subject is proposed for under graduate Students in Choice Based Credit System

**Course Number: PE**

**Total Credit of the Course: 02**

**Division of Credit: 0.5 Credits for Theory (7.5hrs) & 1.5 Credits for Practical (45hrs)**

**Total Hours of Credit : 03 per week**

**Division of Hours : (A) 02 Hrs for Practical / Skills  
(B) 01 Hr for Theory of Games  
(C) Evaluation**

**Scheme of Examination: will be as per the grading system adopted by university**

**Games and Sports Options:**

**Semester I**

**PE 101 Badminton**

**PE 102 Best Physique (men)**

**PE 103 Chess**

**PE 104 Cycling**

**PE 105 Football**

**PE 106 Judo**

**PE 107 Malkhambh**

**PE 108 Table Tennis**

**PE 109 Swimming**

**PE 110 Yoga-Asanas**

**Semester II**

**PE 201 Athletics**

**PE 202 Basketball**

**PE 203 Cricket**

**PE 204 Kabaddi**

**PE 205 Kho-Kho**

**PE 206 Hockey**

**PE 207 Handball**

**PE 208 Tennis**

**PE 209 Volleyball**

**PE 210 Wrestling**

**EXAMINATION SCHEME: Practical : 75% of total marks  
Theory : 25% of total marks**

**NOTE:**

- One game per semester could be opted.
- Student should bring their own kit/equipments.
- Time table for the games and sport classes will be prepared by the department.
- 80% attendance is compulsory for both practical and theory classes.
- Department fee for swimming, table tennis and tennis is to be paid separately.

**Semester I (Maximum one game could be opted for a semester)**

| Course No. | Subject             | No. of Periods / week |       | Paper | Duration | Examination |           | Total |
|------------|---------------------|-----------------------|-------|-------|----------|-------------|-----------|-------|
|            |                     | Lec                   | Pract |       |          | Theory      | Practical |       |
| PE 101     | Badminton           | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 102     | Best Physique (men) | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 103     | Chess               | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 104     | Cycling             | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 105     | Football            | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 106     | Judo                | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 107     | Malkhambh           | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 108     | Table Tennis        | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 109     | Swimming            | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |
| PE 110     | Yoga-Asanas         | 01                    | 02    | 1     | 180 min  | 10          | 40        | 50    |

## THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**PHYSICAL EDUCATION  
INTER DISCIPLINARY SUBJECT**
**Semester II (Maximum one game could be opted for a semester)**

| Course No. | Subject    | No. of Periods / week |       | Paper | Duration | Examination |           | Total |
|------------|------------|-----------------------|-------|-------|----------|-------------|-----------|-------|
|            |            | Lec                   | Pract |       |          | Theory      | Practical |       |
| PE 201     | Athletics  | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 202     | Basketball | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 203     | Cricket    | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 204     | Kabaddi    | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 205     | Kho-Kho    | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 206     | Hockey     | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 207     | Handball   | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 208     | Tennis     | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 209     | Volleyball | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |
| PE 210     | Wrestling  | 01                    | 03    | 1     | 180 min  | 10          | 40        | 50    |

- Theory exam will be of 1hrs and practical exam will be of 2hrs.
- Ratio of marks for Mid semester exam and End Semester Exam is 30% and 70% respectively.
- Exams will be conducted for mid and end semester both.
- Only internal evaluation.

**Scheme of Examination: Grading System**

| Grade points | Description | Proposed % of Marks                                                                                                                                                                | Grade | Range                                                                                    |
|--------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|------------------------------------------------------------------------------------------|
| 10           | Outstanding | 90.1%  M  100.0% | O     | 9.01 – 10.00                                                                             |
| 9            | Excellent   | 80.1%  M  90.0%  | A     | 8.01 – 9.00                                                                              |
| 8            | Very Good   | 70.1%  M  80.0%  | B     | 7.01 – 8.00                                                                              |
| 7            | Good        | 60.1%  M  70.0%  | C     | 6.01 – 7.00                                                                              |
| 6            | Fair        | 50.1%  M  60.0%  | D     | 5.01 – 6.00                                                                              |
| 5            | Average     | 40.0%  M  50.0%  | E     | 4.00 – 5.00                                                                              |
| 4            | Dropped     | 0.00%  M  40.0%  | F     |  4.00 |

**Note:**

Equivalent Percentage should be calculated from CGPA with ONLY ONE Decimal precision.

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
**FREE STUDENTSHIPS AND SCHOLARSHIPS**

**FREE STUDENTSHIP OF THE FACULTY OF COMMERCE:**

The number of free studentships in Faculty is fixed at 15% of the total number of students. Free studentships are to be awarded on the basis of the economic condition of the students. Deserving students should apply within the specified time in the prescribed application form in each term. They shall be interviewed by the Committee appointed by the Dean before the awards are made. Free studentship will not be renewed to a student if his/her academic record during the preceding term is not satisfactory.

**ECONOMICALLY BACKWARD CLASS FREE STUDENTSHIP (E.B.C.) GRANTED BY THE STATE GOVERNMENT:**

A student shall be deemed to belong to E.B.C. if his/her net family income does not exceed Rs.25, 000/- per year. For the purpose of these rules, income shall mean the sum total of the income from whatever source including share in the joint family income and independent individual income of the student and his parents. Application for the award of E.B.C. free studentship shall be made every year in the prescribed form in duplicate along with an income certificate from a Gazetted Officer within 30 days of opening of the Faculty.

**POOR STUDENT'S AID FUND:**

Assistance from this fund is available to deserving students on consideration of their need and merit for meeting the expenses of tuition fees, examination fees, and/or purchase of books and/or equipment on the recommendation of the Faculty authorities.

Students shall have to apply for this fund in the prescribed form available from the Faculty Office and submit the same duly filled in to the Faculty Office.

**PROPOSAL OF MERIT SCHOLARSHIPS FOR RANKERS [MSR]:**

**[Under Ordinances Nos. 216, 217, 218, 219 and 220]**

- [1] For each year of each undergraduate degree (1<sup>st</sup> Degree) Programme, there will be THREE MSRs based on overall result of ALL papers of the ODD semester, which is irrespective of Discipline or Specialization or Major and Minor. The award shall be:

|                                |              |
|--------------------------------|--------------|
| For 1 <sup>st</sup> Rank ..... | Rs. 5,000/-. |
| For 2 <sup>nd</sup> Rank ..... | Rs. 4,000/-. |
| For 3 <sup>rd</sup> Rank ..... | Rs. 3,000/-. |

- [2] For each year of each undergraduate diploma programme, there will be THREE MSRs based on overall result of ALL papers of the ODD semester, which is irrespective of Discipline or Specialization or Major and Minor. The award shall be:

|                                |              |
|--------------------------------|--------------|
| For 1 <sup>st</sup> Rank ..... | Rs. 4,000/-. |
| For 2 <sup>nd</sup> Rank ..... | Rs. 3,000/-. |
| For 3 <sup>rd</sup> Rank ..... | Rs. 2,000/-. |

- [3] For each year of each postgraduate degree (2<sup>nd</sup> Degree) (general or specialization) programme, there will be TWO MSRs based on overall result of ALL papers of the ODD semester. The award shall be:

|                                |              |
|--------------------------------|--------------|
| For 1 <sup>st</sup> Rank ..... | Rs. 5,000/-. |
| For 2 <sup>nd</sup> Rank ..... | Rs. 4,000/-. |

- [4] For each year of each postgraduate diploma programme, there will be TWO MSRs based on overall result of ALL papers of the ODD semester. The award shall be:

|                                |              |
|--------------------------------|--------------|
| For 1 <sup>st</sup> Rank ..... | Rs. 4,000/-. |
| For 2 <sup>nd</sup> Rank ..... | Rs. 3,000/-. |

**OTHER SCHOLARSHIPS:**

- Shri Chhotabhai Zavaribhai Sutaria Memorial Scholarship for a girl student.
- Shri C.C. Patel, Retired Assistant General Manager, Central Bank of India (Gujarat Region) Scholarship.
- Smt. Shardabai Dattatraya Joshi Scholarship.

**NOTE:**

**Eligible SC/ST, OBC, PwD Students etc. should submit their scholarship form for the academic year by February for processing scholarship to SC/ST, OBC, PwD etc. each year.**

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
**GOLD MEDALS**

The following medals and prizes are awarded to meritorious students according to rules and conditions each laid down for medal/prize.

**GOLD MEDALS:**

- **Prof. V Y KOLHATKAR GOLD MEDAL: (M.COM.)**
- **CO-OPERATIVE BANK OF BARODA LTD GOLD MEDAL**
- **PROF. V Y KOLHATKAR GOLD MEDAL: (B.COM.)**
- **LATE SHRI M M CHOKSHI GOLD MEDAL**
- **SHRI PANUBHAI HIRALAL MAJMUDAR GOLD MEDAL**
- **LABHUBEN MEHTA GOLD MEDAL**
- **KUM. PARUL NANALAL CHOKSHI GOLD MEDAL**
- **LATE SHRI NAGINDAS MATHURDAS SHAH GOLD MEDAL**
- **SHRI MANHARRAI V. DESAI GOLD MEDAL (M.Com. FINAL)**
- **PROF. B.H. ELAVIA EDUCATION TRUST GOLD MEDAL**
- **THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA NEW DELHI GOLD MEDAL**
- **"LATE SHRI FARAMROJ RUSTOMJI BHARUCHA & SMT. KHURSHID BANU F. BHARUCHA GOLD MEDAL"**
- **AMITA VASHNUPRASAD VYAS MEMORIAL GOLD MEDAL**
- **THE PRESIDENT, THE GOVERNMENT SERVENTS CO-OPERATIVE CREDIT SOCIETY LIMITED, BARODA GOLD MEDAL**
- **VAKIL CHUNILAL BABARDAS SHAH AND SMT. PARVATIBEN CHUNILAL SHAH MEMORIAL GOLD MEDAL**
- **DR. D.K. SHUKLA MEMORIAL GOLD MEDAL**
- **AVANI PETROCHEM LTD GOLD MEDAL**

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## UNION & ASSOCIATIONS

### UNIVERSITY UNION:

'The Maharaja Sayajirao University Union' is a statutory corporate body of the students and teachers to promote academics, social interaction, sports and cultural interests amongst the students of the M.S. University of Baroda. The aims and objects of the Union are viz., to held debates so as to enable students to learn the art of debating; to arrange public lectures so as to stimulate interest in cultural and public affairs; to promote social intercourse amongst the students of the Union by developing the Union as a club for the students; to further the academic and social interest of students generally by maintaining a library, a reading-room, a writing-room, a games-room and a refreshment room; to maintain a co-operative store and a co-operative bank, and to develop a sense of social service. The members of the Union shall be ordinary members, associate members, honorary members and life members. All students enrolled in the various Faculties of the Maharaja Sayajirao University shall be ordinary members of the Union. The members of the teaching staff of the University shall be associate members. They shall be entitled to all the privileges of the ordinary members but shall not be entitled to stand for or vote at election.

**For More Details: Ph. No. 2791534**

### FACULTY STUDENTS' ASSOCIATION:

#### Memberships:

Every student enrolled in the Faculty/College shall be a member of the association. He shall pay minimum fee of Rs. 10/- as membership fee which will be collected by the Dean/Principal in the beginning of each academic year at the time of fee collection. Aims and Objectives of the Faculty/College Students' Association are viz., to organize outdoor games and sports; to organize indoor games and sports ; to organize debates, seminars, elocution competitions and lectures; to arrange for publication of the Faculty magazine in the hand-written/printed form; to arrange drama, dance, songs and other cultural activities; to organize educational film shows; to organize any other activity with the permission of the Dean/Principal for promoting students' welfare, and to maintain discipline in the institutions.

### ACCOUNTING & FINANCE STUDENTS' ASSOCIATION (ACFA):

The Department of Accounting and Financial Management has set up Accounting Students' Association in the name of Accounting and Finance Students' Association (ACFA), functioning at under-graduate and post-graduate level respectively.

At the Undergraduate level, the students opting for specialization in Accounting and Auditing can become member of this association. The focus of the activities is on their overall personality development. For this purpose the programmes of general interest, like awareness about various academic programs that can be taken up, various avenues for career path, practical exposure to capital market realities and quizzes in the area of accounting, financial management, taxation, sports, politics & current economic affairs, are being organized. At the Post-Graduate level the students opting for specialization in Accounting and Financial management can become member of the association. The students overall personality development and exposure to practical world are part of the focus area. The kind of the activities undertaken by the students comprises of talks for overall grooming, self-development, industrial tours, freshets' party and farewell party. The Students also play a vital role in overall management of placement activities.

### BANKING & INSURANCE STUDENTS' ASSOCIATION:

The Department of Banking & Insurance has set up students' Association functioning at PG level for students who enrolled for M.Com with Banking and Insurance.

**BUSINESS ECONOMICS STUDENTS' ASSOCIATION:**

The Department has set up PG Students' Association opting for M.Com. with specialization in Business Economics.

**MANAGEMENT STUDENTS' ASSOCIATION (PG & UG):**

The Department of Commerce And Business Management is the pioneer founder for setting up Students' Association at the Faculty of Commerce. We have separately set up voluntary association of our Under Graduate [UG] and Post Graduate [PG] students known as "The Management Students' Association" [MSA]. It has a strong backing, support and guidance of faculties of our department. It is setup to create and sustain interactions with various corporate world. It regularly plans Management quizzes; Case studies; Group discussions; Debates, Guest lectures apart from organizing of Industrial tours, and visits of various NGOs as well as other Academic Institutions. It also undertakes varying co-curricular activities such as Cultural and Sports Events. It persuades student members to participate in the Inter-Faculty Activities; Youth Festivals of the University, and various other Celebrations. The MSA: UG publishes its Annual magazine called 'NEEV-The Foundation for Success', and also organizes an annual Event.

The MSA: PG organizes State & National level from time to time. It also releases souvenir consisting Abstracts of selected papers received for it. It also organizes a MAGWEEK "each year and also brings out Newsletter called as "PRAGYAN" at least twice a year. The Department has also initiated efforts to set up "Placement Cell" as well as "Alumni Association" of Department for the benefit of students.

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THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
GENERAL FACILITIES

**C. C. MEHTA AUDITORIUM:**

Application for use of the Prof. Chandravadan Mehta Auditorium of General Education Centre will be made to the Co-ordinator in the prescribed form mentioning all details about the meetings/functions at least Ten days before the use of auditorium. Permission to use Chandravadan Mehta Auditorium may be granted for holding, meetings of nonpolitical! nonsectarian nature for carrying on social activities which are of cultural or educational nature. There will be three shifts. For charges for the use of the Auditorium & **for other details contact Ph. No.: 2795530.**

**AICS TRAINING CENTRE:**

The M.S. University of Baroda has established an AICS Training Centre to encourage and train the graduate students for appearing in competitive examinations organized by UPSC (Civil Services). **For more details: Ph. No. 2795517**

**CENTRE FOR CONTINUING ADULT EDUCATION AND COMMUNITY SERVICES:**

The Centre for Continuing 1 Adult Education and Community Services is working since the last three decades in the field of Continuing Education, Adult Education and Community Outreach Activities in and around Vadodara. This centre was established with an objective to cater the felt needs of the society with the resources available in the University and from amongst the community. The centre offers short-term courses ranging from 15 days to three months and long term courses ranging from 6 months to one year.

All the classes are coordinated only by the staff of the centre, whereas the classes are taken by guest faculties. The Centre conducts the classes on self-finance basis, therefore, the course commences only when enough number of students are enrolled. Hence, the commencement of the course is decided at a later stage. As the courses are on part time basis, no hostel accommodation is available and no bus/train concession is provided to the students.

**For more details: Ph. No. 2795510.**

**COMPUTER CENTRE**

There is a centralized facility for the Internet access at the Cyber Café 'Surf land', located at the Computer Centre opposite to D.N. Hall Ground inside the Campus. The Centre also offers short term and basic computer courses to the students and staff of the University. It also helps the staff and students to analyze the research data and programming of models. It remains open from 7 AM to 10 PM during weekdays and on Sunday from 7 AM to 1 PM for browsing purpose. Facility of internet surfing, scanning, printing, CD writing etc. are available. The website ([www.msubaroda.ac.in](http://www.msubaroda.ac.in)) & the Mail Server ([rmail.rnsbaroda.ac.in](mailto:rmail.rnsbaroda.ac.in)) are hosted on the Servers of the Computer Centre and are being actively used for publishing exam results, merit lists, Annual reports, advertisement etc.

**For more details: Ph. No. 2795518 1 2750816**

**UNIVERSITY EMPLOYMENT INFORMATION AND GUIDANCE BUREAU:**

The Directorate of Employment, Government of Gujarat in collaboration with the M.S. University of Baroda has established an Employment Information and Guidance Bureau on the campus. The Bureau as a jurisdiction over Vadodara District.

It functions under the overall guidance of the Vice-Chancellor to meet the specific needs of the students. A faculty member nominated by the Vice-Chancellor supervises the functioning of the Bureau. The Bureau provides information on educational programmes as well as job opportunities. It arranges lectures and discussion sessions wherein experts from different fields are invited for the benefit of the students of the M.S. University of Baroda. Degree and diploma holders in technical and professional education fields and post graduates in various disciplines can register their names in the Bureau and it assists them in job placements.

**HALLS OF RESIDENCE:**

The M.S. University of Baroda has one of the largest Hostel Campus containing 12 boys' Hostels and 4 girls' hostels. The hostels are known as Halls of Residence and well 'equipped with basic infrastructure facilities such as furniture, common room, hot water during winter and dining hall.

In the main Boys' Hostel Campus there is an Amenity Centre provide basic amenities such as a stationery shop, hair cutting, tailoring shop and a STD booth. Outstation students desiring to stay in the campus can apply separately on a

prescribed form through the Dean to the Chief Warden, Nimb Niwas, Pratapgunj, Vadodara for their accommodation. **For more details: Office of the chief warden, Ph. No. 2795508 I 2794483**

#### **HEALTH CENTRE:**

The University Health Centre provides consultation, investigations, specialists' services, Treatment facilities or all common ailments, minor surgical treatment and counseling services to the staff, their dependents and students of the M.S. University of Vadodara. Limited facilities for admission under observation and administration of intravenous fluids are also available. Immunization services and supportive Laboratory facilities, including E.C.G. are also available. Counseling, Psychotherapy, Psychiatric treatment and Psychological testing are offered by i MARG counseling Centre functioning at the Health Centre on voluntary basis. It provides treatment in cases of -mental health problems, stress and substance abuse to the University Staff, their children and family members, as well as youths, school children and general public of Vadodara. The Health centre is located opposite to the University Union Pavilion at Pratapgunj, Vadodara. **For more details Ph. No. 2791616**

#### **LIBRARIES:**

The M.S. University of Baroda follows a unique University Library System comprising 15 different libraries .side the campus. Out of these, Sir Sayajirao Memorial Trust Library and Smt. Hansa Mehta Library serve the graduate and post graduate students of the Faculty respectively. Smt. Hansa Mehta Library is the University Library System. With a two storied building of more than 80,000 sq. ft. of carpet area, it houses more than 4, 00,000 volumes, 1500 readers & staff of more than 100 people. It caters to the educational needs of academic fraternity of The M S University of Baroda. It is the only Library in the State to provide the facility of Wi-Fi to its users and it has also gone tech savvy because of the introduction of smart cards and Virtual Library Project.

Global Information and Communication Centre facilitates access to E-Resources, databases and Internet browsing facility being well explored by the University fraternity. There is also a separate M.K. Amin Arts & Science College and College of Commerce Library at Padra. The libraries are richly endowed with books journals and reference materials. The libraries provide reading and reference facilities, lending of books and Xeroxing of study materials. The Hansa Mehta Library has its own website: [www.hmlibrary.ac.in](http://www.hmlibrary.ac.in)

**For more Details: Ph. No. 2795338**

#### **DEPARTMENT OF PHYSICAL EDUCATION:**

Sports Facilities: Physical Education and sports are an integral part of general education. The department of Physical Education provides centralized facility of sports to the students and staff. Interested students get the required training in Athletics, Swimming, Badminton, Basketball, Volley ball, Hand ball, Football, Table Tennis, Lawn Tennis, Hockey and Cricket. The department of Physical Education also organizes inter-faculty and inter university competition in various disciplines of sports on regular basis. The department provides the following facilities: Athletics, Multi Gym., Swimming Pool, Badminton Court, Basketball Court, Tennis Court, Volleyball Court, Handball Court, Kho-Kho Court, Football Field, Cricket Field, Table Tennis Hall, Kabaddi Court and Hockey Field.

**For more Details: Ph. No.: 2791745**

#### **NATIONAL CADET CORPS:**

NCC is one of the biggest youth forums which brings the vibrant students together and guide them in a proper direction so that they can play a constructive role in the development of the country. These students have enormous opportunity to show their talent and skill. Besides Military Training, they have an opportunity for adventurous activities which give them wide horizon and keep them morally and mentally fit so that they become well-disciplined members of the society.

The students do Para Sailing, Gliding, Para dropping, Training Camps, National Integration camps, Rock climbing and Mountaineering activities Boat Pulling/Sailing and Ship Modeling. They also go for Republic

Day Camp and Prime Minister's Rally on 26th and 27th January every year. Some of the activities done by the students of The M. S. University as NCC cadets are as follows:

#### **Camp Activities:**

Students (Boys and Girls) of Air, Naval and Army attend camps in the country at various places as under viz., (a) All India Basic Leadership Camps.(b) All India Advance Leadership Camps (c) Rock climbing camps (d) All India Trekking Expedition (e) Annual Training Camps. (f) Republic Day Camps (g) National Integration

Camps (h) First Aid Training (i) Signal Training (j) Army Attachment (k) Boat Pulling / Sailing (l) Ship Modeling, and (m) Gliding (n) Flying.

**For More Details:** NCC Group Head Quarters...Ph. No.: 2750084, 1 Guj. Air Sqn. NCC, Baroda Ph. No.: 2433940; 2 Guj. Naval Unit NCC Ph. No.: 2785948, and 3 Guj. Bn. NCC, Baroda Ph. No.: 2794937.

**NATIONAL SERVICE SCHEME:**

National Service Scheme (NSS) is sponsored by the Government of India, Ministry of Youth Affairs and sports and Commisionerate of Higher Education, Gujarat State, Gandhinagar. The scheme involves student youth in various constructive activities in the urban and rural areas for social services and social upliftment to sensitize the students towards life realties and need for voluntary social services to the deprived section through involvement of youth as a volunteer and contributes towards their personality development through nurturing the talent in the youth and ultimately preparing them to face competition, career and life with a spirit of nationalism. The NSS is linked with various NGOs of Baroda to give impetus to the extension work of NSS through organizing number of mass awareness programmes for Literacy, Violence against Women, Dedication, Communication harmony in collaboration with distinct agencies for each such as Pratham (Education Initiative), Olakh (Women agency) SVADES (Society for Village Upliftment in Petrochemical areas), Swami Vivekananda Kendra, Nehru Yuva Kendra and others.

**For More Details** Ph. No.: 2791551

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THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**GENERAL GUIDELINES FOR IMPLEMENTATION OF CBCS:**

[As Per Syndicate Resolution Number 19 Dated 29-10-2012]

- It is resolved to have the Courses of 144 Credits to confer Honours Degree and to have the Courses of 120 Credits to confer General Degree.
- The End-Semester (ES) Examinations/Year-end Examinations shall be the University Assessment (UA) and shall be conducted as per prevailing University rules.
- The Weightage of Mid-Semester (MS) for Semester Pattern/Internal Examination for Yearly Pattern and End-Semester (ES) for Semester Pattern/Year-End Examination for Yearly Pattern shall be 30% and 70% respectively for all Academic Programs across the University.
- Passing shall be decided on the combined result of a Course/Paper i.e. on the combined result of Mid-Semester (MS) and End-semester (ES) Examination OR Internal Examination and Year-end Examination, in the respective Course/Paper, as the case may be.
- The Examinations of Odd Semester (s) and Even Semester(s) will take place simultaneously, the Examination(s) of Lower Semester(S) shall however be prior to respective Even Semester(s).

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**Consideration and Carrying Forward the Marks of Internal Assessment:**

- The marks of Internal Assessment shall be preserved and shall be added to the marks of University assessment for all subsequent examination(s) of a Candidate in their respective course(s) paper(s) until they successfully complete the respective courses(s)/paper(s).
- Only ONE Mid-Semester examination shall be held, marks/grades of which shall be added in the End-semester examination for making up the total of 100%.
- In the event of a Candidate remaining Absent at the either examination, Mid-semester (Internal Assessment) or End-semester (University assessment), following are the probable combinations and courses of actions:

| Sr. No. | Internal Assessment | University Assessment | Final Result | Remarks                                                                                                                                                                                                                                                                                                                      |
|---------|---------------------|-----------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.      | X                   | Y                     | X + Y        |                                                                                                                                                                                                                                                                                                                              |
| 2.      | AB                  | Y                     | Y            | <ul style="list-style-type: none"><li>• The Candidate(s) be given an additional chance of IA where complete syllabus of that course/paper is mandatory.</li><li>• If a Candidate fails to appear in the additional examination, ZERO Marks shall be considered for all future consideration for that Course/Paper.</li></ul> |
| 3.      | X                   | AB                    | AB           | ---                                                                                                                                                                                                                                                                                                                          |
| 4.      | AB                  | AB                    | AB           | ---                                                                                                                                                                                                                                                                                                                          |

**Correction and Gracing of Result:**

The following modus operandi is resolved to be evolved for giving effect of the correction and grace in the result at the individual Course/Paper level by the Chairman of the Course/Paper.

**For Marking Scheme /Indirect Grading Scheme:**

- (i) If overall result of all the Candidates in a Course/Paper is less than 50%, a correction by 5% of the total marks in that Course/Paper be applied to all the Candidates , keeping the ceiling of 100 % of marks i.e. Maximum obtainable marks in corresponding Course/Paper
- (ii) If overall result of all the Candidates in such Course/Paper remains below 50% even after applying correction as stated in (i) above, gracing of maximum 5% of the total marks in that Course/ Paper be applied to the individual Candidates to bring their result up to the minimum passing level
- (iii) If overall result of all the Candidates in any Course/Paper is more than 50%, however, some students are failing/dropped just by 5% of total marks in that Course/Paper, such performance , on discretion of Chairman, may be may be graced up to maximum 5% of total maximum marks of the respective Course/Paper to bring such Candidate(s) up to the passing level

**For Direct Grading Scheme:**

- (iv) If overall result of all the Candidates in a Course/Paper is less than 50%, a correction by grade point amounting 0.05 in that Course/Paper be applied to all the Candidates, keeping the ceiling of 10 i.e. Maximum obtainable grade point in corresponding Course/Paper.
- (v) If overall result of all the Candidates in such Course/Paper remains below 50% even after applying correction as stated in (i) above, gracing by grade point amounting maximum 0.05 in that Course/Paper be applied to the Candidates to bring their result up to passing level in corresponding Course/Paper.
- (vi) If overall result of all the Candidates in any Course/Paper is more that 50% however, some students are failing/dropped just by grade point amounting 0.05 in that Course/Paper, such performance, on discretion of Chairman, may be graced up by grade point amounting up to Maximum 0.05 to bring such Candidate(s) up to the passing level in corresponding Course/Papers.

These modalities shall however be automated and are carried out at the Chairman's level while preparing the result of that Course/Paper, with the proper reporting about correction/gracing/upgrading of the result.

Further, the corrections and/or gracing shall be included in the University assessment within the maximum permissible marks or grades as the case may be i.e. if a Candidate is securing 100% of marks in the University Assessment (UA), in such cases, the benefit of correction and/or gracing shall not be applied.

- **Award of Class OR Description for Declaration of Result :**

The result under various schemes shall be declared as follows:

**For Marking Scheme:**

ODD Semesters: "PASS, FAIL, ABSENT"

EVEN Semesters: "DISTINCTION, FIRST, SECOND, PASS, ATKT, FAIL, ABSENT"

However, the Candidate shall be awarded the class as "DISTINCTION, FIRST or SECOND", only on Successful Completion of all the Courses/Papers of just preceding lower examination of Odd Semester/Previous Year (as the case may be).

**For Indirect/Direct Grading:**

The status of the students with respect of Current Semester as well as consolidated performance of Previous Semester(s) shall be represented in the Statement of Grade (SoG) as "COMPLETE", or "INCOMPLETE" as applicable.

ODD Semesters: "COMPLETE", "INCOMPLETE", "ABSENT"

EVEN Semesters: "COMPLETE" or "INCOMPLETE", "ABSENT"

“Outstanding, Excellent, Very Good, Good, Fair, Average, Dropped”

- The scheme of Upward movement/Promotion to higher semester(s) and time for completion of the programme shall be as per 0.282-D.

**Time for Completion of Programme:**

A Candidate shall deem to remain a student only as per following criteria:

Duration of Studentship =  $\{n + 2 \text{ for } N \leq 2$   
 $2n, \text{ for } n > 2$

Where n interprets duration of the programme (in years) of admission.

Notwithstanding anything above, after expiry of the maximum period as stipulated above under duration of studentship, the respective Candidate shall cease to be the student of respective programme.

In extra ordinary circumstances, the Vice-chancellor may constitute the committee for scrutinizing the cases of Candidates(s) who have successfully completed at least 60% of courses/papers. On the recommendation of a committee, the Vice-Chancellor may accord eligibility to such Candidate(s) by ONE YEAR and permit a Candidate for TWO ADDITIONAL CONSECUTIVE CHANCES for appearing in the examination in order to be eligible for the award of Degree/Diploma.

ORDINANCES OF  
THE MAHARAJA SAYAJIRAO UNIVERSITY

OFO.195 F.:

**1. Amendment of O.195 - F on page No. 163 of Hand Book Part - II 1984 newly added vide item No. 5 of Pamphlet No. 4 subsequently amended vide Pamphlet Nos. 8, 10,16 and 24. (S.R. No. 9 of 25.5.2012 and Modified in 29.6.2012)**

**O.195 – F has been amended to read as under :**

1. In case a candidate who has appeared for the University Examination is not satisfied with the assessment of his/her answer-books in any paper/s he/she may apply for re-assessment for his/her answer-books in the prescribed form of application to Registrar, M. S. University of Baroda.
2. No application for re-assessment of marks/grades obtained at the Internal Test/Practicals, Viva-Voce, Thesis, Dissertation, T.W. etc. shall be entertained by the University.
3. “The application form for reassessment will be available from the Accounts Section, University Office on production of fee receipt of the concerned Examination.

The duly completed application form for reassessment with the Dean's/Principal's endorsement (to the effect of verification of the record submitted by the candidate from Tabulation Sheet) must be submitted to the Account Section with a deposit of `500/- per Paper **on or before Ten (10) working days from the date of DECLARATION OF THE RESULT of the concerned examination by the Examination Section of the University Office.**”

2. **Addition of new clause O195 - H after O.195 -G on page No. 163 of Hand Book Part II 1984. (S.R. No.19 of 29.10.2012 )**

**O.195-H: Inspection of Answer-books**

In order to have transparency and openness, it is resolved to place the answer-books for ‘**Inspection**’ centrally **at the University for University Assessment only**. The candidates desiring to inspect his/her own answer-book(s) for **one or all course(s)/paper(s)** shall have to apply to the Examination section along with the payment of **`1000/- per course/paper**. Upon receipt of these applications, the Examination section will arrange for ‘Inspection of Answer-books’ centrally at the university office.

Faculty-wise schedule for ‘Inspection of Answer-books’ will then be conveyed to the applicants desiring the inspection. ‘Inspection of Answer-books’ shall be carried out in presence of Dean of the respective faculty/Principal of the college and the Chairman of concerned course(s)/paper(s) along with the team of sufficient number of examiners, if required.

**O.195 H.: INSPECTION OF ANSWER-BOOKS:**

**[Addition of O.195-H after O.195-G.:]:**

**ORDINANCE O.195-H:**

1. In case a Candidate who has appeared for the University Examination is not satisfied with the assessment of his/her answer-books(s) in any course(s) paper(s) he/she may apply for inspection for his/her answer-book(s) in the prescribed form of application to the Registrar, The M.S. University of Baroda.

- In such instance, the deposit/fees paid by the Candidate shall be forfeited forthwith. On receipt of the application of inspection of answer-books, the Examination section, in consultation with the Vice-Chancellor/Pro Vice-Chancellor will prepare and declare the schedule of inspection and the same shall be communicated to the applicants so as to enable them to inspect their answer-books in presence of their parent(s) guardian(s). Respective Deans of the faculties/Principles of the colleges, along with the Chairman and required number of Examiner(s) of the concerned course/paper, shall remain present to facilitate the inspection. However, no modification and/or change in the Original marks/grades shall be allowed during the inspection of answer-books. The Chairman concerned shall report the obvious discrepancy, if any, to the Vice Chancellor/Pro Vice Chancellor through the concerned Dean of the Faculty/Principal of the college. The report shall then be dealt as per the rules stipulated under 0.195-F. In such case(s) the concerned applicants need not to apply for re-assessment separately as per 0.195-F. In the event of change/modification in the marks/grades as a result of re-assessment (as per 0.195-F), the full amount of the deposit/fee will be refunded to the Candidate.

0.261

- (S.R. No. 19 of 29-10-2012)

**Late Fees Charges:**

- Within 5 days of the prescribed date ` 50/-
- After 5 days but not later 15 days ` 100/-
- After 15 days but not later 25 days ` 500/-
- Under V.C. power late fees (before 4 days: ` 1000/-

**Amended:**

| <b>Serial Number</b> | <b>Duration under levying Late Fee</b>                                | <b>Amount ( )</b> | <b>Empowering Rule for allowing Acceptance of Examination Form with Late Fees</b> |
|----------------------|-----------------------------------------------------------------------|-------------------|-----------------------------------------------------------------------------------|
| 1.                   | <b><u>10 Days Prior</u></b> to commencement of University Examination | ` 2,000/-         | <b>Dean/Principal</b>                                                             |
| 2.                   | <b><u>07 Days Prior</u></b> to commencement of University Examination | ` 4,000/-         | <b>Dean/Principal</b>                                                             |
| 3.                   | <b><u>03 Days Prior</u></b> to commencement of University Examination | ` 8,000/-         | <b>Vice-Chancellor/ Pro-Vice-Chancellor</b>                                       |

The application form(s) for appearing at the Year-end examination/Semester-end examination **should not be entertained and forwarded by the Faculty/College, after the lapse of above specified stipulated period.**

Dean/Principal/Head of the Faculty/College/Institution are hereby requested to state the reason(s) and clear recommendation(s) stating the special circumstances under which the application for appearing at Year-end examination/Semester-end examination should be accepted within the time frame specified above (i.e. 10 days prior/07 days prior/03 days prior to commencement of examination).

Provided however that application forms for appearing in an ensuing examination shall be accepted without any late fees within ten days of the declaration of the result of students who have either;

- (i) Appeared at the examination held during the second half of the previous year/semester or
- (ii) Appeared at first half of the same year/semester and whose results are not declared or
- (iii) A candidate whose result is declared after re-assessment.

The detailed examination time-table for all Practical, Clinical, Oral, Viva-voce and Term Work Examinations as the case may be, shall be notified to the candidates by the Deans or the Heads of the Institutions concerned with prior intimation to the University Office.

**Notes:**

- 1. The Deans of Faculties and Heads of Institutions shall send the application forms to the Registrar on the fixed dates. They should fix any earlier date for receiving the forms and paying of fees for their students according to their convenience.
- 2. Examination fees once paid shall not be refunded except in the circumstances mentioned in the relevant Ordinance 285.
- 3. Where a candidate for either M.D. or the M.S. examination is not permitted to appear for the Written, Practical and Oral examination, on the ground that the dissertation submitted by him under the rules for the examination has not been accepted by the examiner, the candidate when reappears for the examination will have to pay half of the prescribed fees only, provided that he/she reappears within two years since his application for appearing in the aforesaid examination was rejected.

4. No fee in respect of providing a writer or a Junior Supervisor be charged from a blind student taking the University examination and that suitable type of writers to the blind students be provided by the Senior Centre Supervisors at the request or such students as per the existing rules and that such writers or the Junior Supervisors employed for this purpose be paid at the existing rates in force from the examination Budget of the University.

**O.282: This Ordinance shall be effective for all the University Examinations for the Award and/or Condoning of the marks/grade points and thereby grades, as the case may be, as follows for the faculties/colleges under :**

- 1) Yearly Pattern, Marking Scheme – O.282 – A
- 2) Semester Pattern, Marking Scheme – O.282 – A
- 3) Yearly Pattern, Indirect Grading – O.282 – B
- 4) Semester Pattern, Indirect Grading – O.282 – B
- 5) Yearly Pattern, Direct Grading – O.282 – C
- 6) Semester Pattern, Direct Grading – O.282 – C

**O.282–A: This Ordinance shall be effective for all University examinations under Yearly Pattern/Semester Pattern, where Marking Scheme is followed.**

The faculties following Marking Scheme shall follow the present ordinance i.e O.282–A.

**O.282–A (i) (a) Award of the Class at the University Examination:**

The candidate appearing at the university examination shall be awarded the class as per the following template:

| Serial Number | Result                                           | Range of %<br>(For Faculty of<br>Technology & Engineering) | Range of %<br>(For Other<br>Faculties/Colleges) |
|---------------|--------------------------------------------------|------------------------------------------------------------|-------------------------------------------------|
| 1.            | First Class with Distinction<br>as “DISTINCTION” | 66% & Above                                                | 70% & Above                                     |
| 2.            | First Class as “FIRST”                           | 60% – 65.9%                                                | 60% – 69.9%                                     |
| 3.            | Second Class as “SECOND”                         | 50% – 59.9%                                                | 50% – 59.9%                                     |
| 4.            | Pass Class as “PASS”                             | 40% – 49.9%                                                | 40% – 49.9%                                     |

A candidate whose total of marks falls short of the requisite total of marks required for Distinction or First Class or Second Class by 1, 2 or 3 marks, such candidates shall be awarded the necessary marks by which his/her total of marks falls short for Distinction or First Class or Second Class; and declared to have passed with Distinction or First Class or Second Class, as the case may be.

This rule shall also apply for awarding Distinctions in individual subjects to candidates appearing at the I, II and III M.B.B.S. Examinations provided they pass in all subjects at the same time, at the first attempt.

Notwithstanding anything contained hereinabove, when the class is awarded with an application of ADHOC committee recommendation(s), the marks awarded through ADHOC shall be included in the course/paper having minimum marks.

**O.282–A (i) (b) :**

Wherever the eligibility of certain minimum marks is specified for joining a particular Course/Paper of studies, grace marks as prescribed above may be calculated for determining his/her said eligibility.

**O.282–A (i) (c) :**

Whenever the candidate's eligibility for earning a class at any final examination of the programme of study is dependent also upon his/her having earned a particular minimum percentage of marks at a particular lower examination, grace marks as prescribed under O. 282–A (i) (a) may be given to the candidate at such lower examination so as to enable the candidate to earn such eligibility percentage. **[Addition of Clause (c) after (i) (b) under O. 282 vide Pamphlet-1 (S.R. No. 54 of 17-6-1984)]**

**O.282–A (i) (d) :**

Notwithstanding what is stated above, the benefit of O.282–A (i) (a) be given to the candidates of Master's Degree final examination, whose total falls short by 1, 2 or 3 marks to get 55% and the same be counted in counting the percentage. **[Addition of Clause (d) after (i) (c) under O. 282 vide Pamphlet-13 (S.R. No. 20 of 31-1-95)]**

**O.282–A (i) (e) :**

The simultaneous application of Adhoc and O.282–A (i) shall be made effective to the Course/Paper having the minimum marks in corresponding year/semester.

However, the candidate shall be eligible for the award of class as “DISTINCTION, FIRST, SECOND” (as the case may be) only on Successful Completion of all the courses/papers of the current examination of even semester/current year and just preceding lower examination of Odd semester/Previous year.

**O.282–A (ii) (a) Condonation:**

Where a candidate at the University Examination fails in only one head of passing such failure/deficiency shall be condoned in following manner:

- By not more than three marks, where the total of that head is less than 100; or
- By not more than five marks where the total of that head is 100; or
- By not more than six marks where the total is more than 100 but not more than 200; or
- Not more than 3% of the total of the head where that total is more than 200;

**Any condonation as stated above is subject to Maximum of 10 Marks.**

**O.282-A (ii) (b) :**

Where a candidate fails in three heads of passing and the total of his/her deficiency in marks in the three heads taken together does not exceed the maximum number of marks condonable in the head of passing in which the extent of failure/deficiency condonable is higher in accordance with the basis of condonation laid down in O.282-A (ii) (a) his/her failure/deficiency in each of the three heads shall be condoned to the extent of condonation permissible in the respective heads under the said O.282-A (ii) (a).

**O.282-A (ii) (c) :**

If a candidate fails in a head of passing which is included in another head of passing, he shall be entitled to the benefit of condonation in both the heads if necessary, subject always to the maximum of marks prescribed in O.282-A (ii) (a) above.

**O.282-A (ii) (d) :**

Notwithstanding what is stated above, if the standard of passing in the different subjects at the examination is 50% or more, condonation to the extent mentioned in para O.282-A (ii) (a) shall be given in two heads of passing subject to the limit of 10 marks in both the heads taken together. **[Amendment of Clause (d) under O. 282 vide Pamphlet-15 (S.R. No. 19 of 29-8-96)]**

**O.282-A (iii) Earning:**

Where a candidate who appears in all the subjects of a University Examinations, fails in one, two or three heads of passing and where the total deficiency in his/her marks in one, two or three heads taken together is not more than 15 marks, his/her deficiency in marks in all the three heads of passing taken together shall be condoned on the basis of 1.5 mark for every One percent by which the total marks secured by the candidate in all the subjects exceeds the total of the minimum marks required for passing in all the subjects.

For the purpose of condonation half a mark or half a percent or more than half shall be computed as one mark or one percent. This Ordinance will also be applicable to the cases of candidates appearing in compartments at the examination at which a minimum percentage is prescribed for passing in the grand total and where the marks obtained by the candidates on the earlier occasion are carried over for the purpose of deciding whether the candidates have secured the minimum percentages of marks in the total required for passing.

Provided however that condonation under this clause of the Ordinance shall be restricted to 10 marks as far as the examinations under the Faculty of Medicine are concerned. **[Amendment by addition of this para under O. 282(iii) vide Pamphlet-15 (S.R. No. 19 of 29-8-96)]**

**O.282-A (v) Eligibility for the award of Class and/or Scholarship:**

A candidate whose failure/deficiency is condoned under this Ordinance shall be eligible for Classes in the same way as other successful candidates but not for scholarships and other awards.

**(Note:-**The expression "head of passing" shall be deemed to include the aggregate of marks in an examination, where a candidate is required to obtain a certain percentage of the aggregate marks in order to be declared successful.)

**O.282-A (vi) Allowed to keep terms (ATKT):**

A candidate who is failing at an examination at which there is a provision for "Allowed To Keep Terms" for next higher programme part/course of study may be given the grace marks as per the provisions made in the clauses mentioned above for passing the said examination and he/she shall thereby be accorded the benefit of A.T.K.T.

The remarks column of the Tabulation sheet/mark sheet shall indicate the clause of this Ordinance under which he/she has earned the grace marks for passing the examination or for earning the benefit of A.T.K.T. thereat.

**O.282–B:**

**This Ordinance shall be effective for all University examinations under Yearly Pattern/Semester Pattern, where Indirect Grading Scheme is followed.**

The faculties following Indirect Grading Scheme shall follow the present ordinance, under the following template as per Table Number-1 for conversion of mark(s) into grade point(s) and thereby grade(s) :

**Table Number-1**

| Grade Points | Description | Proposed % of Marks | Grade | Range        |
|--------------|-------------|---------------------|-------|--------------|
| 10           | Outstanding | 90.1% ≤ M ≤ 100.0%  | O     | 9.01 – 10.00 |
| 9            | Excellent   | 80.1% ≤ M ≤ 90.0%   | A     | 8.01 – 9.00  |
| 8            | Very Good   | 70.1% ≤ M ≤ 80.0%   | B     | 7.01 – 8.00  |
| 7            | Good        | 60.1% ≤ M ≤ 70.0%   | C     | 6.01 – 7.00  |
| 6            | Fair        | 50.1% ≤ M ≤ 60.0%   | D     | 5.01 – 6.00  |
| 5            | Average     | 40.0% ≤ M ≤ 50.0%   | E     | 4.00 – 5.00  |
| 4            | Dropped     | 0.00% ≤ M < 40.0%   | F     | < 4.00       |

**Note: Equivalent Percentage should be calculated from CGPA with ONLY ONE Decimal precision.**

**O.282–B (i) (a) Condonation:**

Where a candidate at the University Examination dropped in only one head of passing such failure/deficiency shall be condoned in following manner:

- By not more than three marks, where the total of that head is less than 100; or
- By not more than five marks where the total of that head is 100; or
- By not more than six marks where the total is more than 100 but not more than 200; or
- Not more than 3% of the total of the head where that total is more than 200;

**Any condonation as stated above is subject to Maximum of 10 Marks.**

**O.282–B (i) (b) :**

Where a candidate dropped in three heads of passing and the total of his/her deficiency in marks in the three heads taken together does not exceed the maximum number of marks condonable in the head of passing in which the extent of failure/deficiency condonable is higher in accordance with the basis of condonation laid down in O.282–B (i) (a) his/her failure/deficiency in each of the three heads shall be condoned to the extent of condonation permissible in the respective heads under the said O.282–B (i) (a).

**O.282-B (i) (c) :**

If a candidate dropped in a head of passing which is included in another head of passing, he shall be entitled to the benefit of condonation in both the heads if necessary, subject always to the maximum of marks prescribed in O.282-B (i) (a) above.

**O.282-C: This Ordinance shall be effective for all University examinations under Yearly Pattern/Semester Pattern, where Direct Grading Scheme is followed.**

The faculties following Direct Grading Scheme shall follow the present ordinance, under the following template as per Table Number-2 for conversion of grade points into the grades :

**Table Number-2**

| Grade Points | Description | Grade | Range        |
|--------------|-------------|-------|--------------|
| 10           | Outstanding | O     | 9.01 – 10.00 |
| 9            | Excellent   | A     | 8.01 – 9.00  |
| 8            | Very Good   | B     | 7.01 – 8.00  |
| 7            | Good        | C     | 6.01 – 7.00  |
| 6            | Fair        | D     | 5.01 – 6.00  |
| 5            | Average     | E     | 4.01 – 5.00  |
| 4            | Dropped     | F     | 0.00 – 4.00  |

**Note:** Equivalent Percentage should be calculated from CGPA with ONLY ONE Decimal precision.

**O.282-C (i) (a) :**

A candidate whose SGPA falls short by grade point amounting not more than 0.05 of the requisite Grade Point for a next higher grade, upgrading overall performance be decided by the Adhoc committee as stated under O.282-B (iii) and condoning such deficiency in SGPA shall be granted by gracing of grade point by not more than 0.05 as per Table Number-3, provided that the candidate has not been condoned for failure/deficiency in any course.

**Table Number-3**

| <b>Range of SGPA</b>                         | <b>Grade</b> | <b>Maximum Grace</b> | <b>Final SGPA</b> | <b>Grade</b> |
|----------------------------------------------|--------------|----------------------|-------------------|--------------|
| <b><math>8.96 \leq SGPA \leq 9.00</math></b> | A            | 0.05                 | 9.01              | O            |
| <b><math>7.96 \leq SGPA \leq 8.00</math></b> | B            | 0.05                 | 8.01              | A            |
| <b><math>6.96 \leq SGPA \leq 7.00</math></b> | C            | 0.05                 | 7.01              | B            |
| <b><math>5.96 \leq SGPA \leq 6.00</math></b> | D            | 0.05                 | 6.01              | C            |
| <b><math>4.96 \leq SGPA \leq 5.00</math></b> | E            | 0.05                 | 5.01              | D            |

Notwithstanding anything contained hereinabove, the results of those faculties/colleges under Yearly Pattern OR Semester Pattern following Direct Grading Scheme, the processing of the result and thereby a proposal to be placed before Adhoc committee, as stated in O.282-B (iii), shall be processed with appropriate application(s) of O.282-C. The grade points awarded/condoned/graced up, for upgrading the result through an application of O.282-C, shall however be added to the original grade points obtained by the candidate in respective Course/Paper as well as in the SGPA of respective year/semester.

**12. Amendment of O. 286 on page No. 320 of Hand Book Part - II 1984 subsequently amended vide Pamphlet Nos.10 and 20. (S.R. No. 13 of 28.12.2012)**

**O.286 has been amended to read as under :**

“In any case where it is found that, the result of an Examination has been affected by malpractice, fraud, improper conduct or other matter of whatsoever nature, the Syndicate shall have power to amend such results in such manner as shall have in accordance with true position and to make such declaration, as the Syndicate shall consider necessary in that regard.

Provided, however, that in any case where it is found that the result of an examination has been affected by error viz., the marks wrongly supplied by the Examiner/Chairman, the marks not supplied by the Examiner/Chairman, totalling mistakes, the marks wrongly carried over or transferred by the tabulators; class record marks not considered through mistake and even due to wrong seat numbers written by the students; incomplete information given by the students etc.; the Vice-Chancellor shall have power to amend such result in such manner as shall be in accordance with true position and to make such declaration, as the Vice-Chancellor shall considered necessary.

In case if the candidate fails to get the details corrected [Related with name, Spelling mistake(s), Name in order, Father's name, Mother's name, etc.] before the generation of the Examination result, correction(s), if any, in the reportable fields on the Statement of Marks/ Statement Grades (Som/SoG) OR Degree/Diploma Certificate(s), shall be chargeable @`500/- per (Som/SoG) or Degree/Diploma certificate(s), individually, as the case may be.

Provided that, subject to O.287 no result shall be amended after the expiration of six months from the date of publication.”

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**REVISED 0.286:**

Correction in the SoM [i.e. Mark-sheet/Statement of Marks/ Or SoG [Statement(s) of Grade/Grade-sheet(s) / Degree Certificate(s) Regarding.

Pursuant to implementation of Digital Life Cycle of Students, each admitted Candidate is well informed about his personal details, academic details and examination details from the time of confirmation of the admission in their own account on the university portal. If the Candidate observes any correction(s), ample amount of time is available with the Candidate to arrange for generation of the e-request for desired correction(s), followed with submission of necessary documentary evidences, Moreover, Candidates are also informed about generating the request for correction(s), if any though examination hall-ticket also. [Related with Name, Spelling mistake(s), Name in order, Father's name, Mother's name etc.]

**The Syndicate of the M S University of Baroda has approved the REVISION IN 0.286 that reads as under:**

“In any case where it is found that, the result of an Examination has been affected by malpractice, fraud, improper conduct or other matter of whatsoever nature, the Syndicate shall have power to amend such results in such manner as shall be in accordance with true position and to make such declaration, as the Syndicate shall consider necessary in that regard.

Provided, however, that in any case where it is found that the result of an examination has been affected by error viz., the marks wrongly supplied by the Examiner/Chairman, the marks not supplied by the Examiner/Chairman, totaling mistakes, the marks wrongly carried over or transferred by the tabulators; class record marks not considered through mistake and even due to wrong seat numbers written by the students; incomplete information given by the students etc.; the Vice-Chancellor shall have power to amend such result in such manner as shall be in accordance with true position and to make such declaration, as the Vice-Chancellor shall considered necessary.

In case if the Candidate fails to get the details corrected [ Related with Name, Spelling mistake(s), Name in order, Father's name, Mother's name, etc.] before the generation of the Examination result, corrections(s), if any, in the reportable fields on the Statement of Marks/Statement of Grades (SOM/SOG) OR Degree/Diploma Certificate(s), shall be chargeable @Rs.500/- per SOM/SOG or Degree/Diploma Certificate(s), individually, as the case may be.

Provided that, subject to 0.287 no result shall be amended after the expiration of six month from the date of publication.”

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**ORDINANCE-290:**

Conduct, Discipline and appeal rules for the students of the University:

**OBJECTIVES:**

To have a harmonious atmosphere in the University Campus.

To conduct smoothly the study and teaching work on the campus of the University.

To have close and constant co-ordination between the students, teachers and administration at all levels so as to enable the different authorities to solve the genuine problems of the students.

The following act or acts on the part of students will be considered as indiscipline.

(a) Disrupt teaching, study, research or administrative work and / or prevent any members of the University and its staff from carrying out his work or do any act likely to cause such disruption or prevention.

(b) Damage or deface any property of the University or do any act likely to cause such damage or

defacing.

- (c) Engage in any conduct within the University or outside the University, which is, or is reasonably likely to be clearly detrimental to the University's purpose and image.
- (d) Disregard of Faculty / College and hostel rules, orders & notice.
- (e) Disregard of orders / instructions of the members of the Faculty / College.
- (f) Noisy, boisterous, disorderly and co-noxious behavior.
- (g) Ragging in any manner.
- (h) Lack of punctuality in attendance, in payment of Faculty / College dues and in other matters where dates and time of any duty, functioning or obligation are prescribed.
- (i) Persistent neglect of studies.
- (j) Recourse to unfair means in Tests and Examinations.
- (k) Negligent use of Faculty / College property.
- (l) Resource to false or fraudulent statements or acts.
- (m) Taking part in illegal strikes.
- (n) Failure to produce identity cards on demand by Faculty / College Staff, Warden etc. at any time and place within the Faculty / College, Hostel, Campus and Library.
- (o) Indifferent reply to any query.
- (p) Unsportsman like behaviour in indoor and outdoor games.
- (q) Entering the rooms of others when the occupants of the room are absent in their rooms.
- (r) Keeping weapons including Hockey-Sticks, Lathis, Nan-chaku etc. in the hostel room in possession of the student.
- (s) Irregular attendance and persistent unauthorized absence from hostels.
- (t) Consumption of alcoholic drinks / intoxicating Drugs etc. and / or found drunk in the Campus.

If any of the above acts is done by any of the students disciplinary action will be taken by the appropriate authorities or the competent agency of the University depending upon the quantum of the guilt or misconduct and the same act will be considered as misconduct and the disciplinary actions will be taken after following the procedure by the competent authorities as provided under the rules:

#### **NATURE OF PENALTY:**

##### **MINOR PENALTY:**

- (a) Warning, Censure, Fine.
- (b) Penalty in terms of recovery of loss or damages in cash or kind.
- (c) Place the student concerned on probation for a certain period.
- (d) Put the student under suspension for a period of one month.
- (e) Expelling a student up to one term from Studies/Examination.
- (f) Expelling a student from attending classes for some period.

##### **MAJOR PENALTY:**

- (a) Expelling the student from the examination for a period exceeding one year
- (b) Debarring the student from pursuing studies in any of the Faculty / Institution of the University for a period exceeding one year.

#### **PROCEDURE:**

Whenever any of the acts comes to the notice of the competent authority the same authority will issue a notice to the student concerned to show cause as to why a particular disciplinary action should not be taken against him. For the minor penalty other than warning the reply received from the student concerned will be placed before the Faculty level disciplinary committee and the recommendations of the said committee, Dean/ Principal/Heads of Institutions will take further appropriate action regarding the imposition of penalty.

For imposing major penalties on the basis of the complaint the Dean/ Principal/ Heads of Institution with the help of the Faculty level disciplinary committee will conduct a preliminary enquiry; and on the basis of the report of the preliminary enquiry. It will forward the matter along with the report of the University for further necessary action.

The matter will be placed before the University level disciplinary committee and the same committee, after following the law of natural justice, will submit its report to the Vice-Chancellor and the Vice-Chancellor will take further appropriate decision in the matter. Minor penalty will be imposed by the Dean/ Principal/Heads of Institution concerned and for major penalty the Vice-Chancellor will impose penalty after following the procedure given:

While conducting an enquiry / investigation, the Disciplinary Committee should go into the causes/ circumstances leading to the acts of indiscipline/ violence and if the root cause is found to lie with academic or administration lapse, such as late submission of results, delay in declaration of admission, availability of mark lists, irregularity in taking classes etc. such findings should be noted and the committee should report the findings along with erring parties for necessary action. In such a case, the act of violence / indiscipline on the part of students should be looked into with due moderation. Whenever elements other than students belonging to the Faculty or the Institution where indiscipline or violence takes place are involved, the incident must be fully investigated by the Disciplinary Committee of the Faculty or the Institution where the act of indiscipline / violence takes place. Whenever an act of indiscipline / violence takes place before filling the F.I.R. all aspects at the appropriate level, be considered.

#### APPEAL:

The Faculty level committee will be appointed by the Dean/ Principal/Heads of Institution. University level Committee will be appointed by the Vice-Chancellor. On the decision of the Dean, the student concerned will have a right to file an appeal before the Vice-Chancellor to review the penalty imposed by the Dean and in case of the penalty imposed by the Vice-Chancellor, the student concerned will be entitled to file an appeal to the Syndicate to review the penalty.

This appeal is to be filed within a period of 45 days from the date of the order of penalty. The appeal filed after the expiry of 45 days from the date of communication of the order, will not be entertained.

General Rules Governing the Conduct of Students in the University:

A student must do nothing either inside or outside the University that will interfere with its orderly working and discipline. This comprehensive rule covers most cases that are likely to arise and it forbids, for instance:

- (a) Impolite or unseemly behaviour in class-room or University premises during" working hours of the College and the Faculty.
- (b) Attempt to persuade other students to abstain themselves from regular classes.
- (c) Damage to or defacement of University furniture, fitting and property. •
- (d) Disobedience of notifications or instructions issued by the Principals / Deans/ Heads of the Departments and Members of the Staff duly authorized. No Society in any Faculty or College may be formed and no persons may be invited to address any existing society or meeting without the prior permission of the Head of the Institution concerned. As per UGC regulation, 80% attendance is required for permitting student to appear for final examination. In case of unavoidable absence on account of health, urgent private affairs or other reasons, they must be prepared to state the exact reason for the absence.

Students are expected to behave with courtesy with the members of the staff, their fellow students and all visitors to the Institution.

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THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**ANTI- RAGGING GUIDELINES OF THE M. S. UNIVERSITY OF BARODA**

As per the UGC Anti-ragging policy aimed “to prohibit any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student, or indulging in rowdy or indiscipline activities by any student or students which causes or is likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in any fresher or any other student or asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student, with or without an intent to derive a sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student; and thereby, to eliminate ragging in all its forms from universities, deemed universities and other higher educational institutions in the country by prohibiting it 3 under these Regulations, preventing its occurrence and punishing those who indulge in ragging as provided for in these Regulations and the appropriate law in force.”

**WHAT CONSTITUTES RAGGING?**

**Ragging constitutes one or more of any of the following acts:**

- a. Any conduct by any student or students whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student;
- b. Indulging in rowdy or indiscipline activities by any student or students which causes or is likely to cause annoyance, hardship, physical or psychological harm or to raise fear or apprehension thereof in any fresher or any other student;
- c. Asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating a sense of shame, or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student;
- d. Any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any other student or a fresher;
- e. Exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students.
- f. Any act of financial extortion or forceful expenditure burden put on a fresher or any other student by students;
- g. Any act of physical abuse including all variants of it: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person;
- h. Any act or abuse by spoken words, emails, post, public insults which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in the discomfiture to fresher or any other student ;
- i. Any act that affects the mental health and self-confidence of a fresher or any other student with or without an intent to derive a sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student.

The M. S. University of Baroda has an Anti-Ragging Committee to ensure the safety of students.

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**“ANTI-RAGGING COMMITTEE”**

As per the circular vide ADM/1/353 dated 29-9-2012, the undersigned has constituted the “Anti-Ragging Committee” of the Faculty of Commerce for the year 2018-2019 as follows:

|    |                                                                                   |                                         |
|----|-----------------------------------------------------------------------------------|-----------------------------------------|
| 1  | Prof. Dinkar N. Nayak, Dean & Convener                                            | Email : dinkar.nayak-be@msubaroda.ac.in |
| 2  | Prof. P. B. Shah<br>Head (Offg) Department of Accounting and Financial Management | Email: pragneshmsu@yahoo.com            |
| 3  | PROF. D. N. Nayak<br>Head , Dept. of Business Economics                           | Email : dn_nayak2002@yahoo.com          |
| 4  | Mr. Kalpesh H. Shah<br>Head (Offg.) Dept. of Commerce and Business Management     | Email: kh.shah@yahoo.co.in              |
| 5  | Ms. Neeta Baloni<br>Offg. Head, Dept. of Cooperative Management and Rural Studies | Email: neeta.baloni@yahoo.com           |
| 6  | Mr. K. R. Badola<br>Coordinator, Main Building                                    | Email : badolakr05@yahoo.com            |
| 7  | Dr. Jayant Kumar<br>Coordinator, Gen. Edu. Building                               | Email : jkn23@rediffmail.com            |
| 8  | Dr. K.D. Naik,<br>Coordinator, Girls' College                                     | Email: kalpeshnaikmsu@gmail.com         |
| 9  | Dr. P. Krishnakumar,<br>Coordinator, P.G.Unit                                     | Email: pkrishnakumar94@gmail.com        |
| 10 | Mr. K.D. Vala, Dean<br>of Students                                                | Email : kamleshvalamsu@gmail.com        |
| 11 | Prof. A. S. Kantawala, Dept. Accounting and Financial Management                  | Email: askantawala@yahoo.com            |
| 12 | Ms. Smita P. Patel, Dept. of Commerce & Business Management                       | Email: patelsmitap298@yahoo.com         |

Prof. Dinkar N. Nayak  
Dean  
Faculty of Commerce

## THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

### ANTI SEXUAL HARASSMENT GUIDELINES OF THE M.S. UNIVERSITY OF BARODA

The Maharaja Sayajirao University of Baroda values the safety and well-being of all its students and has a pro-active approach to harassment issues through the Women's Grievance Redressal and Counseling Cell. The university seeks to create an academic and work environment free of sexual harassment.

As per the University Guidelines, **Sexual Harassment** includes any unwelcome sexually determined behavior (whether directly or by implication) and includes physical contact and advances, a demand or request for sexual favors, sexually colored remarks, showing pornography or any other physical, verbal or non-verbal conduct of sexual nature.

**More specifically, Sexual Harassment shall include, but will not be confined to the following:**

- When subjected to unwelcome sexual advances, request for sexual favors and verbal or physical conduct of a sexual nature, either explicitly or implicitly, as a term or condition for instruction, employment, participation or evaluation of the person's engagement in any of the University activity.
- When unwelcome sexual advances and verbal, non-verbal or physical conduct such as loaded comments, remarks or jokes, letters, phone calls or emails, SMS, MMS, gestures, showing of pornography, lurid stares, physical contact or molestation, stalking, sounds or display of a derogatory nature have the purpose or the effect of interfering with an individual's performance or of creating an intimidating hostile or offensive University environment.
- Where any form of sexual assaults is committed where a person uses the body or any part of it or any object as an extension of the body in relation to another person without the latter's consent or against that person's will, and
- When any such conduct as defined above is committed by a third party or outsider in relation to a member of the University's community or vice versa.

#### **What to do if you feel you are being sexually harassed?**

- Know your rights – Sexual harassment is illegal, both the law of the land and MSU Baroda, prohibit sexual harassment.
- Speak up – Tell the person to stop. State clearly and firmly that you want a particular behavior to cease.
- Get information and support – If you feel threatened to speak up, ask your friends to help you and bring it to the notice of the concerned committee members in the University. Keep records that might be useful for pursuing the case.

#### **What not to do?**

- Do not blame yourself. Sexual harassment is not something one brings on oneself. It is not a consequence of certain ways of dressing or acting. It is a violation of an individual's right to work and live with dignity.
- Do not ignore it. Ignoring sexual harassment does not make it go away. The harasser may misinterpret a lack of response as approval of the behavior.
- Do not delay. Delay in action increases the probability that unwanted behavior will continue or escalate.
- Do not hesitate to ask for help. Speaking up may prevent others from being harmed as well.

*Know more about the M. S. University of Baroda's Women's Grievance Redressal and Counseling Cell on <http://www.msubaroda.ac.in/wgrc/index.php>.*

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THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
**THE DIRECTORATE OF STUDENT WELFARE**

**[Economically Disadvantaged Students Support Fund]**

The Maharaja Sayajirao University promotes a homely ambience for those who work and study within its campus. The student-friendly atmosphere of The Maharaja Sayajirao University is further enhanced by the presence of the Director Student Welfare (DSW). It is a vital link between the students and the staff as well as the larger community. The main objectives of the Directorate are to coordinate different activities of Sports, Literary, Cultural, Moral Education, and Placement and Counseling etc. to facilitate the overall personality development and to inculcate the basic values amongst the young students of the University to groom them as Good Citizens of the Nation.

Common forms for financial aid include grants and scholarship. Some are available specifically for students with different abilities. Students can use a combination of these financial aid resources. It is important to remember that financial aid results in a partnership of the students, parents and / or private organization. Such a partnership requires cooperation, communication, and an understanding by each of their responsibilities within the financial aid process.

The Directorate of Student Welfare at our University shall communicate the student about the available various types of scholarship. Parent income and assets are considered while deciding whether a student qualifies for Scholarship/ Fee Waiver/ Freeship.

For more information on Economically Disadvantaged Students Support Fund, Contact:

***Director of Student Welfare,***

***The Maharaja Sayajirao University of Baroda, Vadodara.***

***E-mail: dswmsu@yahoo.in***

## The Office of Director, Students' Welfare

Sayaji Bhavan, Near University Office, Fatehgunj, Vadodara – 390 002

### APPLICATION FORM FOR FINANCIAL ASSISTANCE /SCHOLARSHIP/FREESHIP/FEEWAIVER

(To be filled in Block Letters)

#### IMPORTANT INFORMATION:

1. The Scholarship is awarded to **Economically Disadvantaged / Differently Abled Students** who are studying in the M.S. University of Baroda, Vadodara
2. Please complete the form in **BLOCK LETTERS**.
3. If the space is insufficient, please give further information on a separate sheet of Paper

**Paste here  
recent  
Passport Size  
Photo**

1. Name of the student : \_\_\_\_\_
2. Place of Birth : \_\_\_\_\_
3. Sex (Male/ Female) : \_\_\_\_\_
4. Permanent Address : \_\_\_\_\_

5. Correspondence Address : \_\_\_\_\_

(With E-mail ID)

6. Contact No. : (M) \_\_\_\_\_ (Tel) \_\_\_\_\_

7. Name of the Programme of Study : \_\_\_\_\_

8. Name and Address of the Institute/Faculty: \_\_\_\_\_

9. University Enrolment Number: \_\_\_\_\_

10. Whether admission taken under Higher payment/ Self finance

Yes: \_\_\_\_\_ No: \_\_\_\_\_

11. Whether ever penalized for adopting unfair means in the Examination of the University

Yes: \_\_\_\_\_ No: \_\_\_\_\_

12. Admission Category (SC/ST/ OBC/PH/ Gen/Kashmiri Migrant, etc.): \_\_\_\_\_

13. Have you received financial assistance under any scheme from this university/or any other scheme of

Govt- private trust in the last Year: Yes: \_\_\_\_\_ No: \_\_\_\_\_

(i) if yes, please mention the amount received : ( Rs. \_\_\_\_\_ ),

(ii) in words \_\_\_\_\_

14. Bank Account Details of the applicant:

(i) Bank Account No. \_\_\_\_\_

(ii) Name & Address of Bank \_\_\_\_\_

#### **A). Educational Qualification** (including marks of Semester examination last appeared)

| Sr. No. | Qualification          | Board/University | Name & Address of School/ college | Year of Passing | Division | %age/CPI* |
|---------|------------------------|------------------|-----------------------------------|-----------------|----------|-----------|
| 1       | 10 <sup>th</sup> (SSC) |                  |                                   |                 |          |           |
| 2       | 12 <sup>th</sup> (HSC) |                  |                                   |                 |          |           |
| 3       | Graduation             |                  |                                   |                 |          |           |
| 4       | Any other              |                  |                                   |                 |          |           |

#### **B).Details of the Family members:** (NO COLUMN IS TO BE LEFT BLANK)

(i) Father

| Name | Age | If working, Name, Address & Phone nos. Of Employer/office/Business | If retired, Amount of last pension being drawn (also enclose the copy of Bank Passbook) | Annual Income (A) | Income from other Sources |
|------|-----|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-------------------|---------------------------|
|      |     |                                                                    |                                                                                         |                   |                           |

(ii) Mother

| Name | Age | If working, Name, Address & Phone nos. Of Employer/office/Business | If retired, Amount of last pension drawn (also enclose the copy of Bank Passbook) | Annual Income (B) | Income from other Sources |
|------|-----|--------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------|---------------------------|
|      |     |                                                                    |                                                                                   |                   |                           |

(iii) Details of Siblings of the applicant.

| Name | Qualification | Age | Whether Married | If working, name, address & Phone nos. Of Employer/office | Annual Income (C) | If Studying, Name & Address of School/College | Annual Fees of School/ College |
|------|---------------|-----|-----------------|-----------------------------------------------------------|-------------------|-----------------------------------------------|--------------------------------|
|      |               |     |                 |                                                           |                   |                                               |                                |
|      |               |     |                 |                                                           |                   |                                               |                                |

**C). Details of Family Properties:-**

- i) a. Total plot Area of House (Sq. ft.): \_\_\_\_\_  
b. Total Carpet area of Flat/ Floor (Sq. ft.): \_\_\_\_\_  
ii) How many Floors have been constructed? Ground/First/Second/Third (Total) : \_\_\_\_\_  
iii) If any floor given on rent? If yes, what is the monthly rent received Rs: \_\_\_\_\_  
iv) Is there any shop in the house? If rented, what is the monthly rent received Rs: \_\_\_\_\_  
v) Is there any shop in the house? If yes, details of business running/monthly income Rs: \_\_\_\_\_  
vi) if you have any ancestral agricultural land? If yes, give the details: \_\_\_\_\_

**Total Annual Income from : ( iii ) + ( iv ) + ( v ) + ( vi ) = Rs. \_\_\_\_\_**

2. If you are living in a joint Family, give the details of family with their income: \_\_\_\_\_

1. If rented accommodation, address of rented accommodation and what amount of rent is being paid by you?(Copy of current Rent Agreement, if any) \_\_\_\_\_

4. Do you get any other Scholarship/ Financial Assistance? If yes, give details:

| Name & Address of the Organization | Amount of Monthly/ Annually Assistance received | From how many Days/ Months/ Year, the Assistance Received | Type of Assistance Received |
|------------------------------------|-------------------------------------------------|-----------------------------------------------------------|-----------------------------|
|                                    |                                                 |                                                           |                             |

5. Any other Source of Scholarship / Financial Assistance received/applied for: \_\_\_\_\_

**UNDERTAKING**

I hereby declare that the above mentioned information furnished by me is true and correct to the best of my knowledge and belief. If any information provided in the application form is found incorrect at any stage or it is found that I had failed in any one or more of the Subject of the university examinations or otherwise was ineligible to be considered for financial assistance under this scheme on the last date of submission of application, my application may be rejected and amount, if any, received by me from the university shall be refunded along with penalty, as decided by the university. This is without prejudice to other disciplinary and other legal measures which the University may take besides the refund of the financial assistance received. I hereby declare that no other scholarship has been availed by me.

I enclosed herewith my certified copies of the supporting documents.

- ☐ (1)  
☐ (2) Identity Card  
☐ (3) Results  
☐ (4) Disabled Identification card certified by civil surgeon

Fee Slip

- ☐ (5) BPL Card  
☐ (6) Salary Slip of Self or Parents

**(Signature of Father/ Mother / Guardian)**

**(Signature of the Student)**

**Date:** \_\_\_\_\_

**RECOMMENDATION**

The Student (Name) \_\_\_\_\_

(Year) \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_ fulfills all the eligibility criteria and all the requisite certificates/ documents are enclosed along with the application as per guidelines issues by the university for Financial Assistance under any Scheme. The aforesaid information furnished by the student has been verified by my office and are true to the best of my knowledge. This application is being recommended and forwarded for grant of financial assistance as the student belongs to an economically weak family. It is confirmed that to the best of my knowledge, the student is not availing any financial assistance/ Scholarship from any one of the public authorities of the union or the state or any other public undertakings or autonomous bodies or the concerned college/institute. The Certification as stated here in above is based on the documents enclosed by the student and the records as available in the Faculty/institute/College. This form and the required documents attached herewith are duly verified by the undersigned.

Place:

Date:

Signature & Full Name of Dean  
/Director/Principal of Institute

Stamp of the Officer

Please return completed application by mail to:  
Directorate of Student welfare, The Maharaja Sayajirao University Baroda,  
Vadodara, Gujarat. [or] by e-mail to: dswmsu@yahoo.in

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

**ATTENDENCE:**

Minimum attendance necessary for keeping terms in this Faculty for all courses will be (i) an overall attendance of three-fourths of the number of lectures delivered and tutorials, seminars, etc. arranged in all subjects, provided the total attendance in each of the subjects offered is at least 60% and (ii) four-fifth of the days allotted for practical classes and laboratory work in each subject. Students are required to attend classes at their respective units only.

**AN UNDERTAKING TO BE SUBMITTED AT THE TIME OF SEEKING ADMISSION AND  
MAKING PAYMENT OF FEES BY APPLICANTS**

Date : \_\_\_\_\_

To  
The Coordinator,  
Main Building/ Gen. Edu. Unit / Girls' College/ P. G. Unit  
Faculty of Commerce  
The M.S. University of Baroda  
Vadodara-39 0002

Sir,

This is regarding admission of my Son/Daughter who is studying as a **REGULAR** student at the **F.Y.B.Com /S.Y.B.Com./M.Com.(P)/M.Com. (F)/ P. G. Diploma** in the Faculty of Commerce in the Academic Year 2014-2015.

Our particulars are as follows:

|                                                            |                                                                                                                                                                    |
|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name of the Student :                                      |                                                                                                                                                                    |
| *Address for Communication :                               |                                                                                                                                                                    |
|                                                            |                                                                                                                                                                    |
| Name of the Unit where admitted at the Faculty of Commerce | <input type="checkbox"/> Main Building / <input type="checkbox"/> Gen. Edu. Unit/<br><input type="checkbox"/> Girls' College / <input type="checkbox"/> P. G. Unit |
| *Contact Details of the Student :                          | [M] : [R] :                                                                                                                                                        |
| *Contact Details of the Parents :                          | [M] : [R] :                                                                                                                                                        |
| *E-mail of the Student :                                   |                                                                                                                                                                    |

\*(Mandatory Fields)

We are fully aware of the fact that "A student has to fulfill requirement of having put in required statutorily pre-determined percent of attendance in the Classes to qualify for appearing in the Examinations and various other rules and regulations that are in force of the M .S. University of Baroda to qualify for appearing in the Examinations.

**In view of above, we herewith give following undertaking to your good office.**

*My Son/Daughter shall attend all the classes regularly to avoid any deficit in attendance failing which we herewith agree and shall also be abide by the befitting decision of the M.S.University of Baroda for withdrawing Examination Form, and also for forbidding my Son/Daughter from appearing at the Mid-Semester & Semester-End Examinations to be held during the Academic Year 2014-2015 as the case may be. We are aware of various rules and regulations that are in force of the M .S. University of Baroda and accept the same.*

\_\_\_\_\_  
[Signature of the Parent/Guardian]  
Name of the Parent/Guardian

\_\_\_\_\_  
[Signature of the Student]

Day : \_\_\_\_\_  
Date : \_\_\_\_\_

FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

DOCUMENTS REQUIRED AT THE TIME OF SUBMISSION OF ADMISSION FORM OF ADMISSION

**Original Certificates and ONE Attested Photo Copies of following Documents:**

1. 12<sup>th</sup> Standard Mark sheet
2. Attempt Certificate
3. School Leaving Certificate
4. Caste Certificate (SC/ST/SEBC – Recognized by Govt. of Gujarat) from the competent authority (See next page)
5. Non Creamy Layer Certificate issued by the appropriate authority for THE CURRENT YEAR (for SEBC candidates only)
6. Certificate of civil surgeon for physically handicapped candidates
7. Certificate of Director, Physical education for candidates who seek admission under sports quota
8. In case of private candidates, the enrollment certificate issued by Gujarat Higher Secondary Education Board.
9. Provisional Eligibility Certificate (PEC) for other Board Students. (If applicable, it needs to be obtained from University Academic Section Head Office, Opp: Drugs Laboratory, Near Fatehgunj Post office, Vadodara)

**IMPORTANT INSTRUCTIONS TO THE APPLICANTS**

- The student must strictly follow the Admission programme
- The candidate has to fill up the Form himself / herself and sign the same
- It is mandatory for a student to come in person himself/herself for Verification of the Documents and for compliance of various other procedures and formalities as case may be.
- It is mandatory for a student to submit the attested Photostat/zerox copies of required mark sheets, certificates and various other documents as case may be.

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
THE COMPETENT AUTHORITY TO ISSUE REQUIRED CERTIFICATES

- For SC / ST : Any one of the following : (a) Collector, (b) Prant Officer, (c) Mamlatdar (d) Mahalkari (e) Director of Social Welfare, (f) District Social Welfare Officer.
- For SEBC: (a) Collector, (b) District Development Officer, (c) Asstt. Collector / Dy. Collector (d) Dy. District Development Officer, (e) Mamlatdar, (f) Taluka Development Officer (g) Mahalkari, (h) District Social Welfare Officer.
- For Ex-Serviceman: Director, Soldier Welfare Board, Ahmedabad or District Soldier Welfare Officer.
- For Physically Handicapped: Civil Surgeon or superintendent of Govt. Hospital
- FOR SPORTS - Applicants represented any Sports recognized by Sport Authority of India either at State Level, National Level or International Level must submit their application form duly filled with required certificates.
- The weightage for the sports activities will be subjected to the due verification and recommendation by the Director, Physical Education Department. The Maharaja Sayajirao University of Baroda, Vadodara
- Reservations for SC / ST / SEBC are as per Gujarat Government norms. SEBC recognized by Gujarat Government will only be considered for admission under SEBC category. SEBC candidates should attach Noncreamy layer certificate of the current year i.e. 2015.
- The minimum age for admission to the F.Y.B.Com. admission after passing the H.S.C. or equivalent examination will be 16 PLUS years i.e. born on or before 1<sup>st</sup> September 1999.
- Children of recently transferred employees of Central / State Government/ Semi-Government Establishment will be considered at par with the local students. (This has to be supported by the Certificate from the appropriate authority mentioning the date of transfer and date of joining report in Vadodara).
- The Original Mark sheets, School L.C. and Attempt Certificate have to be submitted to the Faculty for getting final admission & enrollment on a specific date. The original mark-sheets and School L.C. will be returned on surrendering the Identification card. The admission will be cancelled if the above-mentioned original certificates are not submitted within the permitted time.
- The percentage of marks for admission will be considered as follows.
  - ✓ The full percentage marks as shown in the Mark sheet will be considered. Fractions are to be ignored.
  - ✓ For calculating aggregate percentage, practical marks of computer not to be counted.
  - ✓ For students passing H.S.C. [12th] in two or more attempts, 1% will be deducted per attempt.
- Admission to the Hostel will be strictly on the basis of merit and quota allotted to the Faculty. However, admission to the Faculty does not guarantee admission to the Hostel for outside applicants.
- All admissions are provisional and the same are finalized on the basis of merit list decided by admission committee. Students are admitted in different units of Faculty of Commerce according to admission criteria and if any discrepancy is found, the admission shall be transferred to the respective unit as per existing admission criteria.
- Faculty has the right to cancel the Admission at any time during the course of study
  - ✓ If in future at any point of time it is found that false information was supplied by the candidate.
  - ✓ If candidate is found engaged in any kind of misconduct.
  - ✓ For any appropriate reason Faculty or University authority find it appropriate in the interest of the institution or other students and staff.
  - ✓ If any of the University Official or authority decide to do the same.
- Incomplete and un-signed forms will be rejected.

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FACULTY OF COMMERCE  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA  
ADDRESSES OF FIVE ACADEMIC UNITS

MAIN BUILDING: FACULTY OF COMMERCE

**Faculty of Commerce**

**The Maharaja Sayajirao University of Baroda**

**Lokmanya Tilak Road; Sayajigunj,**

**Vadodara - 390 002**

**Phone: (0265) 2795557, 2795558**

GENERAL EDUCATION CENTRE

**[HIGHER EDUCATION UNIT]:**

**Faculty of Commerce**

**The Maharaja Sayajirao University of Baroda**

**Opp. D.N. Hall Cricket Ground**

**Pratapgunj**

**Vadodara - 390 002**

**Phone: (0265) 2794908**

SMT. SURAJBEN GORDHANBHAI PATEL COMMERCE & ARTS COLLEGE

**Faculty of Commerce**

**The Maharaja Sayajirao University of Baroda**

**Opp: S R Petrol Pump**

**Nizampura Road; Vadodara 390 002**

**Phone: (0265) 2793016/2780462**

DEEP ASHWINBHAI PATEL CENTRE FOR POST GRADUATE STUDIES [PG UNIT]

**Faculty of Commerce**

**The Maharaja Sayajirao University of Baroda**

**Opp: M. S. University Main Office,**

**Pratapsinhrao Gaekwad Parisar**

**Near Fatehgunj Post Office**

**Vadodara (Gujarat) 390 002**

**Ph. (+91) – 0265 – 2750430**

BBA PROGRAMME

**Kamalaben Ramanlal Shah BBA Building,**

**Faculty of Commerce**

**The Maharaja Sayajirao University of Baroda**

**Opp: M. S. University Main Office,**

**Pratapsinhrao Gaekwad Parisar;**

**Ph: + 91 0265 2792237, 2971375**

**Email: [bbamsu@gmail.com](mailto:bbamsu@gmail.com)**

## FACULTY OF COMMERCE

[OUR TEAM]

PROFESSOR (DR.) DINKAR N. NAYAK  
**Dean, Faculty of Commerce**

PROF. PRAGNESH B SHAH, Professor  
**Offg. Head, Dept. of Accounting And Financial Management,  
Faculty of Commerce**

CHARGE WITH THE DEAN  
**Head, Department of Banking and Insurance, Faculty of Commerce**

PROF. DINKAR. N. NAYAK. Professor  
**Head, Department of Business Economics, Faculty of Commerce**

SHRI KALPESH H. SHAH, Associate Professor  
**Offg. Head, Department of Commerce and Business Management,  
Faculty of Commerce**

Ms. Neeta Baloni, Assistant Professor  
**Offg. Head, Department of Cooperative Management and Rural Studies, Faculty of Commerce**

Mr. K. R. Badola  
**Co-ordinator, Main Building, Faculty of Commerce**

Dr. Jayantkumar  
**Co-ordinator, Gen. Edu. Bldg., Faculty of Commerce**

Dr. K. D. Naik  
**Co-ordinator, Girls' College**

Dr. P Krishnakumar  
**Co-ordinator, Deep Ashwinbhai Patel Building, Faculty of Commerce**

Mr. K. D. Vala  
**Dean of Students, Faculty of Commerce**

Mr. Dinesh Vaghela  
**Dean of Sports, Faculty of Commerce**

Mr. K. M. Gohil  
**I/ C Office Superintendent, Faculty of Commerce**

**FACULTY OF COMMERCE**  
**CENTRAL ADMISSION COMMITTEE**  
**B.COM. REGULAR COURSE**  
**2018-2019**

|                                                |
|------------------------------------------------|
| ➤ <b>PROF. DINKAR. N. NAYAK (CONVENER)</b>     |
| ➤ <b>DR. JAYANT KUMAR</b>                      |
| ➤ <b>MR. K. R. BADOLA</b>                      |
| ➤ <b>DR. K. D. NAIK</b>                        |
| ➤ <b>DR. JAYESH. K. PANDYA (NODAL OFFICER)</b> |
| ➤ <b>DR. MADHUSUDAN PANDYA (NODAL OFFICER)</b> |
| ➤ <b>MR. MANISH SHAH (MEMBER SECRETARY)</b>    |



“The full-blown lotus growing out of the lake symbolizes the  
Emergence of mind and its triumph over matter. The flame  
Rising from the centre of the lotus is the flame of human  
Knowledge, spreading light and learning for the coming  
Generations. The motto inscribed below the lotus defines the  
Purpose and existence of life which is love of beauty, goodness  
And intellectual curiosity.”