

રાષ્ટ્રીય સેવા યોજના
(National Service Scheme)

સૂચિત અભ્યાસક્રમ

વર્ષ 2018

સેમેસ્ટર- ૧

કુલ વ્યાખ્યાનોની સંખ્યા – ૨૦

યુનિટ ૧ :- રાષ્ટ્રીય સેવા યોજના - પરિચય અને પાયાના ખ્યાલો (૦૫)

(a) રા.સે.યો.ના ઇતિહાસ, જીવન દ્રષ્ટી(philosophy), લક્ષ્ય અને હેતુઓ. (૦૩)

(b) ચિન્હ, ધ્વજ,મુદ્રાલેખ, ગીત, બિલ્લો વગેરે. (૦૨)

યુનિટ ૨ :-રાષ્ટ્રીય સેવા યોજનાના કાર્યક્રમો અને માળખું (૦૪)

(a) રચનાત્મક માળખું, રા.સે.યો.ના અધિકારીઓ/કર્મચારીઓની કામગીરી અને જવાબદારીઓ. (૦૨)

(b) નિયમિત પ્રવૃત્તિઓ, વિશિષ્ટ શિબિર અને એક દિવસીય શિબિરના ખ્યાલો. (૦૨)

યુનિટ ૩ :- રાષ્ટ્રીય સેવા યોજનાની પ્રવૃત્તિઓ તથા નાણાકીય વ્યવસ્થા (૦૬)

(a) ગ્રામ વિસ્તાર/ઝુપડપટ્ટી વિસ્તાર દત્તક લેવા અંગેના આધારો તથા સર્વેક્ષણ માટેની કાર્ય પદ્ધતિ. (૦૩)

(b) યોજનાની નાણાકીય વ્યવસ્થા.(૦૨)

(c) દૈનિક નોંધપોથીની જાળવણી. (૦૧)

યુનિટ ૪ :- ભારત સરકારની યોજનાઓ તથા યુવાન

(૦૫)

(a) ભારત સરકારની યુવાઓને લગતી યોજનાઓ અને અન્ય કાર્યક્રમો. (૦૨)

(b) વિવિધ સંસ્થાઓ સાથે સંકલન (૦૧)

(c) સામાજિક પરિવર્તનના અગ્રેસર (પ્રતિનિધિ) તરીકે યુવાન (૦૨)

રાષ્ટ્રીય સેવા યોજના
(National Service Scheme)
યુવા નેતૃત્વ અને રાષ્ટ્ર નિર્માણ

સેમેસ્ટર- ૨

(B.A. – Elective-II,113)

(B.Sc.-Elective)

(B.com.-Soft Skill)

- સૈધાંતિક – ૭૦
- વ્યવહારિક પ્રકલ્પ – ૩૦

કુલ વ્યાખ્યાનોની સંખ્યા – ૨૦

યુનિટ ૧ :- યુવા નેતૃત્વનું મહત્વ અને ભૂમિકા (૦૬)

(a) નેતૃત્વનો અર્થ અને પ્રકારો (૦૨)

(b) યોગ્ય નેતૃત્વના ગુણો, નેતૃત્વના લક્ષણો (૦૨)

(b) યુવા નેતૃત્વનું મહત્વ અને ભૂમિકા (૦૨)

યુનિટ ૨ :- જીવન કૌશલ્યો (૦૫)

(a) જીવન કૌશલ્યોની વ્યાખ્યા અને મહત્વ (૦૨)

(b) સમસ્યા નિવારણ અને નિર્માણ નિર્ધારણ (૦૩)

યુનિટ ૩ :- સામાજિક સંવાદીતા અને રાષ્ટ્રીય એકાત્મતા (૦૫)

(a) રાષ્ટ્ર નિર્માણમાં (શાંતિ સ્થાપના અને સંઘર્ષ નિવારણમાં) યુવાનોની ભૂમિકા (૦૫)

યુનિટ ૪ :- ભારતમાં યુવા વિકાસના કાર્યક્રમો (૦૪)

(a) યુવા વિકાસ કાર્યક્રમો-રાષ્ટ્રીય કક્ષાએ, રાજ્યકક્ષાએ સ્વૈચ્છિક ક્ષેત્રે (૦૪)

National Service Scheme

Youth Leadership and nation building

SEMESTER-II

(B.A. – Elective-II,113)

(B.Sc.-Elective)

(B.com.-Soft Skill)

- Theory Weight – 70
- Practical/Project work – 30

No. of Lectures - 20

Unit 01 :- Importance and Role of Youth Leadership (06)

- (a) Meaning and types of leadership(02)
- (b) Qualities of good leaders; traits of Leadership(02)
- (b) Importance and role of youth leadership(02)

Unit 02:- Life Competencies (05)

- (a) Definition and Importance of life competencies(02)
- (b) Problem-solving and decision-making(03)

Unit 03 :- Social Harmony and National Integration (05)

- (a) Role of youth (peace-building and conflict resolution) in Nation building.(05)

Unit 04 :- Youth Development Programmes in India (04)

- (a) Youth development programmes at the National Level, State Level and voluntary sector.(04)

રાષ્ટ્રીય સેવા યોજના
(National Service Scheme)

સેમેસ્ટર- ૩

રાષ્ટ્રીયતા, આરોગ્ય અને યોગ

(B. A. - Elective-II, 204)

(B. Sc. - Elective)

(B. com. - Soft Skill)

- સૈદ્ધાંતિક - ૭૦
- પ્રકલ્પ કાર્ય - ૩૦

કુલ વ્યાખ્યાનોની સંખ્યા - ૨૦

યુનિટ ૧ :- નાગરિકતા

(વ્યાખ્યાન ૦૬)

- (a) ભારતીય સંવિધાનના મુખ્ય લક્ષણો.
- (b) મૂળભૂત અધિકારો અને ફરજ
- (c) માનવ અધિકારો
- (d) માહિતીનો અધિકાર (R.T.I.)

યુનિટ ૨ :- સ્વાસ્થ્ય, આરોગ્યશાસ્ત્ર અને સ્વચ્છતા

(વ્યાખ્યાન ૦૫)

- (a) આહાર અને પોષણ
- (b) શુદ્ધ પેયજળ, પાણીજન્ય રોગો અને સ્વચ્છ ભારત અભિયાન
- (c) રાષ્ટ્રીય સ્વાસ્થ્ય કાર્યક્રમ

યુનિટ ૩ :- યુવા આરોગ્ય

(વ્યાખ્યાન ૦૪)

- (a) આરોગ્યપ્રદ જીવનરીતિ
- (b) માદક દ્રવ્યો, સંપત્તિ દુર્વ્યય અને વ્યસનમુક્તિ
- (c) પ્રાથમિક સારવાર

યુનિટ ૪ :- યુવા અને યોગ

(વ્યાખ્યાન ૦૫)

- (a) યોગનો ખ્યાલ અને ઈતિહાસ
- (b) યોગ વિશેની ગેરસમજ અને ઉપાયો
- (c) યોગની વિવિધ પ્રણાલિકાઓ અને તેનો પ્રભાવ

પ્રકલ્પ કાર્ય :-

સત્ર દરમ્યાનની પ્રવૃત્તિઓના અહેવાલ તૈયાર કરવો. (૩૦)

રાષ્ટ્રીય સેવા યોજના
(National Service Scheme)

સેમેસ્ટર- ૪

પર્યાવરણ અને આપત્તિ વ્યવસ્થાપન

(B. A. - Elective-II, 214)

(B. Sc. - Elective)

(B. com. - Soft Skill)

- સૈદ્ધાંતિક - ૭૦
- પ્રકલ્પ કાર્ય - ૩૦

કુલ વ્યાખ્યાનોની સંખ્યા - ૨૦

યુનિટ ૧ :- પર્યાવરણના પ્રશ્નો

(વ્યાખ્યાન ૦૬)

(a) પર્યાવરણ: સંરક્ષણ, સમૃદ્ધિ અને સ્થિરતા (Sustainability)

(b) પ્રકૃતિ પરિવર્તન (Climate Change)

યુનિટ ૨ :- પર્યાવરણ વ્યવસ્થાપન

(વ્યાખ્યાન ૦૬)

(a) દુર્વ્યય પ્રતિકાર (Waste Management)

(b) પ્રાકૃતિક સાધન વ્યવસ્થાપન

(વર્ષાજળ સંચયન, ઊર્જા સંરક્ષણ, પડતર જમીનવિકાસ, ભૂમિ સંરક્ષણ અને વનવિકાસ)

યુનિટ ૩ :- પ્રદૂષણ અને તેના પ્રકારો

(વ્યાખ્યાન ૦૪)

(a) વાયુ પ્રદૂષણ

(b) જમીન પ્રદૂષણ

(c) જળ પ્રદૂષણ

- (a) સંકટમોચન વ્યવસ્થાપનનો પરિચય અને સંકટોનું વર્ગીકરણ
- (b) સંકટમોચન વ્યવસ્થાપનમાં યુવાઓની ભૂમિકા

પ્રકલ્પ કાર્ય :-

સત્ર દરમ્યાનની પ્રવૃત્તિઓના અહેવાલ તૈયાર કરવો. (૩૦)

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

**SEMESTER V
Course Code: SS 301 A
NAME OF THE COURSE: Market Research**

Objectives:

The course is meant to make the student aware of the research angle to marketing at a basic level.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

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

Unit I (25%)

Marketing Research-Basic understanding.

Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues,

Unit II (25%)

Branches of Marketing Research.

Consumer Research - Meaning & Scope, Need, Functions.

Product Research - Meaning & Scope, Importance.

Advertising Research - What to Test, When to Test.

Media Research - Functions of Media Research.

Motivational Research - Meaning uses & Limitations.

Techniques - Marketing Research in India.

Unit III (25%)

Marketing Research Proposal & Design & Scales of Measurement.

Marketing Research Proposal – Meaning, Elements of Research Proposal.

Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.

Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

Unit IV (25%)

Sampling in Marketing Research & Marketing Research Report.

Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.

Reference Books.

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

SEMESTER V
Course Code: SS 301 B
NAME OF THE COURSE: PRESENTATION SKILL

Objectives:

The subject is focused on improving of communication and presentation skills. To develop student ability to present self-confidently and professionally, manage verbal and nonverbal parts of the speech, be able to deal with stage-fright and to work with the audience – how to get attention and how to interest.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

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

Unit-I

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

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

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

Unit-II

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

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

Unit-III

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

Unit-IV

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

Reference:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 201

Syllabus Soft Skill Courses B. Com. Sem I

Personality Development

No.	THEORY: Title
Unit I	Introduction to Personality a) Basic of Personality b) Human growth and Behavior c) Theories in Personality d) Motivation
Unit II	Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking
Unit III	Techniques in Personality development I a) Self confidence b) Mnemonics c) Goal setting d) Time Management and effective planning
Unit IV	Techniques in Personality Development II a) Stress Management b) Meditation and concentration techniques c) Self hypnotism d) Self acceptance and self growth

Major readings:

Personality Development by Rajiv K. Mishra. Rupa & Co.

Indian Constitution

Unit I	CONSTITUTION: WHY AND HOW? 1 <ul style="list-style-type: none">• ELECTION AND REPRESENTATION
Unit II	<ul style="list-style-type: none">• EXECUTIVE• LEGISLATURE
Unit III	<ul style="list-style-type: none">• JUDICIARY• FEDERALISM
Unit IV	<ul style="list-style-type: none">• RIGHTS and Duties IN THE INDIAN CONSTITUTION

Major readings:

1. NCERT Book For Class XI : Indian Constitution at Work
2. <http://www.upscportal.com/civilservices/ncert-books/class-xi-indian-constitution-at-work-political-science>

Stress Management

No.	THEORY: Title
I	Concept, Nature and Dimensions of Stress
II	Stress : Its Effects, Causes and Ways of Coping
III	Stress Management Tips Relaxation Techniques Stress and Faith Healing
IV	Common Meditation Techniques: 1. Positive Forces of Nature 2. Relaxation BY Music 3. Exercise , yoga and meditation

Reference books:

- **Title:** Stress Management **Publisher:** Himalaya **Author:** Dr Satish Pai, Dr S Ravishankar, Dr H L Kaila, Shri S V Kamat **Edition:** Students Edition
- http://www.easternbookcorporation.com/moreinfo.php?txt_searchstring=14036

National Ethics

Unit I	Ethics & Morality
Unit II	Morality and Character
Unit III	Nation and Ethics
Unit IV	Money, politicians, power and Ethics

Major readings:

Morality And Ethics In Public Life By Ravindra Kumar. Mittal Publications

Indian Culture and Heritage

Unit I	Salient Features of Indian Culture – Spirituality, Universality, Unity in Diversity, Scientific Outlook, Theory of Karma, Love for Nature, Reverence for Women, Value Based Society
Unit II	Historical Perspective : Roots of Indian Culture in Sindhu-Saraswati Civilization and Vedic Culture: The Vedas – The Upanishads Ramayan and MahaIndia – The Bhagvat Gita, Puranas Buddhist and Jain Literature in Pali, Prakrit and Sanskrit
Unit III	Rise of the West and its Impact on India Social and Religious Reformers – Raja Ram Mohan Roy, Swami Dayanand, Jyotiba Govindraro Phule, Narayan Guru, Pandita Rama Bai
Unit IV	Press and the growth of Modern Indian Languages and Literature – Since Independence, India Today

Major readings:

3. Indian Culture and Heritage: Bhartiya Vidya Bhavan Publication

Syllabus for Soft Skill Courses

B.Com -Semester – II

S S 102 A: Leadership Development

NO	TOPICS
UNIT- I	Concept of leadership
UNIT-II	Theories of leadership
UNIT-III	Leadership styles of Indian managers.
UNIT-IV	Leadership ethics
UNIT-V	Leadership Development Leadership Developmental Mechanisms Flowchart of Leadership Development

Reference book:

Unit No I, II, III, & IV from “Leadership and management” By A Chandramohan, Himalaya Publishing House.

Unit No V From “Leadership and Team Building”By Uday kumar Haldar, Oxford University, New Delhi .

SS 102 B: TEAM BUILDING TRAINING:

UNIT	TOPIC
UNIT 1	Group dynamics
	Group Definition
	Need of forming group
	Characteristics of a group
	Difference between formal and Informal Group
Unit 2	1) Group Theories
	Proximity Theory
	Activity Theory
	Exchange / Benefit Theory
	Balance Theory
2)	Group Development Stages
3)	Sociometry and Group Decision Making
Unit 3	Group Norms
	Group Roles
	Group Cohesion
Unit 4	Group Think
	Difference between Group and Team
	Team Building Design and Development
	Chrematistics of Different types of team
	Ginnetts Teams model
	Team Effectiveness

Reference Book : Team Building and Leadership - Unit V

Dr. D.K Tripathi Himalaya Publishing House

SS 102 C: ANALYSIS OF ACCOUNTING STATEMENTS

Objective: To show application of different tools to analyze accounting statements.

UNIT-I **Meaning, characteristics, components and importance of financial statements, Users of financial statements.**

UNIT-II **Meaning, objectives and methods of financial statement analysis.
Methods: Ratio Analysis, Common size statements to be used.**

UNIT-III **Types of financial statements: Profit & Loss Account, Balance Sheet (New format also to be explained)**

UNIT-IV **Analysis of P & L Account and Balance Sheet to be undertaken by using following tools:
Ratio Analysis and Common size statements.**

Profitability ratios: Gross profit ratio, Net profit ratio, Return on capital employed, Return on equity shareholders funds ratio.

Liquidity ratio: (Short term solvency ratio) Current ratio, Liquid ratio

Solvency ratio: Total debt to total assets ratio, Total debt to total equity ratio

Efficiency ratio: Receivable turnover ratio, Inventory turnover ratio, Total assets turnover ratio.

Different methods of calculation to be covered i.e. Ratio in the form of %, in the form of times, in the form of proportion etc.

Note: **(1) The concept of profitability, liquidity, solvency and efficiency to be explained to the students.**

(2) The logic of formation of formula to be explained i.e. the rational of selection of two given variables of the concern ratio to be explained.

(3) The practice of computation of ratios to be undertaken and sufficient numbers of illustrations of ratio should be solved and explained by the teachers. In the same manner at least two illustrations of common size statements should be prepared and explained by the teacher.

(4) For analysis purpose computed ratios (of all aspects) should be given with data of more than one year. In the same manner prepared (ready) common size statements of P& L Account and Balance sheet to be given of more than one year.

Through this analysis trend of respective ratio and aspect should be analyzed and explained i.e. whether respective aspect of company's health is showing healthy or unhealthy trend.

References:

Financial Management- Theory & Practice, By Prasanna Chandra,Tata McGraw Hill Publishing Company Limited.

SS 102 D: SPORTS & PRACTICE

- Unit - 1** **Meaning, Aim & Objectives of Physical Education**
Meaning of Sports, Significance of Play for a Child
- Unit – 2** **Physical Fitness**
Meaning of Physical Fitness. Components of Physical Fitness Aahpered
Physical Fitness Test
- Unit - 3** **Health**
Meaning, W.H.O. Definition Dimension of Health (Physical Dimension,
Mental Dimension, Social Dimension)
- Unit - 4** **Olympic & Asian Games**
Introduction, Historical Back Ground, Aims of Olympic Games.
Opening and Closing Ceremony.
Asian Games
- Introduction, Historical Back Ground, Aims of Asian Games. India in Olympic &**
Asian Games.

SS 102 E: INDIAN COSTITUTION-II

UNIT	TOPIC
Unit 1	Local Governments
Unit 2	Constitution as a Living Document
Unit 3	The Philosophy of the Constitution
Unit 4	Miscellaneous Provisions in Indian Constitution

**Reference - Unit 1, 2 & 3 from NCERT book - STD 11
Unit - 4 Indian's Constitution Part - VII,
Author M.V. Pylee, Pubisher: S. Chand**

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FOUNDATION COURSES

SEMESTER III

FC 201 A: TOURISM MANAGEMENT

Objectives:

To know all about the concepts, definitions and understanding of tourism & its effects in the modern era.

Unit I

- (a) **Introduction to Tourism**
 - Relationship of Travel, Tourism
 - Tourism Industry
 - Tourism Policy & Planning
 - Impacts of Tourism
 - Tourism Destination & Geography

- (b) **International Tourism**
 - Trends in International Tourism
 - International Tourism Market in the Industrialized Countries
 - Forecasting of Tourism Statistics & Dynamics
 - Trends in Tourist Arrivals in India

Unit II

- (a) **Tourism Products of India**
 - Tourism Products; Definition, Concept & Classification
 - World Religions; Tribes & Castes, Fairs & Festivals, Heritage Sites & Monuments, Museums, Libraries & Art Galleries
 - Conferences, Conventions, Games, Competitions, Cuisines & Health, Rural Tourism
 - Wealth

- (b) **Marketing of Tourism**
 - Segmentation, Targeting and Positioning (STP Marketing)
 - Scope and Process of Market Research
 - Planning a Campaign Budget
 - Services in Global Perspective

Unit III

- (a) **Travel Agency**
 - Definition & Meaning & Functions of Travel Agency
 - Travel Documents and other Provisions; Passport, Visa, Health, Insurance, Baggage, Foreign Exchange
 - World Travel Bodies; IATA, PATA, WTO, ITDC, TAAI, IRTC, IATO
 - Tour Operators Handling Agents; Ticketing, Booking & Reservation, Airport Mgmt
 - Public Private Sectors Participation in Tourism; Case Studies, Role of Guides, Interpreters, Escorts etc.

(b) Accounting & Finance for Tourism

Nature of Accounting
Double entry/Transaction Analysis/Cash Book- Trial Balance
Meaning, Role, Scope & Importance of Financial Management
Capitalizations & Structure; Working Capital Mgmt, Financial Statement & Analysis,
Ratios, Fund Flow, Cash Flow, Case Study Tourism Fin. Corp of India

Unit IV

(a) Cultural Heritage of India

The Indus Valley Civilization
Religions of Indian Origin
Religions of Non Indian Origin
Folk Dance, Music, Art and Handicrafts & Fairs & Festivals of India
Art and Architecture

(b) Geography of Tourism

Fundamentals of geography;
Peninsular India
World geography
Flora & Fauna of the Various Regions Aquatic Tourism Vegetation
Global warming

Reference:

1. Zulfikar Mohammed, Introduction to Tourism & Hotel Industry, UBSPD, 2007.
2. Velas & Hornell Becherel, International Tourism, VNR, 2006
3. Gupta Kasbekar, Tourism Products of India ,PHI, 2005
4. Chawla Ramila, Cultural Tourism, Roli Books, 2007
5. Ravindran Gowsami , A Text Book of Tourism, Roli Books 2006
6. Raman B.S., Financial Accounting, United Publishers, 1999
7. Bhattacharya S.K. & Dearden John, Accounting for Management, Vikas Publications,2007
8. Kotler Philip, Marketing Management: Analysis, Planning, Implementations and Control”, Pearson Education, 2003.
9. Stanton William J., Fundamentals of Marketing, McGraw Hill, 1994.
10. Majumdar R.C, The Vedic Age, Sultan Chand,2004
11. Panikkar K. M., Essential features of Indian Culture, Orient Longman,2004
12. Sinha P.C., Tourism Geography,2006
13. Periodical, Travel Info Manual, Quarterly

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SEMESTER III

FC 201 B: NATURAL RESOURCES MANAGEMENT

Objectives:

To understand the different types of natural resources and their judicious use

Unit I

- **Land Resource:** Land utilization, cropping pattern, land degradation, soil salinity, soil testing.
- **Water Resources:** Water availability and potentiality, irrigation, well surface, tube wells, canal, Methods of water use: sprinkler, drip, policies for development of irrigation.

Unit II

- **Fishery Resources:** inland fishery, marine fishery, production of fishery, marketing of fishery, policies for fishery development.
- **Forestry:** Importance of forestry in economic development, availability of forestry resources, forestry based industries, policies for forestry development, social forestry and its progress.

Unit III

- **Farm Management :** meaning, definitions, principles, production, farm records, farm planning, farm budgeting.
- **Production factors :** laws of return, optimal factor combination.
- Demand forecasting, determinants of demand for Agri. products, regional and international dimension of demand, supply management : determinants of supply, cost concepts. Role of CACP.

Unit IV

- Mining : concepts, management
- **Crop Planning:** production, planning, resource planning.
- Labour Management, livestock management, farm waste management.
- Profitability analysis, role of IT in management, management techniques.

Reference:

1. Agricultural Economics, Desai R.G., Himalaya
2. Leading issues in Agricultural Economics, Soni, R.N., S. Chand.
3. Agricultural Problem of India, Memoria, C.B., Kitab Mahal, New Delhi.
4. Fundamental of Agricultural Economics, Sadhu & Singh, Himalya
5. Indian Economy Misra & Puri,
6. Environmental Studies by Erach Bharucha, University Press

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SEMESTER III

FC 201 D: GENERAL INSURANCE

Objectives:

To understand the concept of General Insurance and its utility.

UNIT-I Introduction to Risk and Insurance

1. Understanding Risk Management
2. Introduction to Insurance
3. Principles of Insurance Contract
4. History and Development of Insurance

UNIT-II General Insurance

1. Introduction to Fire Insurance
2. Principles of Fire Insurance
3. Fire Insurance Policies
4. Settlement of Claim in Fire Insurance
5. Introduction to Marine Insurance
6. Marine Insurance Policies
7. Clauses in Marine Policies
8. Premium Fixation
9. Marine Losses and Claim Settlement
10. Health Insurance
11. Agriculture Insurance
12. Accident and Auto Insurance
13. Micro Insurance
14. Terrorism, Kidnap and Ransom Insurance
15. Property Insurance

(From Unit II any four type's General insurance should be covered)

Reference:

1. Insurance Management (Text & Cases): S C Sahoo & S C Das: Himalaya Publication.
2. Principle & Practice of Non life insurance: P K Gupta: Himalaya Publication.

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SEMESTER III

FC 201 E: SERVICE MANAGEMENT

Objectives:

To make students acquainted with concept of service management.

UNIT-I

Introduction to service marketing, Meaning, Definition, Features and Importance of service management.

UNIT-II

Classification of services, Service Marketing management, Strategic Planning, managing demand & Supply.

UNIT-III

Consumers in services industry, Service marketing mix.

UNIT-IV

Service Product, Pricing in services, Service promotion, Place in services, People in services.

Reference:

1. Services Mnagement: Vasanti Venugipal & Raggu V. N.: Himalaya Publication.

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SOFT SKILL COURSES

SEMESTER III

SS 201 A: E-Communication

Course Introduction:

With the advances in ICT, the new methods of mass communication have been developed. More and more, radio, TV channels as well as news papers are been made available to the society. Since, the student having good knowledge of ICT will have openings in mass media field. It is essential that the student should know different aspects of mass media and communication. This subject makes an attempt to expose the students to the role of electronic and print media, in corporate as well as societal communication.

Objectives:

- 1.) To gain understanding of mass communication and its processes.
- 2.) To become aware of the effects of mass media upon society.
- 3.) To understand the theoretical underpinnings and ethical standards within mass media fields.
- 4.) To enhance media literacy.
- 5.) To learn about the norms and practices within mass media fields.

UNIT	TOPICS / SUBTOPICS
1	<p>Mass Communication: An Overview</p> <ul style="list-style-type: none"> • Mass Communication & Society • Uses & Effects • Content of Media • Impact of Mass Media on children, women & others • Target Audience & Objectives • Cultural Context & Psychology • Technology in Communication • Various Media • Convergence & New Media: E-Commerce, E-learning • Effective Presentation Skills
2	<p>Print Media & Corporate Communication</p> <ul style="list-style-type: none"> • Newspapers • Magazines • What is news? • News Values, Types & Sources • Role of Editors & Reporters • Technology used in print media • Content analysis of newspaper • What is Corporate Communication? • In-house Communication • Corporate Identity: Definition & Types

3	Radio
	<ul style="list-style-type: none"> • Importance of Spoken words • Strength & Weaknesses of Radio as a Medium • Functioning of Radio Stations • Public & Private Radio Stations • Different Production Formats & Genres • Technology in Radio • Ethics in Broadcasting
4	Television
	<ul style="list-style-type: none"> • Basics of Photography • Early Experiments of Television (SITE, KCP, Jhabua project, etc) • Developing Ideas & Script Writing • TV Production Formats • Planning & Budgeting • Camera Compositions, Framing, Movements • Editing • Television Crew & Functioning of Studio • E-Content

Reference Book:

1. Mass Communication in India Publication: JAICO Publications, By Keval J. Kumar

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SEMESTER III

SS 201 C: COMPANY SECRETATRY – DUTIES & FUNCTIONS

Objectives: To provide knowledge about company secretary related duties and functions to the students.

UNIT-1

Concept of Company secretary, Appointment of company secretary, functions of company secretary, Rights and duties of company secretary, Qualification of Company secretary, Removal of company secretary, Company secretary in employment, Writing of minutes of company meeting.

UNIT-2

Secretarial correspondence: With directors
With Registrar of companies
With Banks
With Insurance companies.

References:

1. Company law & Secretarial Practice: Dr Ashok Sharma: V K (INDIA) Enterprise.
2. Company law & Secretarial Practice: Dr P N Reddy & H R Reddy : Himalaya Publication.
3. Secretarial Practice: Dr D N Kshirsagar & Others: Himalaya Publication.

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SEMESTER III

SS 201 D: CONSULTANCY SKILLS

Objectives:

The objective of this course is to equip you with knowledge and a reference binder on management consulting that could be of future use in your career. The structure of this course will provide insight and practical application of knowledge in the following areas:

- Scope of the management consulting industry that is made up of large organizations operating globally, and other local and regional firms
- How individual practitioners who operate independently or team with others on specific projects provide services in this area.

Unit I

Introduction to Consulting:

Setting the context, Internal consultant, Some standards which guide the consultant, Consulting engagement model, Barriers to success, Putting the 10 step process to work.

Unit II

Framing and Managing Engagements:

Entry into partnerships relationships, Building case for change, Building a shared vision for concerted action, Vision into action, Blueprinting, Blueprinting your change at a macro level, The Consultant - Skills And Attributes, Ethics And Values

Unit III

Data Handling and Analysis:

Discussion of Data Gathering Methods - Entry, Contracting and Proposal Writing , Analyzing and Framing Problems, Systemic analyzer, The lessons of systemic analysis, A systemic approach to data collection and diagnosis, Pros and cons of data collection methods, Providing feedback.

Unit IV

Identifying and Deciding on Alternatives for Action and Measurement:

Managing Consulting Firms - The Knowledge Sharing Problem, Consulting as a Profession - Marketing and Selling of Consulting Services - Strategic and Organization Information Technology Consulting, Client-consultant relationship, internal vs. External, service Quality,

Identifying and deciding on alternatives for action and measurement, Evaluating alternative solutions, Ensuring effective action, Building a coalition – stakeholder analysis, Stakeholder commitment chart, Implications wheel, Defining measures of success, The Future of Consulting

Reference:

1. How to Build a Successful Consulting Practice by Jack Phillips, TMH
2. Management Consulting Skills - Susan Adams - Bentley Univ
3. Management Consulting - Dana Hyde - Univ of Ottawa
4. Critical Consulting - New Perspectives on the Management Advice Industry., Timothy Clark & Robin Fincham Blackwell: Oxford

**GUJARAT UNIVERSITY
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F C 202 C --- COASTAL MANAGEMENT

Objectives:

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

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Reference:

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

**GUJARAT UNIVERSITY
B.COM SEMESTER IV**

S S 202 D LEGAL DRAFTING

UNIT- I MEANING OF LEGAL DRAFTING, LEGISLATIVE DRAFTING

UNIT-II EXPECTATIONS AND RESPONSIBILITIES OF THE LEGISLATIVE
DRAFTSMAN

UNIT-III DRFTING TECHNIQUES

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

REF:

PRINCIPLES OF LEGISLATION & LEGISLATIVE DRAFTING II ND EDITION

N K CHAKROBARTY

R CAMBAY & CO PVT LTD, KOLKATTA

GUJARAT UNIVERSITY
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F C 202 D Business Process Outsourcing

Syllabus

Objective:

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

Module

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

Reference textbooks:

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

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SEMESTER V

Course Code: FC-301 A

NAME OF THE COURSE: BUSINESS ETHICS

Objectives:

To Sensitise the Student on the various Ethical Aspects concerning the Functioning of Business Enterprises, within the Organizations and in their Relationship with the External World.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

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

Unit I

- Introduction To Business Ethics
- Ethics and Organizations.
- Employee Duties and Rights.

Unit II

- Discriminatory and Prejudicial Employee Practices.
- Downsizing the Workforce.
- Handling Ethical Dilemmas at Work.

Unit III

- Marketing Strategy and Ethics.
- Ethical Practices in Market Place.
- Ethics and Finance.

Unit IV

- Business and the Environment.
- Corporate Responsibility, Social Audit and Ethical Investing.
- Computers and Ethics.
- Case Studies.

Reference:

1. Business Ethics, Ethical Decision Making & Cases, Ferrell, O.C., Fraedrich, John, and Ferrell, Linda. 7th Edition. Prentice Hall.
2. Business Ethics for the 21st Century, D. Adams & E. Maine (eds.), Mayfield Publishing Company, 1998
3. Ethical Choices in Business, R.C. Sekhar, Response Books, 1997
4. Ethics of International Business, Thomas Donaldson, Oxford University Press, 1989
5. Business ethics and managerial values, Bhatia SK, Deep and Deep Publications, 2001.

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SEMESTER V

Course Code: FC-302 B

NAME OF THE COURSE: RURAL MARKETING

Objectives:

The objective of this course is to expose the student to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

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

Unit I

- Introduction to Rural Marketing
- Structure and types of agricultural markets
- Rural production and products
- Agricultural and non-agricultural products

Unit II

- Types of rural production and products
- Market functionaries
- Information system for rural marketing
- Product strategy for rural marketing

Unit III

- Concept of supply chain management and Value Addition
- Involved in marketing of agricultural and non-agricultural products (with special reference to artisanal products)

Unit IV

- Problems of marketing;
- Role of co-operative agencies in marketing of agricultural and non-agricultural product.
- Promotion towards rural audience
- Case Study

Reference:

1. Rural Marketing - Text and Cases, CSG Krishnamacharyulu and Lalitha Ramakrishnan, Pearson Education.
2. Event Marketing & Management, S.S. Gaur and S.V. Saggre, Vikas
3. Rural Marketing - Environmental Problems and Strategies, T.P. Gopalswamy, Wheeler Pub
4. Rural Development: Putting the last first, Robert Chambers, Pearson education
5. The Growing Rural Market Market in India. Ganguly A.S. (1985). Grameen Foundation: New Delhi.

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SEMESTER V

Subject Code: FC 301 D

NAME OF THE COURSE: TOURISM MARKETING

Objectives:

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

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

Unit – I

Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

Unit – II

Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New Product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.

Unit – III

Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

Unit – IV

Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix.

Marketing of Tourism Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Reference:

1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
2. Jha S.M. – Service marketing – Himalaya Publishing House, Mumbai.
3. Singh Raghubir, Marketing and Consumer Behaviour
4. Tourism Management -Wahab and Salah-Tourism International Press London

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SEMESTER V

Subject Code: FC 301 E

NAME OF THE COURSE: DISASTER MANAGEMENT

Objectives:

Introductory-level concepts and practical aspects involved in disaster management. Relating personal or community experiences of disasters. To define and describe disaster management, hazard, emergency, disaster, vulnerability, and risk;

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

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

Unit I Understanding disaster

Concept of disaster - Different approaches - Concept of Risk - Levels of disasters
Disaster phenomena and events (*Global, national and regional*)

Unit II Hazards and Vulnerability

Natural and man-made hazards; response time, frequency and forewarning levels of different hazards - Characteristics and damage potential of natural hazards; hazard assessment - Dimensions of vulnerability factors; vulnerability assessment- Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards

Unit III Disaster management mechanism

Concepts of risk management and crisis management - Disaster management cycle
Response and Recovery - Development, Prevention, Mitigation and Preparedness
Planning for relief

Unit IV Planning for disaster management

Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan - Disaster management Act and Policy in India - Organizational structure for disaster management in India - Preparation of state and district disaster management plans

Reference:

1. Alexander, D. Natural Disasters, ULC press Ltd, London, 1993.
2. Carter, W. N. Disaster Management: A Disaster Management Handbook, Asian Development Bank, Bangkok, 1991.
3. Chakrabarty, U. K. Industrial Disaster Management and Emergency Response, Asian Books Pvt. Ltd., New Delhi 2007.
4. Disaster Management Act. (2005), Ministry of Home Affairs, Government of India, New Delhi, 2005