

## **B.Com. I SEMESTER**

**Code No's**

**Subjects**

### **BASIC SUBJECTS**

BCOM 102

Basic English

### **M. I. L.**

BCOM 101

Kannada

BCOM 103

Hindi

BCOM 104

Urdu

BCOM 105

Additional English

### **OPTIONAL SUBJECTS**

BCOM 120

Financial Accounting - I

BCOM 121

Secretarial Practice

BCOM 122

Principles of Marketing

BCOM 123

Business Mathematics-I

BCOM 124

Managerial Economics - I

### **COMPULSORY PAPER**

IC 100

Indian Constitution

### **FOR NON-COMMERCE STUDENTS**

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Special Commerce - I

—

Special Accountancy - I

## DEPARTMENT OF ENGLISH

### **BCOM 102 : Communicative English (Basic)**

#### **OBJECTIVE :**

1. Developing Skills in Dialogue and conversation.
2. Drafting official letters.
3. Familiarizing with various parts of speech and converting different words into different parts of speech.

**Teaching hours per week – 5**

**Maximum :100 Marks**

**Semester End Examination : 70 Marks  
(3 Hours Duration)**

**Internal Assessment : 30 Marks**

### **SYLLABUS**

<b>Unit</b>	<b>Core Reading Material</b>	<b>40 Hours</b>
1)	<b>Know Yourself</b>	
	1.1 The Shaping of My Character – Dr S. Radhakrishnan	
	1.2 What I Cherish Most – Rt. Hon. V. S. Srinivas Shastri	
2)	<b>The World of Sports</b>	
	2.1 Yet Another Piece of Magic – The Sports Star, 11.12.93	
3)	<b>On Mind and Matter</b>	
	3.1 Eating for Health – Rajkumari Amrit Kaur	
	3.2 Computer Virus – Manorama Year Book 1994	
4)	<b>The Indian Panorama</b>	
	4.1 Indian Crowds – Nirad C. Choudhari	
	4.2 American girl in an Indian Home – S K Rana	
5)	<b>The Old and The New</b>	
	5.1 Kamaladevi Chattopadhyay – Bhavana Journals Extract vol 51 no 1 Aug 2004	
	5.2 Lal Bahadur Shastri - Bhavana Journals Extract vol 51 no1 Aug 2004	
	5.3 Dr. J. R. D Tata – Bhavana Journals Extract vol 51 no 1 Aug 2004	

<b>Unit</b>	<b>Grammar and Composition</b>	<b>No. of Hours</b>
1)	Usage of Noun, Pronoun, Adjectives, Articles and Prepositions	<b>10 hours</b>
2)	Conversion of words into different parts of speech	<b>5 hours</b>
3)	<b>A)</b> Dialogue Writing <b>B)</b> Letter of Application	<b>15 Hours</b>

### **References**

- 1) Macmillan Grammar: A Handbook – A. E. Augustine and K.V. Joseph
- 2) Remedial English Grammar Grammar – F.T.Wood
- 3) A Practical English Grammar – A.J.Thomas and A.V. Martinet
- 4) A Book of Grammar Usage and Composition – N/ Krishnaswamy

## **QUESTION PAPER PATTERN**

**Teaching hours per week – 5      Maximum :100 Marks**  
**Semester End Examination : 70 Marks**  
**(3 Hours Duration)**  
**Internal Assessment : 30 Marks**

<b>Unit</b>	<b>Core Reading Material</b>	<b>No. of Marks</b>
1)	Objective type questions (text passages)	10 marks
2)	Comprehension (any four out of six from unseen passages)	4x5 = 20 marks
3)	Short notes (any two out of four from text passages)	10 marks
4)	Usage of Noun, Pronoun, Adjectives, Articles and Prepositions	10 marks
5)	Conversion of words into different parts of speech	10 marks
6)	<b>A)</b> Dialogue Writing <b>B)</b> Letter of Application	5x2 = 10 marks

# ಪಾಠ್ಯಕ್ರಮ

BCOM 101 : ಪಾಠ್ಯಕ್ರಮ

## ಪಾಠ್ಯಕ್ರಮ - 1

- GZÅ±UkÅ: 1. «zÅyõUkUÉ, Å»vìzÀ, KEU® ¥j ZÅiÅªEÅB PÅKÉ PÅªUkÅª  
ªÅE®PÅªªÅR PÉI ÅÕ PÉÅqÅ, Å»vìzÀ D©gÅªiÅEÅB  
ªÅEªÅª.
2. ಭಾಷಾ ಕೌಶಲ್ಯಗಳ ಮೂಲಕ ವಿದ್ಯಾರ್ಥಿಯು ಪಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು.

### ಘಟಕ

ಘಟಕ 1 : ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು ಗರಿಷ್ಠ ಅಂಕಗಳು : 70+30

### ಘಟಕ 1

ಪಾಠ್ಯಕ್ರಮ 35 ಅಂಕ

1. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು
2. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು
3. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು
4. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು
5. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು

### ಘಟಕ 2

ಪಾಠ್ಯಕ್ರಮ 10 ಅಂಕ

1. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು
2. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು
3. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು
4. ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು - ಪಾಠ್ಯಕ್ರಮದ ವಿಷಯವನ್ನು ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು

5. 2kg ಗಾಳಿ ಸಂಗ್ರಹಿಸಿ ಅಡಗು ಗೋಪಾಲಕೃಷ್ಣ ಅಡಗು
6. 1kg ಗಾಳಿ ಸಂಗ್ರಹಿಸಿ ಎಚ್. ಎಲ್. ಪುಷ್ಪ

**ಟಿಪ್ಪಣಿ 3**

10 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು 10 ರೂ. 100

1. 10 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು
2. 5 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು

**ಟಿಪ್ಪಣಿ 4**

DAV ಪಾಠಶಾಲೆ

1. 10 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು
2. 5 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು
3. 1 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು

**ಕಾರ್ಯಕ್ರಮದ ವಿವರ**

ವಿಷಯ	10 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು ರೂ. 100	5 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು ರೂ. 50	1 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು ರೂ. 10	MT NO ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು
10 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು	1	3	6	31
5 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು	1	2	3	23
1 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು	1	1	1	15
1 ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು	-	-	-	1
<b>MT NO ಕ್ಯಾಪ್ಸೂಲ್‌ಗಳು</b>	40	20	10	70

**DEPARTMENT OF HINDI**  
**BCOM 103 : Hindi (MIL)**

**OBJECTIVS (CÔÔ`)**

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**SYLLABUS**

Teaching hours per week – 5

Maximum :100 Marks

Semester End Examination : 70 Marks

(3 Hours Duration)

Internal Assessment : 30 Marks

Unit	Contents	No. of Hours
1)	Collection of prose	32 Hours
2)	Grammar: Vanijya Patra and Translation	12 Hours
3)	Seminar, Project work Etc	11 Hours
4)	<b>Text Book</b> – Gaddya Vividha	

**Paper – I**

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4) **Reference Books.**

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## **DEPARTMENT OF URDU**

### **BCOM 104 : Urdu (MIL)**

#### **OBJECTIVES :**

A collection of out standing short stories by the leading Urdu short story writers are included in this text book from Munasi Premchand to present short story writers like English this form is very popular in Urdu literature. The students are found of short stories which touches their heart and open the window of wisdom and knowledge of the social cultural and economic life of human societies.

The students are taught business correspondence in Urdu wherein they can take a career and job in Urdu journalism and business advertisement and commercial correspondence of the day requirements.

### **SYLLABUS**

**Scheme of Teaching Duration**

**14 Weeks 2 weeks for**

**Examination Teaching hours per**

**week – 5 Total : 16 Weeks**

**Maximum :100 Marks**

**Semester End Examination : 70 Marks**

**(3 Hours Duration)**

**Internal Assessment : 30 Marks**

### **URDU SHORT STORY, BUSINESS URDU CORRESPONDENCE**

#### **I. PRESCRIBED TEXT**

1. Numainda Mukhtasar Afsana: Ed by Mohammed Tahir Farooqui  
Pub by Educational Book House  
Aligarh

#### **1. Interduction and brief History of short stories**

2. Namak ka Droga : Prem Chand
3. I.C.S. : Ali Abbas Hussaini
4. Jeene ke Liye : Suhail Azeem Aabadi
5. Kale Saheb : Akhtar Auryanavi

#### **NON DETAILED TEXT**

#### **II. Business Urdu Correspondence**

**Karobare Khat-o-kitabat Topic 1,2,3,4,7,8,10,11,14 and 15 only**

## QUESTION PAPER PATTERN

**Paper – I      Short Stories, Business Urdu and Correspondence**

<b>UnitDistribution of Marks</b>	<b>Marks</b>
A) Objective Type questions from short stories and Business Urdu Correspondence(10 out of 10)	10 Marks
B) Essay Type questions from short stories(1 out of 2)	10 Marks
C) Critical appreciation of short story(1 out of 2)	10 Marks
D) References to the context(3 out of 5)	12 Marks
E) Short Notes of characteristics from short stories (2 out of 4)	10 Marks
F) Business Correspondence in Urdu(1 out of 2)	10 Marks
G) Business letters in Urdu(1 out of 2)	08 Marks
	<b>70 Marks</b>

### **Internal Assessment :**

- 1) The Internal Assessment of the student (candidate) shall be done by evaluation of Two(2) Internal Test of each carries 10 Marks (10+10) i.e. 20 Marks.
- 2) 10 Marks are awarded for class participation, Tutorials, Project in academic activities:

**Total Marks : 20+10=30 Marks**  
**Grand Total : 100 Marks**

## DEPARTMENT OF ENGLISH

### **BCOM 105 : Additional English (MIL)**

#### **OBJECTIVES :**

1. Cultivating precision in writing
2. Comprehension and summing up

Teaching hours per week – 5

Maximum :100 Marks  
Semester End Examination : 70 Marks  
(3 Hours Duration)  
Internal Assessment : 30 Marks

### **SYLLABUS**

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>I.</b>	<b>Selected Essays and Stories (any six)</b>	<b>40 hours</b>
	1. Dusk – Saki	
	2. The Eyes are not here – Ruskin Bond	
	3. Just lather, That's All – Hernando Tellez	
	4. The Future of India – Swami Vivekanand	
	5. The Variety and Unity of India – J. Nehru The Ailing Planet : The Green Movement's Role – Nani Palkhiwala	
	6. Wealth and the spiritual life – Sri. Aurobindo	
	7. Communication in the Modern Age Micheal M. A. Mirabito	
<b>II.</b>	<b>Grammar and Composition</b>	
	1) Comprehension questions on unseen prose pieces	<b>10 hours</b>
	2) Preparations of headlines, slogans and note-making	<b>10 hours</b>
	3) Resume writing	<b>10 hours</b>

#### **References**

- 1) Modern English – N Krishnaswamy
- 2) The Groundwork of English Writing – F T wood

## **QUESTION PAPER PATTERN**

<b>Unit</b>	<b>Core Reading Material</b>	<b>No. of Marks</b>
1)	Objective type questions on text	10 marks
2)	Comprehension questions on text ( two out of four)	5x2 = 10 marks
3)	Comprehension questions on unseen prose pieces (two out of four)	5x2 = 10 marks
4)	Short notes on text (two out of four)	5x2 = 10 marks
5)	Comprehension questions on unseen prose pieces(two out of four)	5x2 = 10 marks
6)	Preparations of headlines, slogans and note-making	10 marks
7)	Resume writing	10 marks

## DEPARTMENT OF COMMERCE

### **BCOM 120 : Financial Accounting – Paper - I**

#### **OBJECTIVES :**

1. To study all the financial aspects of commercial transactions leading to their finalization and recording.
2. To study legal provisions of accounting standards.
3. To prepare the students for higher aspects of accounts in partnership, royalty accounts and hire purchase accounts etc.
4. To study and prepare professional accounts like Doctors, Engineers, Advocates and Chartered Accountants etc.

#### **SYLLABUS:**

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>1.</b>	<b>Partnership Accounting -I</b> Dissolution of partnership firm – Distinctions between dissolution of partnership and partnership firm; modes of dissolution. Accounting entries relating to dissolution. Insolvency of partners – Single partner and all partners- Garner v/s Murray Rule.	<b>12 Hours</b>
<b>2.</b>	<b>Partnership Accounting -IIa</b> Sale of firm to a company -Problems relating thereto; Amalgamation of partnership firms –Meaning and accounting entries in the books of old firms and new firms and problems relating thereto.	<b>10 Hours</b>
<b>3.</b>	<b>Conversion of single entry system into double entry system.</b> Need for conversion and steps involved in conversion, exercises relating thereto	<b>10 Hours</b>
<b>4.</b>	<b>Royalty accounts:</b> Meaning and importance –Minimum rent, short workings, recoupment of short workings; Entries and accounts in the books of lessee and lesser (excluding sub lease)	<b>08 Hours</b>
<b>5.</b>	<b>Accounting for service industries:</b> Educational institutions, Hospitals and libraries, Professionals – Advocates, Doctors and Engineers. <b>Tests, Seminars, Group Discussions, Case Analysis,</b>	<b>10 Hours</b>  <b>14 Hours</b>

## **TEXT BOOKS:**

1. Jain and Narang, Advanced Accounting (Sultan Chand & Sons, New Delhi)
2. Patil and Korahalli, Financial Accounting. (R Chand & Sons, New Delhi)

## **REFERENCE BOOKS:**

1. Shukla and Greywall, Advanced Accountancy Vol-I - (Sultan Chand & Sons, New Delhi)
2. Tulsian, Financial Accounting - (Pearson Education, New Delhi)
3. Ashok Sehgal & Deepak Sehgal, Financial Accounting Vol-I. - (Taxmann Publications, New Delhi)
4. Mukarjee and Haneef, Financial Accounting - (TMH New Delhi)
5. Bhattacharya, Financial Accounting for Management - (PHI, New Delhi)
6. Larsen. E. J. Modern Advanced Accounting(TMHH New Delhi)
7. James Boatmen, Advanced Accountancy.(TMH New Delhi)
8. Deniel. L. Jensen, Advanced Accountancy. (TMH New Delhi)
9. Gupta and Ramswamy, Advanced Accountancy (Sultan Chand & Sons, New Delhi)

## DEPARTMENT OF COMMERCE

### **BCOM : 121 Company Law and Secretarial Practice**

#### **OBJECTIVES :**

Secretary is an important person in the corporate section. Secretary profession is most dignified profession. It requires the thorough knowledge regarding companies' affairs, drafting, maintaining public relation etc.

The study of this subject enables the students to acquire knowledge regarding formation of companies, management, important documents, convening meeting etc. This subject is an important subject for company secretary course. The students can choose the company secretary course and they can take up career of company secretaries, even if they start an enterprise of a group under company form they gain practical knowledge regarding formation and drafting the documents etc.

### **SYLLABUS**

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>1.</b>	<b>Promotion of companies and secretarial Duties:</b> Meaning of Joint Stock Company, Definition of Joint stock Company, Characteristics of Joint Stock Companies. Kinds of Companies. Stages involved in formation of different types of Companies. Secretarial Duties during formation of Companies.	<b>08 Hours</b>
<b>2.</b>	<b>Company secretary:</b> Meaning of Company Secretary, Definition of Company Secretary, Qualifications for appointment, Dismissal of a secretary. Role of a Company Secretary. Qualities of a Good Company Secretary. Rights, Duties and Liabilities of Company Secretary	<b>08 Hours</b>
<b>3.</b>	<b>Important documents of companies and Secretarial duties:</b> Memorandum of Association for different types of companies – Meaning and definition of Memorandum of Association, Clauses of Memorandum of Association, Provisions and Procedure for alteration of Memorandum of Association. Articles of Association for Different types of Companies-Meaning and Definition of Articles	<b>14 Hours</b>

of Association,, Contents, Provisions and Procedure for alteration of Articles of Association. Prospectus-Meaning, Definition, Contents, and Effects of Misleading prospectus

**4. Company meetings and secretarial duties: 12 Hours**

Meaning of Company meeting, Kinds of company meetings. Provisions and Procedure relating to Convening Different kinds of Meetings. Secretarial duties relating to the convening and conducting of Company Meetings

**5. Drafting of important documents and documents relating to meetings : 08 Hours**

Drafting of Memorandum of Association, Articles of Association, Prospectus. Notice of company meetings, Agenda, Proxy form, Resolution copy and Minutes book

**Tests, Seminars, Group Discussions, Case Analysis, Field Work 14 Hours**

**Total 64 Hours**

**TEXT BOOKS:**

1. S.A. Sherlekar Company Law & Secretarial Practice (Himalaya Publishing House, Mumbai.)
2. N. D. Kapoor - Company Secretarial Practice (Himalaya Publishing House, Mumbai.)
3. Kutchal. M. C. Secretarial Practice Vikas New Delhi)
4. D.C. Mudabasappagol & Others – Secretarial Practice

**REFERENCE BOOKS:**

1. Muzumdar and Kapoor –Company Law & Practice-(Taxman, New Delhi)
2. Gulshan and Kapoor - Company Law & Practice-(New Age International, New Delhi)
3. Bagrial Ashok Company Laws (Vikas Publications, New Delhi)
4. Arunkumar and Rachana Sharma - Secretarial Practice and Company law Atlantic Publishers New Delhi)
5. Chakraborty. Secretarial Practice Kalyani Publications , New Delhi
6. Garg. Secretarial Practice Kalyani Publications , New Delhi

## DEPARTMENT OF COMMERCE

### **BCOM 122 : PRICIPLES OF MARKETING**

#### **OBJECTIVES :**

1. To understand marketing & marketing management concepts and significance.
2. To know the marketing environment and its components, controllable and uncontrollable factors.
3. To underst and developing elements of marketing mix and strategies.
4. To know the recent and advanced marketing developments in the digital age like E-Commerce etc.

#### **SYLLABUS**

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>1.</b>	<b>Marketing and core concepts:</b> Meaning, definition and significance of marketing; core marketing concepts: needs, wants and demands, marketing offers, value and satisfaction, exchange, transactions and relationships-marketing management and its orientations- marketing process	<b>08 Hours</b>
<b>2.</b>	<b>Marketing environment:</b> Micro environment and its components-company, suppliers, intermediaries, customers, competitors and public. Macro environment and its components- economic, demographic, natural, technological, political, and cultural.	<b>10 Hours</b>
<b>3.</b>	<b>Product planning and development and product pricing:</b> Stages involved therein, product life cycle strategies- Pricing considerations, approaches and strategies. - New product, product mix, pricing strategies, price adjustment strategies.	<b>14 Hours</b>
<b>4.</b>	<b>Sales promotion and advertising:</b> Meaning and objectives, sales promotion tools, developing sales promotion programmes. Advertising: Considerations and setting the advertisement budget. Developing advertising strategies – Evaluating advertising options.	<b>12 Hours</b>

<b>5. Direct marketing:</b>	<b>06 Hours</b>
Growth and benefits, integrated direct marketing, channels for direct marketing – Face to face, direct mail, catalog, tele, e-marketing, kiosk marketing, big bazaars , mauls, online marketing –meaning and importance.	
<b>Tests, Seminars, Group Discussions, Case Analysis, Field Work</b>	<b>14 Hours</b>
	<b>Total 64 Hours</b>

### **TEXT BOOKS:**

1. Mulla and Memoria- Principles of Marketing, Kitab Mahal, Allahabad.
2. Sherlekar and Others – Modern Marketing.
3. C. N. Sontakki - Principles of Marketing Kalyani Publishers. New Delhi.
4. D. C. Mudabasappagol and Others - Principles of Marketing

### **REFERENCE BOOKS:**

1. Kotler and Armstrong - Principles of Marketing & Salesmanship- (Pierson Publications, New Delhi)
2. Kotler – Marketing Management n Millennium.
3. Stanton - Fundamentals of Marketing. (TMH, New Delhi)
4. Jha & Singh –Marketing Management –(Himalaya Publishing House, New Delhi)
5. Rajan NairN – Marketing (Sultan Chand & Sons, New Delhi)
6. Chunawala- S.A., Marketing Principles - (Himalaya Publishing House, New Delhi)
7. Ramaswamy and Namkumary - Marketing Management, Macmillan India Ltd., New Delhi.
8. Pride Ferrell. – Marketing: Concepts Strategies, Wiley Dremtec India Private Ltd., New Delhi.

## DEPARTMENT OF STATISTICS

### **BCOM 123 : Business Mathematics –I (Opt.)**

#### **OBJECTIVES :**

1. Update the students with emerging *trends and techniques* to compute globally.
2. To develop consistency in *logical reasoning and ability of decision making* in students.
3. Prepare the students to have career as *quantitative technicians* which has a remarkable weightage across the world.
4. Develop graduates with *numerical skills* needed in the field of *research* in Higher Education.
5. Mentally prepare the students to perform well to crack *competitive examinations*.
6. Educate students to gear up to face the challenges of *liberalization, privatization and globalization*.

#### **SYLLABUS**

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>I.</b>	Numbers & their classification. H.C.F. & L.C.M. Indices	<b>10 Hours</b>
<b>II.</b>	Theory of Equations. Linear & Quadratic. Applications	<b>10 Hours</b>
<b>III.</b>	Set Theory. Roaster & Rule Method. Operations of sets. De-Morgan's Law. Venn diagram. Applications in Business.	<b>10 Hours</b>
<b>IV.</b>	Progression. Arithmetic Progression. Geometric Progression. Applications.	<b>10 Hours</b>

- V. Mensuration:  
Surface area  
&  
Volume of solid figures.

**10 Hours**

**Tests, Seminars ,Group Discussion, Home Assignments & Projects case study.**

### **Internal Assessment**

1.	Ist Test	:	<b>10 Marks</b>
2.	IInd Test	:	<b>10 Marks</b>
3.	Home Assignment	:	<b>05 Marks</b>
4.	Project	:	<b>05 Marks</b>
	<b>Total</b>	:	<b>30 Marks</b>

### **Topics**

- a. Application of progression in Business
- b. Application of set theory in Marketing
- c. Application of mensuration

### **TEXT- BOOKS:**

1. Sancheti & Kapoor – Business Mathematics, Sultan Chand & Sons, New Delhi.
2. N.K.Nag –Business Mathematics, Kalyani Publishers, New Delhi.
3. Dr. S. M. Shukla – Business Mathematics, Sahitya Bhavan, Agra.
4. Mittal & Aggrawal- – Business Mathematics, Sultan Chand & Sons, New Delhi.

## DEPARTMENT OF ECONOMICS

### **BCOM 124 : Managerial Economics – I**

#### **OBJECTIVES :**

1. To make students thorough in fundamental concepts of Managerial Economics.
2. To help them to analyse the behavior of consumers in every day life.
3. To acquaint students with application of Economic concepts to practical life.

#### **SYLLABUS**

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
<b>Unit 1.</b>	Introduction to Managerial Economics – Nature and Scope – Objectives of Business Firm - Role and Responsibilities of Managerial Economist	<b>5 hrs</b>
<b>Unit 2.</b>	Theory of Demand - Determinants of Demand – Types of Demand -Changes in Demand-Law of Demand –Elasticity of demand - Price Elasticity - Degrees of Elasticity of Demand – Measurement of Elasticity – Proportionate Method - Total Outlay Method-Income Elasticity of Demand – Cross Elasticity of Demand - Elasticity of Advertisement	<b>14 hrs</b>
<b>Unit 3.</b>	Demand Forecasting-Objectives - Methods – Survey Method – Delphi Method- Expert Opinion Method – Judgment Method –Trend Projection Method – Demand Forecasting of a New Product – Product Life Cycle	<b>10 hrs</b>
<b>Unit 4.</b>	Theory of Production – Production Function – Law of Variable Proportions – Isoquants – Isocost Line Approach - Returns to Scale – Supply - Elasticity of Supply –Economies and Diseconomies of Scale – Division of Labour	<b>8 hrs</b>

**Unit 5.** Cost Concepts- Actual Cost – Opportunity Cost- 13 hrs  
Incremental – Sunk Cost – Traceable – Common  
Costs – Cost and Output Relation – Short Run and  
Long Run Costs – Fixed And Variable Cost –  
Average Fixed Cost, Average Variable Cost- Average  
Cost – Marginal Cost – Long Run Cost Curves - L  
Shaped Cost Curve - Revenue Curves – Average,  
Marginal and Total Revenue

**Tests, Seminars, Group Discussions, Case 14 hrs  
analysis, Field Visits**

**Total 64 hrs**

### **SUGGESTED READING:**

1. Varshney R L & Maheshwari – Managerial Economics, Sultan Chand and Sons, New Delhi, 2005.
2. Mithani D M - Managerial Economics, Himalaya Publishing House, Mumbai, 2003.
3. Chopra P N - Managerial Economics, Kalyani Publishers, New Delhi, 2002.
4. D.N. Dwivedi - Managerial Economics, Vikas Publications, New Delhi, 2002.
5. A.B.N. Kulkarni and A.B. Kalkundrikar,- Managerial Economics – I, R. Chand & Co. New Delhi, 2006.
6. Dean Joel – Managerial Economics – PHI, New Delhi, 2003.
7. Petersen and Lewis: Managerial Economics, PHI, New Delhi, 2002.
8. Mehta P.L – Managerial Economics – Text and Cases, S. Chand, New Delhi, 2005

### **Website for reference:**

<http://www.google.com/social science/economics/> Infoseek-  
economics; [www.wikipedia.org](http://www.wikipedia.org); and [www.rfe.org](http://www.rfe.org)

## **DEPARTMENT OF POLITICAL SCIENCE**

### **IC 100 : INDIAN CONSTITUTION**

#### **COMPULSORY PAPER FOR ALL DEGREE COURSES**

#### **COURSE RATIONALE:**

It is essential for every citizen of the country to be aware of the Constitution. The objective of this course is to familiarize the students of various degree courses with the Indian Constitution and its values. The Constitution of India is a law that all Indians have collectively given to themselves and one expected to regulate and orient their public life on that basis. It is a text that engages with India's profound diversity and complexity but at the same time lays down an authorities framework for a life live in common. It upholds the rights and reasonable claims of citizens, particularly those endowed with higher education in India, need to be acquainted with its structure and important provisions.

**Teaching hours per week - 5**

**Maximum:100 Marks**

**Semester End Examination : 70 Marks**

**(3 Hours Duration)**

**Internal Assessment : 30 Marks**

#### **SYLLABUS**

<b>Unit</b>	<b>Contents</b>	<b>No. of Hours</b>
1.	Significance of the Constitution ; making of the Constitution-Role of the Constituent Assembly; Salient features, Preamble ; Citizenship, Procedure for amendment of the Constitution.	<b>10 Hours</b>
2.	<b>Fundamental Rights</b> , Right to Equality, Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, Right to Constitutional Remedies.	<b>10 Hours</b>
3.	Nature of the Directive Principles of State Policy, Differences between of Fundamental Rights and Directive Principles of State Policy – Implementation of Directive Principles of State Policy, Fundamental Duties.	<b>08 Hours</b>
4.	Union Government-Powers and Functions of the President. The Prime Minister and Council of Ministers.	

Composition, powers and functions of the Parliament.  
Organization of Judiciary, Jurisdiction and powers of the  
Supreme Court, Independence of Judiciary. **12 Hours**

5. State Government- Powers and Functions of Governor,  
Chief Minister, Council of Ministers. Composition,  
Powers and Functions of State Legislature, Local  
Government and the Constitution, Relation between the  
Union and the States. **10 Hours**

1. Durga Das Basu, introduction to the constitution of India, New Delhi  
Prentice Hall of India, 2001.
2. H M Rajashekhar, Understanding the Indian Constitution, Mysore,  
Prabodha, 2005.
3. M.V. Pylee, An Introduction to the Constitution of India, New Delhi,  
Vikas, 2005.
4. V D Mahajan, Constitutional Development and National Movement  
in India, New Delhi, S Chand and Co., latest edition.
5. V.N. Khanna, Indian Constitution- New Delhi, R Chand and Co.,  
2006.

#### **Books for Reference**

1. A.P. Avasthi, Indian Government and Politics, Agra, Naveen  
Agarwal, 2004.
2. Brij Kishore Sharma, Introduction to the Constitution of India  
(Second Edition), New Delhi, Prentice –Hall of India, 2004.
3. Constituent Assembly Debates, New Delhi, Lok Sabha Secretariat,  
1989.
4. D.C. Gupta, Indian Government of Politics, VIII Edition, New Delhi,  
Vikas, 1994.
5. Granville Austin, Working of a Democratic Constitution : The Indian  
Experience, New Delhi, Oxford University Press, 1999.
6. J.C. Johari, Indian Government and Politics, Delhi, Sterling  
Publishers, 2004
7. J.N. Pandey, Constitutional Law of India, Allahabad : Central Law  
Agency, 2004.
8. S A Palekar, Indian Constitution, New Delhi, Serials Publication  
2003.
9. Subhash C Kashyap, Our constitution : An introduction to India's  
Constitution and Constitutional Law, New Delhi, National Book Trust,  
2000.
10. B.L. Phadia – Indian Government and Politics

# **DEPARTMENT OF COMMERCE**

## **Paper : Special Commerce - I (For Non - Commerce Students)**

### **SYLLABUS**

#### **UNITS:**

1. Business - Meaning, Definition, Nature, Scope, Evolution and Objectives of Business.
2. Forms of Business organization - Sole trading, Partnership - Joint Stock Companies - Co- operatives
3. Shares and Debentures - Definitions, Types of shares and Debentures.
4. Negotiable Instruments - Meaning, Cheques, Bills of Exchange and Promissory Notes - Definition, Features and Types.
5. Trade - Definition and Types - Wholesaler and Retailer functions.

#### **BOOKS FOR REFERENCE :**

1. Principle and Practice of Commerce - J. Step[hension
2. Essentials of Commerce - C. R. Krishnaswamy.
3. Modern Commerce - Bhasham Y. M.
4. Text Book of Commerce - Sinha and Mugali.

## **DEPARTMENT OF COMMERCE**

### **Paper : Special Accountancy - I**

### **(For Non - Commerce Students)**

## **SYLLABUS**

### **UNITS:**

1. Book-keeping Meaning and Objects and Commercial terms - Double Entry system - Types of Accounts.
2. Journal - Meaning, Features, Journalizing and Rules for Journalizing.
3. Ledger - Meaning, Features and Preparation of accounts.
4. Sub - division of Journal (Subsidiary Records) - Purchases book, Sales book, Purchases returns book, Sales returns book, and Bills receivable book and Bills payable book, Posting into ledger.
5. The Cash and Banking Transaction - Cash book with Cash and discount columns, Cash book with discount, cash and bank columns, Cash book with discount and bank columns only, Petty cash book, Bank reconciliation statement.

### **BOOKS FOR REFERENCE :**

1. Introduction to Accountancy - T. S. Grewal.
2. Principles and Practice of Book keeping. V. A. Patil and Koralhalli.
3. Advanced Learners Accountancy, S. P. Lyenger
4. S. P. Jain and K. L. Narang - Basic Financial Accounting