



હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી

NAAC A (3.02) State University

પો.બો.નં.-૨૧, યુનિવર્સિટી રોડ, પાટણ (ઉ.ગુ.) ૩૮૪૨૬૫

ફોન:(૦૨૭૬૬) ૨૩૭૦૦૦

ફેક્સ : (૦૨૭૬૬) ૨૩૧૯૧૭

Email : regi@ngu.ac.in

Website : www.ngu.ac.in

પરિપત્ર ક્રમાંક – ૨૮ / ૨૦૨૦

વિષય: વાણિજ્ય વિદ્યાશાખાના સ્નાતક કક્ષાના સેમેસ્ટર-૧ થી સેમેસ્ટર-૬ સુધીના નવા અભ્યાસક્રમો અંગે...

આ યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખાની તમામ કોલેજોના આચાર્યશ્રીઓ તથા યુનિવર્સિટી કેમ્પસની ઈન્સ્ટીટ્યુટ ઓફ કોમર્સના સંયોજકશ્રીને જણાવવાનું કે, એકેડેમિક કાઉન્સિલ ની તા. ૨૪/૦૧/૨૦૨૦ ની સભા ના નિર્દિષ્ટ ઠરાવો અન્વયે UGC ની Model curriculum અંગેની Guideline સંદર્ભે વાણિજ્ય વિદ્યાશાખા હેઠળના નીચેના વિષયોના સ્નાતક કક્ષાના સામેલ પરિશિષ્ટ પ્રમાણેના નવા અભ્યાસક્રમો નીચેની વિગતે જૂન – ૨૦૨૦ થી ક્રમશઃ અમલ માં આવે તે રીતે મંજૂર કરેલ છે. જેનો અમલ કરવા સારૂ સંબંધિતોને આ સાથે મોકલવામાં આવે છે, જેનો યુસ્ત અમલ થવા વિનંતી છે.

ક્રમ નં.	અભ્યાસક્રમ	એકેડેમિક કાઉન્સિલના ઠરાવ ક્રમાંક	સેમેસ્ટર
૧	કોર્મસ	૧૬	સેમ.-૧ થી સેમ.-૬
૨	આંકડાશાસ્ત્ર	૧૮	સેમ.-૧ થી સેમ.-૬
૩	અર્થશાસ્ત્ર	૨૧	સેમ.-૧ થી સેમ.-૬
૪	બિઝનેસ મેનેજમેન્ટ	૨૨	સેમ.-૧ થી સેમ.-૬
૫	એકાઉન્ટસી	૨૩	સેમ.-૧ થી સેમ.-૬
૬	અંગ્રેજી	૩૬	સેમ.-૧ થી સેમ.-૬

આ બાબતની સંબંધિત અધ્યાપકો તથા વિદ્યાર્થીઓને આપના સ્તરેથી જાણ કરવા વિનંતી છે.

નોંધ: (૧) વિદ્યાર્થીઓની જરૂરીયાત માટે પરિપત્રની એક નકલ કોલેજ/ડિપાર્ટમેન્ટ ના ગ્રંથાલયમાં મૂકવાની રહેશે.

(૨) આ અભ્યાસક્રમ યુનિવર્સિટીની વેબ સાઈટ www.ngu.ac.in પર પણ ઉપલબ્ધ કરાવવામાં આવનાર છે.

સહી/-

અધ્યક્ષ

કુલસચિવવતી

બિડાણ: ઉપર મુજબ

નં.-એ કે / અ× સ / ૮૪૦૨ / ૨૦૨૦

તારીખ : ૧૩ / ૦૨ / ૨૦૨૦

પ્રતિ,

૧. સંલગ્ન કોર્મસ કોલેજોના આચાર્યશ્રીઓ

૨. કો.ઓર્ડિનેટરશ્રી, ઈન્સ્ટીટ્યુટ ઓફ કોમર્સ, યુનિવર્સિટી કેમ્પસ, હેમ.ઉ.ગુ. યુનિવર્સિટી, પાટણ.

૩. શ્રી દેવેન્દ્રસિંહ ડી. ઝાલા (ડીનશ્રી-વાણિજ્ય વિદ્યાશાખા) આર્ટસ એન્ડ કોમર્સ કોલેજ, થરા, તા.- કાંકરેજ, જિ.- બનાસકાંઠા

૪. પરીક્ષા નિયામકશ્રી, હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (પાંચ નકલ)

૫. ગ્રંથપાલશ્રી, હેમ.ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ. (વિદ્યાર્થીઓના ઉપયોગ સારૂ રેકર્ડ ફાઈલ માટે)

૬. સીસ્ટમ એનાલીસ્ટ, કોમ્પ્યુટર (રીઝલ્ટ) સેન્ટર, હેમ.ઉ.ગુ. યુનિવર્સિટી, પાટણ તરફ પરિણામ માટે તથા વેબસાઈટ પર મૂકવા સારૂ.

૭. પ્રવેશ પ્રશાખા(એકેડેમિક શાખા) હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ

૮. મુખ્ય હિસાબી અધિકારીશ્રી (મહેકમ), હેમચંદ્રાચાર્ય ઉત્તર ગુજરાત યુનિવર્સિટી, પાટણ તરફ-પરિપત્રની ફાઈલ અર્થે

૯. સિલેક્ટ ફાઈલે- (૨ નકલ)

HEMCHADRACHARYA NORTH GUJATAT UNIVERSITY, PATAN
C. B. C. S. FOR B.COM. PROGRAMME

CC 302 - Marketing Management Practices

	Bachelor of Commerce
Semester	Fifth
Paper Number	CC 302
Course Name	Marketing Management Practices
Course Type	CORE
Effective From	June 2022
Objective	To make students familiar with service marketing, rural marketing, retailing and case study

Unit No.	Content	Marks	Credit
1	Services Marketing & Customer Relationship Management <ul style="list-style-type: none"> • Services Marketing in Indian Context • Meaning, Tasks and Benefits of CRM • Loyalty programmes, Relationship Marketing and CRM • Designing and Operating a CRM programme • Components of a CRM programme • Significance of customer selection and order selection • Measuring customer satisfaction 	25 %	0.75
2	Retailing in <ul style="list-style-type: none"> • Nature and Scope of Retailing • Main activities in Retailing • Retailing in India –The contemporary scene, growth and formats • Spread of Retail chain in India • Spread of Shopping malls in India 	25 %	0.75
3.	Rural Marketing in India (25%) <ul style="list-style-type: none"> • Significance of Rural marketing • Rural Marketing Environment: Consumer, Demand and Drivers • Challenges and Solutions in delivering values in the Rural Market • Segmentation • Product and Pricing strategy • Distribution • Sales force Management • Marketing Communication 	25 %	0.75
4.	Case Studies in Marketing (25%) <ul style="list-style-type: none"> • Objectives of the case method • Benefits of the case method • Developing a case study • Cases <ul style="list-style-type: none"> (i) Gujarat State Tourism Development Corporation Ltd. (GSTDC) (ii) RUDI- The Gujarat Model of Rural Distribution Network (iii) FMCG in small packs are driving sales in rural India 	25 %	0.75

Recommending Reading:

1. "Marketing Management –Global Perspective Indian context" by V.S.Ramaswami and S.namakumari. Macmillan.
2. "Case Studies in Marketing –The Indian Context by R.Shrinivasan . PHI learning Pvt. Ltd.
3. Rural Marketing –Text and Cases by C.S.G. Krishnamacharyulu and lalitha Ramakrishnan. Pearson Education
4. Marketing Management by Philip Kotler and others for Services Marking
5. Websites: www.ruralmarketing.org
www.managementparadise.com
www.rajeshithal.blogspot.in

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN
C.B.C.S : FOR B.COM PROGRAMME

B.COM – SEM – V(5)
CE-301 – B
Fundamentals of Statistics – III

Programme Name	Bachelor of Commerce
Semester	Fifth
Paper No.	CE-301 - B
Course name	Fundamentals of Statistics – III
Course Type	CORE ELECTIVE
Effective From	June – 2022

Unit No.	Content	Marks	Credit
1.	Acceptance Samplings Meaning of Lot(Product) control and its uses, Single Sampling plan, AQL, LTPD, Producer's risk, Consumer's risk, Operating characteristics curve, ASN, ATI and AGQ Simple sums on the basis of Hypergeometric Distribution and Poisson Distribution only.	25%	0.75
2.	Partial Differentiation Definition of Partial derivative involving two variables only upto first and second order. Idea of linear homogenous function, Euler's theorem (Statement only) and its applications. Use of partial derivatives in problems relating to utility functions and cost minimization under constraints.	25%	0.75
3.	Linear Programming – 1 Elementary theory of convex sets, definition of general linear programming problems (LPP), examples of LPP, Problems occurring in various fields, Graphical method for solving LPP.	25%	0.75
4.	Linear Programming – 2 Mathematical form of LPP, Slack, Surplus and artificial variables, Simplex method for optimizing the objective function, Artificial variables method of Big-M method, Degeneracy, duality in linear programming – Definition of dual problem, Conversion of primal problem into dual problem. Obtaining dual of an LPP with mixed restrictions. Comparing the optimum solutions of the primal and dual with the help of Simplex method.	25%	0.75

References :

1. Sancheti & Kapoor, Business Statistics, Sultan Chand & Sons, New Delhi.
2. Amir D. Aczel, Jayavel Sounderbandian, Completer Business Statistics, Tat Mc Graw Hill, New Delhi.

B.COM – SEM – V(5)

CE-302 – B

Fundamentals of Statistics – IV

Programme Name	Bachelor of Commerce
Semester	Fifth
Paper No.	CE-302 – B
Course name	Fundamentals of Statistics – IV
Course Type	CORE ELECTIVE
Effective From	June – 2022

Unit No.	Content	Marks	Credit
1.	Integration Definition of Integration, Rules of integration (For constants and addition as well as subtraction rule). Simple sums on the basis of rules of integration and standard functions like $x^n, (ax + b)^n, a^x, a^{mx+n}, \frac{1}{(ax+b)}, e^{ax+b}$. Definition and properties of definite integration and its uses (For total revenue, Total cost and profit from Marginal Revenue and Marginal Cost and sums on the basis of the same.)	25%	0.75
2.	Chi-Square Test. Definition of Chi-square, limitations of Chi-square test, Chi-square test as test of goodness of fit and as a test of independence, Yate's correction and its application.	25%	0.75
3.	Distributions of Continuous variable. Continuous univariate probability distribution, Definitions of moments etc. for univariate continuous probability distributions, Characteristic function and its properties, Fourier's inversion theorem, Chebychev's Lemma (law of Large number), Bernoulli's theorem. Continuous bivariate probability distributions, Bivariate normal distribution, probability density function of B.N.D, properties of BND (Results and numerical examples should be asked)	25%	0.75
4.	Non-Parametric Test. Idea of non-parametric tests, advantages and disadvantages of non-parametric tests, Sign, Wilcoxon, Man-Whitney, Median, run test for one and two samples.	25%	0.75

References :

1. Sancheti & Kapoor, Business Statistics, Sultan Chand & Sons, New Delhi.
2. Amir D. Aczel, Jayavel Sounderpandian, Completer Business Statistics, Tat Mc Graw Hill, New Delhi.

B.Com Semester-V
Core Compulsory ECONOMICS : CC 301
Money, Financial systems and Indian Economy – I

Unit 1 Money

Functions, Alternative measures to money supply in india – their different components, Factors affecting supply of money. High powered money-meaning and used sources of changes in high powered money.

Unit 1 Finance

Meaning of money market and its instruments – meaning of capital market and its instruments.

Indian Banking System : Definition of bank, commercial bank, its function-structure of commercial banks systems in India – Meaning and importance of main liabilities and assets.

Unit 3 Process of Credit Creation & Development Banks

Credit Creation process, structure of co –operative banks in India, function of district co operative banks, functions of development banks : EXIM Bank, NABARD, and IDBI.

Unit 4 Banking Services

Meaning and definition of credit card . Advantages and disadvantages of credit card.

Introduction of RTGS, NEFT, IMPS, concept of multy currency card, concept of cheque, type of cheque, meaning of draft.

Basic Readings

1. Money, banking, international TRADE & public Finance: D.M.Mithani- 2003 Himalata Public House Mumbai.
2. Indian Banking System-Prof I.V.Trivedi 2007-08 Ramesh book depot, jaipur.
3. Co-operative banks in dindia: Amit Basak – 2010 new century publication, New Delhi
4. The Indian economy S.K.Ray 2007 prantice hall of indiaprivate limited , New delhi
5. Banking & Finance: Gupta 2007-08 Ramsh book deposit, jaipur
6. Indian Banking & Financial System – B P Gupta 2005 Jaipur
7. Indian Banking – S Natarajan -2001 s chand & company LTD New, Delhi
8. Banking & Finance -2009 Dr.N.K.Sharima Sunrise Publication & Distributors.

B.COM PROGRAMME

CHOICE BASED CREDIT SYSTEM (C. B. C. S.) SYLLABUS

Programme Name	Bachelor of Commerce
Semester :- 5	Five
Course Code	CE 301
Course Name	Advance Finance Management
Course Type	CORE ELECTIVE (CE)
Effective From	June -2020

CE- 301 :: Advanced Finance Management

Unit No.	Course Content	Weightage	Credit
1	Advance Finance Management: Meaning and scope of Finance Management. Finance functions. Difference between traditional and modern finance functions. Classifications of finance functions. Incidental finance functions. Role of finance manager.	25 %	0.75
2	Capital Structure: Meaning of Capital Structure. Characteristics of an ideal Capital Structure. Factors affecting to Capital Structure. Types of Capital Structure and its merits & demerits.	25 %	0.75
3	Working capital: Concept of Working capital. Types of Working capital. Factors affecting to Working capital. Sources of Working capital. Dividend policy: meaning, Various dividend policies, Factors affecting to dividend decisions. Types of dividend payments.	25 %	0.75
4	Capital Budgeting: Meaning and significance of capital Budgeting. Characteristics of Capital Budgeting. Objectives of Capital Budgeting. Types of Capital Budgeting plan. Approaches to Capital Budgeting decisions. Techniques of Capital Budgeting: Payback period method, Average rate of return method and net present value method.	25 %	0.75

Reference Books:

1. M. Y. Khan & P. K. Jain. Financial Management: Text, Problem and Cases, Mac-Graw Hill Education (India) Private Limited, Chennai.
2. Dr. S. P. Gupta, Financial Management, ShityaBhavan Publications, Agra.
3. Sumit Gulati and Y. P. Singh, Financial Management, Mac-Graw Hill Education (India) Private Limited, New Delhi.
4. C Paramasivan and T Subramanian, Financial Management, New Age International Publishers.

HEMCHANDRACHARYA NORTH GUJARAT UNIVERSITY, PATAN

B.COM PROGRAMME

CHOICE BASED CREDIT SYSTEM (C. B. C. S.) SYLLABUS

Programme Name	Bachelor of Commerce
Semester :- 5	Five
Course Code	CE 302
Course Name	Consumer behaviors and Market Segmentation
Course Type	CORE ELECTIVE (CE)
Effective From	June -2020

CE- 302 :: Consumer Behaviors and Market Segmentation

Unit No.	Course Content	Weightage	Credit
1	Consumer Behaviors: Meaning, Significance, Stages of Consumer behaviors, Types of Consumer behaviors, New products adoption process.	25 %	0.75
2	Factors affecting to Consumer behaviors: Personal factors, Psychological factors, Social factors, Cultural and sub-culture factors affecting to Consumer behaviors.	25 %	0.75
3	Market Segmentation: Meaning, significance, Advantages of Market Segmentation, Market Targeting. Basis of Market Segmentation of industrial products	25 %	0.75
4	Basis of Market Segmentation of consumer products: Geographical basis, Demographic basis, psychological basis, Behaviouristic basis.	25 %	0.75

Reference Books:

1. Varsha Jain and Jagdish Sheth, Consumer Behavior, Parson Education.
2. Leon G. Shiffman, Joseph hisnablit and S. Rameshkumar, Consumer Behavior, Pearson Education.
3. Sara Dolnicar , Bettina Grün , Friedrich Leisch, Market Segmentation Analysis, Springer Open.
4. Art Weinstin, Market Segmentation, Routledge; 3 edition.

HEMCHANDRACHARAYA NORTH GUJARAT UNIVERSITY, PATAN
EFFECTIVE FROM ACADEMIC YEAR 2022-2023 WITH COMMENCEMENT OF
FIRST SEMESTER (FIRST TERM OF ACADEMIC YEAR 2022-2023)
CE – 301 : COSTS AND FINANCIAL ACCOUNTING [SEMESTER - V]

UNIT	PARTICULARS	weightage	Credit
1	PROCESS COSTING – 1 (A) Meaning, Definition and Features; Job costing vs. Process Costing; Processes losses and gains; Accounting of waste, scrap, defectives and spoilage (B) Meaning of Joint Products and By-Products; Objectives of allocation of joint costs and Methods of Accounting for joint Products; Methods of Accounting for by-Products.	25%	0.75
2	PROCESS COSTING – II (A) Inter Process Profit and Transfer Price (valuing Process Stocks under FIFO and Average Cost Methods) (B) Valuation of Work-in-Progress (under FIFO Average Cost Methods)	25%	0.75
3	AMALGAMATION OF COMPANIES: <ul style="list-style-type: none"> • In the nature of merger: Under Pooling of interests Method (AS-14) • In the nature of purchase: Note: Includes additional points arising on Amalgamation	25%	0.75
4	ABSORPTION AND RECONSTRUCTION (EXTERNAL) : Inter-company transactions (except Inter-company Holdings and exchange of shares based on „intrinsic values“)	25%	0.75

References: 1 . Ravi M. Kishore; “Cost & Management Accounting”; Taxmann Allied Services (P.) ltd.

2. Paresh Shah; “Management Accounting”; Oxford University Press.

3. JawaharLal&Seema Srivastava; “Cost Accounting”; Tata McGraw-Hill Publishing Company Ltd.

4. Cost Accounting Author: Charles T. Horngren (Hardback | ISBN10: 0132329018; ISBN13: 9780132329019)

5. Ravi M. Kishore; “Cost and Management Accounting”, Taxmann’s Publications.

6. Horngren, C.T., Cost Accounting – A Managerial Emphasis,. Prentice – Hall

7. Advanced Accounting By R. L. Gupta Pub. S. Chand & Co.

8. Corporate Accounting: By S. N. Maheshwari [VikasPublishing House]

9. Cost Accounting By P. C. Tulsian [S. Chand & Co.]

10 .Cost Accounting By Dr. Murthy & S. Gurusamy [Tata McGraw Hill Publication]

11. Corporate Accounting (Theory and Practice) By K. L. Shah [Shree Niwas Pub.]

HEMCHANDRACHARAYA NORTH GUJARAT UNIVERSITY, PATAN
EFFECTIVE FROM ACADEMIC YEAR 2022-2023 WITH COMMENCEMENT OF
FIRST SEMESTER (FIRST TERM OF ACADEMIC YEAR 2022-2023)
CE – 302 :MANAGEMENT ACCOUNTING – I[SEMESTER - V]

UNIT	PARTICULARS	weightage	Credit
1	<p>Introduction to Management Accounting and Analysis of Financial Statements:</p> <p>1. Definition, scope, objectives, functions, tools and techniques, limitations of Management Accounting, Installation of Management Accounting system, difference between Management Accounting and Cost Accounting;</p> <p>2. Nature and limitations of Financial Statements, Essentials of good financial statements, Analysis and interpretation, Tools of financial analysis (methods, Comparative financial statements, procedure for interpretation, objectives of analysis and interpretation, Common size statements, Trend analysis.)</p>	25%	0.75
2	<p>Interpretation and Analysis through Financial Ratios:</p> <p>Meaning, Importance and limitations of ratio analysis, Calculation and interpretation of the following ratios only: Gross Profit Ratio, Net Profit Ratio, Stock Turnover Ratio, Operating Ratio, Expense Ratios, Return on Investment (ROI), Earning per share (EPS: including concept of EPS as per AS 20), Current Ratio, Liquid Ratio, Acid Test Ratio, Proprietary Ratio, Debt-equity Ratio, Long-term Funds to Fixed Assets Ratio, Capital Gearing Ratio, Coverage Ratio (interest and total), Debtors Ratio (velocity), Creditors Ratio (velocity), Fixed Assets to Turnover Ratio, Total Assets to Turnover Ratio, Debt- service coverage Ratio, Cash earning per share, Dividend pay-out Ratio, Dividend Yield Ratio, Price Earning Ratio, Market Price to book value Ratio. Note: Preparation of Financial Statements from given ratios is not expected. Emphasis is to be given on interpretation rather than calculation.</p>	25%	0.75
3	Cash Flow Statement:	25%	0.75

	<p>Concept and significance of Funds Flow Statement; Sources and Application of Cash; Cash from Operation; Income and Expenditure Approach and Net Profit</p> <p>Approach; Difference between Fund Flow Statement and Cash Flow Statement; Preparation of Cash Flow Statement as per AS 3</p>		
4	<p>BUDGETING:</p> <p>1. Budgets and Budgetary Control: Definition, Objectives, Merits and de-merits of Budgetary Control, Fixed and Flexible Budgets (Theory only), Control Ratios, Zero base Budgeting; Preparation of following Functional Budgets only: Sales Budget, Selling and Distribution Cost Budget, production Budget, cost of Production Budget (Materials, Labour and Overheads).</p> <p>2. Introduction, Advantages and limitations of Cash Budget, Methods of preparing Cash Budget: Cash Receipts and Disbursement Method, Adjusted Earnings Method, Balance Sheet Projection Method and Working Capital Differential Method.</p>	25%	0.75

References:

1. Management and Cost Accounting Author: Colin Drury Publisher: Pat Bond (U. K.)
2. Cost Accounting Author: Charles T. Horngren (Hardback | ISBN10: 0132329018; ISBN13: 9780132329019)
3. Ravi M. Kishore; "Cost and Management Accounting", Taxmann's Publications.
4. JawaharLal; "Advanced Management Accounting", S.Chand Publications.
- 5 Paresh Shah; "Management Accounting", Oxford Publication 6. Horngren, C.T., Cost Accounting – A Managerial Emphasis., Prentice – Hall

FC 1 :: General Knowledge – I
(Gujarat Level)

Programme Name	Bachelor of Commerce
Semester	Fifth
Paper No.	FC 1
Course Name	General Knowledge - I
Course Type	FOUNDATION
Effective From	JUNE – 2022

Unit No.	Content	%	Credit
1	Gujarat 1. Our Gujarat 2. History 3. Geography 4. Political Administration 5. Tourism 6. Prominent Personalities 7. Literature 8. Our Pride 9. Industries 10. Transportation 11. Community and Culture 12. Media and means of Communications 13. Sports etc. Detailed study of all the above topics is necessary	100	3.0

References :

1. Navneet General Knowledge (Gujarati), Navneet Publication, Ahmedabad
2. General Knowledge book, Liberty Publication, Ahmedabad
3. Gujarat Government web site for General Knowledge Quiz
4. Any other book of General Knowledge

Structure of University Examination (70 Marks : 2 Hours)

70 small questions one marks each are to be asked. Answer may be in one or two words.

B.Com. Sem : V
CC: 303 : Business Communication

Unit : I	Business Values	(18)
	(a) Business Ethics and Etiquettes (b) Leadership Qualities (c) Time Management	
	[One descriptive question with an internal option from unit I]	
Unit : II	Press Reports (Not less than 200 words)	(17)
	(a) A Serious Road Mishap (A Collision of Two Vehicles) (b) A Train Accident (A Collision of Two Trains) (c) A Plane Crash (d) A Boat Tragedy	
	Natural Calamities	
	(a) An Earth Quack (b) Devastating Flood (c) Cyclonic Storm	
	Current Events	
	An Event that has greater news value and concerns large sections of society	
	[One descriptive report with an internal option from unit II]	
Unit : III	Drafting of Speeches	(18)
	(a) Introduction of a Chief Guest (b) Vote of Thanks (c) Condolence Speech (d) Farewell Speech for the Final Year Students (d) Farewell Speech for the Retiring Employee (e) Chairman's Speech at Board Annual Meeting	
	[One descriptive speech with an internal option from unit III]	
Unit : IV	(A) Drafting of Resolutions	(08)
	(a) Appointment of a Director	

	(b) Appointment of a Secretary (c) Appointment of an Auditor (d) Declaration of Dividend (e) Declaration of Bonus (f) Declaration of Right Shares (g) Announcement of Annual General Meeting (h) Change of Premises	
	[Two resolutions question with an internal option from unit IV(A)]	
	(B) List of words frequently used in Business Correspondence	(09)
	(1) Agenda (2) Backlog (3) Bankruptcy (4) Beneficiary (5) Black Market (6) Breach of Contract (7) Budget (8) Collateral Security (9) Commission (10) Deficit (11) Entrepreneurship (12) Exchange Rate (13) Fiscal (14) Franchise (15) Fright (16) Gross (17) Black Market (18) Lease (19) Margin (20) Mortgage (21) Negotiable (22) Pledge (23) Power of Atterney (24) Promissory Note (25) Rebate Recession (26) Reimbursement (27) Subsidy (28) Syndicate (29) Trade Mark (30) Waive	
	[Objective type questions with multiple choices from unit IV(B)]	

Objectives of the Course:

- (1) To enable the students to familiarise with business ethics and values that enable them in making a successful businessman in the course of time.
- (2) To acquaint the students in preparing the Press report, on various occasion. This will enable them in drafting the press reports through confidence.
- (3) To help them in preparing speeches on various occasions and develop proficiency in drafting speeches.
- (4) To enable them in preparing resolutions which will help them in the acquiring the skills of drafting various resolutions as per the requirement

- (5) To familiarise the students with commercial terms which will help them in understanding the business correspondence terminology in a better way.

Reference Books:

1. English Communication – Madhumita Chakraborty, Sumita Puri, Jyoti Jakhar Dahiya, McMillan Education, Ahmedabad
2. Interactive English – Board of Editors, McMillan Education India, Ahmedabad
3. A Textbook of English and Communication Skills – Dr. Richa Mishra and Dr. Ratna Rao, McMillan Education India, Ahmedabad
4. Business Communication and Organisational Management by Rohini Aggrawal – Taxman
5. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
6. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
7. Word Power Made Easy – Norman Lewis - Goyal Saab, New Delhi
8. Communicative Competence in Business English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad
9. Oxford Dictionary of Phrasal Verbs – A. P. Cowie & R. Mackin, OUP, New Delhi
10. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
11. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
12. Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow –Prentice-Hall, New Delhi
13. Contemporary English Grammar – David Green, McMillan Publication, Mumbai

B.Com. Semester V
CC 116 : (Optional) : Commercial Communication (Optional) V

Unit I	Text : The Reflection (Section One) – MacMillan Publishers India Private Ltd, Mumbai	(18)
	[One Long question with an internal option from Unit I : Chapters : 1 to 3]	
Unit : II	Press Reports (Not less than 200 words)	(17)
	(a) A Serious Road Mishap (A Collision of Two Vehicles) (b) A Train Accident (A Collision of Two Trains) (c) A Plane Crash (d) A Boat Tragedy	
	Natural Calamities	
	(a) An Earth Quake (b) Devastating Flood (c) Cyclonic Storm	
	Current Events	
	An Event that has greater news value and concerns large sections of society	
	[One descriptive press report with an internal option from unit II]	
Unit III	Import Export Correspondence	(18)
	(a) Introductory Letter of an Indian Exporter to an Overseas Importer (b) Letter of Inquiry from a Foreign Importer to an Indian Exporter (c) Reply of an Indian Exporter to an Inquiry of a Foreign Importer (d) Overseas Exporter's Intimation Regarding the Shipment of Goods.	
	[One descriptive letter with internal option from unit III]	
Unit IV	(A) Drafting of Resolutions	(08)
	(a) Appointment of a Director (b) Appointment of a Secretary (c) Appointment of an Auditor (d) Declaration of Dividend	

	(e) Declaration of Bonus (f) Declaration of Right Shares (g) Announcement of Annual General Meeting (h) Change of Premises	
	[Two resolutions question with an internal option from unit IV(A)]	
Unit IV	(B) Vocabulary One Word Substitutes (List is attached)	(09)
	(1) Amicable (2) Anonymous (3) Bakery (4) Contemporary (5) Contagious (6) Dialysis (7) Ecology (8) Edible (9) Equanimous (10) Flexible (11) Fatalist (12) Honorarium (13) Illegal (14) Illegible (15) Illiterate (16) Immigrant (17) Impossible (18) Inaudible (19) Incredible (20) Optimist (21) Pessimist (22) Unanimous (23) Timid (24) Obsolete (25) Volunteer (26) Tetotaller (27) Pseudonym (28) Notorious (29) Manuscript (30) Netiquette	
	[Match the following nine items from vocabulary of unit IV(B)]	

Course Objectives:

- (1) To develop language competency and proficiency through literary texts
- (2) To develop understanding about the skills of drafting press reports in various situations and context which includes accidents, natural calamities and current events
- (3) To generate various skills in drafting various letters related to Import Export correspondence
- (4) To create the skills of paraphrasing the text (précis writing)
- (5) To facilitate the students in understanding vocabulary word substitutes and enable them to use the words skillfully, meaningfully and efficiently day to day usages

Reference Books:

1. English Communication – Madhumita Chakraborty, Sumita Puri, Jyoti Jakhar Dahiya, McMillan Education, Ahmedabad
2. Interactive English – Board of Editors, McMillan Education India, Ahmedabad
3. A Textbook of English and Communication Skills – Dr. Richa Mishra and Dr. Ratna Rao, McMillan Education India, Ahmedabad
4. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai
5. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
6. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
7. Word Power Made Easy – Norman Lewis - Goyal Saab, New Delhi
8. Communicative Competence in Business English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad
9. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
10. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
11. Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow –Prentice-Hall, New Delhi
12. Contemporary English Grammar – David Green, McMillan Publication, Mumbai