



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

(An Autonomous College Affiliated to University of Pune)

SYLLABUS

F.Y.B.COM.

2016-17

SUBJECT	SEMESTER - 1	SEMESTER - 2
Accountancy	Financial Accounting - 1	Financial Accounting - 2
Economics	Micro Economics -1	Micro Economics - 2
Mathematics / Computer	Mathematics & Statistics - 1 OR Business Computing - 1	Mathematics & Statistics - 2 OR Business Computing - 2
Compulsory English	English For Communication - 1	English For Communication - 2
Additional English	Individual & Society-1	Individual & Society-2
General Awareness – 1	Perspective of India	Perspective of World
General Awareness – 2	Dimensions of Business Studies - 1	Dimensions of Business Studies - 2

FINANCIAL ACCOUNTING SEM I & II

Detailed syllabus		
SEMESTER I		
Unit	Contents of the syllabus	Number of Lectures
1	Piecemeal Distribution of Cash Meaning and Introduction, Surplus Capital Method and Maximum Loss Method	12
2	Introduction and Relevance of Accounting Standards Overview of Accounting Standards in India-Concept, Need, Scope and Importance. Study of AS- 1, AS- 2, AS- 6	10
3	Conversion of a partnership firm into a limited company Meaning and introduction, objectives, effects, methods of calculation of purchase consideration (Net Asset and Net Payment method), accounting procedure in the books of the firm and opening journal entries in the books of new company.	16
4	Amalgamation of Partnership Firms:- Meaning and Introduction, Objectives, Methods of accounting	16
	Total Number of Lectures	54
SEMESTER II		
1	Profit Prior to Incorporation Accounting treatment- cutoff date- Basis of Apportionment	12
2	Royalty Accounts [excluding sub-lease]: Royalty, Minimum Rent, Short Workings, Recoupment of Short Working, Lapse of Short Working. Journal Entries and Ledger Accounts in the Books of Landlord and Lessee.	12
3	Consignment Accounts Difference between consignment and sale, Proforma Invoice, Account Sale, Commission to consignee, Valuation of closing stock, Accounting Treatment, Cost price method, Entries in books of consignor, Entries in books of consignee, Invoice Price Method, Accounting for loss of stock or goods : Normal Loss & Abnormal Loss.	12
4	Departmental Accounts Meaning and Introduction, Methods and Techniques, Allocation of expenses, Inter Departmental Transfers, Provision for unrealized profits books of the firm and balance sheet of new company.	12
5	Practical Accounts Writing 1.1 Preparation of vouchers – internal & external, Petty Cash & Cash. Voucher, Cash & Credit Memo, Receipts, Debit & Credit Note, Pay in slip, Withdrawal Slips, Journalizing, Ledger Accounts. 1.2 Preparation of Trial Balance and Balance Sheets. 1.3 Computerized Accounting (An introduction to the use of Computerized Programmes for Accounts Writing).	06
	TOTAL	54
Suggested Reference Books		
1. Financial Accounting: By P. C. Tulsian (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)		

2. Financial Accounting: By A.Mukharji & M.Hanif (Tata McGraw-Hill Publishing Co. Ltd. New Delhi)
3. Financial Accounting: By S.N. Maheshwari & S.K. Maheshwari (Vikas Publishing House Pvt. Ltd)
4. Advanced Accounts: By M.C.Shukla & S.P. Grewal (S.Chand & Co. Ltd. New Delhi)
5. Advanced Accountancy: By S.P. Jain & K.N. Narang (Kalyani Publishers, New Delhi)
6. Advanced Accountancy: By R.L.Gupta & M. Radhaswamy (Sultan Chand & Sons, New Delhi)

Suggested Journals

1. The Chartered Accountant: Journal of the Institute of Chartered Accountants of India.
2. The Accounting World : ICFAI Hyderabad

Web sites :

1. www.icaai.org.in
2. www.icwai.org
3. www.icsi.edu
4. www.accountingcoach.com
5. www.fasb.org
6. www.freewebs/fyaccounts.com
7. www.ibsindia.org

Micro Economics -1

Detailed syllabus		
Unit	Contents of the syllabus	Number of Lectures
1	<p>INTR0DUCTION</p> <p>1.1 Meaning of Economics. 1.2 Basic Economic Problems. 1.3 Solutions to Basic -Economic Problems 1.4 Meaning and scope of micro and Macro Economics 1.5 Importance and limitations of Micro and Macro Economics. 1.6 Distinguish between Micro and Macro Economics. 1.7 Paradox of Micro and Macro- Economics.</p>	16
2	<p>Tools for analysis</p> <p>2.1 Functional relationships. a) Concept of Functional relationships. b) Increasing function c) Decreasing function d) Dependent and independent variables e) Slope of the curve 2.2 Application of Mathematical tools in the economic theory. 2.3 Examples of Functions from economic theory. 2.4 Examples of Equations, Schedule and graphs from the economic theory.</p>	8
3.	<p>Demand Analysis.</p> <p>3.1 Meaning of demand. 3.2 Factors affecting demand. 3.3 Changes in demand. 3.4 Law of demand 3.5 Case Studies 3.6 Concept of Elasticity of demand, formulas and diagrams of: a) Price- Elasticity of demand. b) Income- Elasticity of demand c) Cross - Elasticity of demand d) Calculations of different concepts of elasticity. e) Methods of measurement of price elasticity of demand. 3.7 Consumers surplus. 3.8 Indifference curve analysis a) Concept b) Characteristics c) Marginal Rate of Substitution 3.9 Price line or budget line 3.10 Consumer's equilibrium.</p>	12

4	PRODUCTION ANALYSIS 4.1 Supply-law of supply 4.1.1 Case Studies 4.2 Production function a) Law of variable proportions b) Law of returns to scale 4.3 Economies and diseconomies of scale.	8
5	COST ANALYSIS 5.1 Concept of costs, with examples of: A. Historical and Replacement Cost B. Direct and indirect cost. C. Opportunity cost and actual cost. D. Fixed and Variable cost. E. Explicit and Implicit cost F. Incremental and sunk cost G. Accounting and Economic cost. 5.2 Concept, meaning, Examples and formulas of : a) Average cost and marginal cost. b) Fixed and variable cost. c) Short –run cost d) Long-run cost e) Numerical Problems 5.3 Features of Short-run cost curves and long-run cost curves.	10
	Total Number of Lectures	54

Recommended books

1. Economics – Samuelson P. A. and Nordhaus W. D. Tata Mcgraw Hill N. Delhi.
2. A text Book of Economic Theory – Stonier A. W. & Hague D. C. Longman Green & Co. London.
3. Business Economics – V. G. Mankar, Macmillan India Ltd. N. Delhi.
4. Vyavasaik Arth Shastra (Sukshm) Dr. T. G. Gite, Atharv Publication. Pune
5. Modern Micro Economics – Theory and Applications H.L. Ahuja S. Chand N Delhi.
6. Business Economics – Dr. Girija Shankar – Atharv Publication, Pune.
7. Business Economics – Adhikari M. Excel Books, New Delhi.
8. Understanding Microeconomics- Robert L. Helibroner and Lester C. Thurow. Prentice Hall
9. Micro Economic Theory An Analytical Approach – J M Joshi and R. Joshi Wishwa Prakashan (Division of Wiley Eastern Limited) N. Delhi.
10. Business & Managerial Economics (in the global Context) Sampat Mukherjee. New Central Book Agency, Calcutta.

Micro Economics – 2

Detailed syllabus		
Unit	Contents of the syllabus	Number of Lectures
1	<p>REVENUE CONCEPTS.</p> <p>1.1 Concept of ,Total revenue(TR)</p> <p>1.2 Concept of Average revenue(AR)</p> <p>1.3 Concept of, Marginal revenue(MR)</p> <p>1.4 Relationship between, Total revenue(TR) , Average revenue(AR) and Marginal revenue.</p> <p>1.5 Numerical problems on revenue Concepts</p> <p>1.6 Equilibrium of the firm ,</p> <p style="padding-left: 20px;">A) TR and TC Method</p> <p style="padding-left: 20px;">B) MR and MC Method</p> <p>1.7 Break-even analysis:</p> <p style="padding-left: 20px;">A) Concept of break-even analysis.</p> <p style="padding-left: 20px;">B)Linear and Non-Linear</p> <p style="padding-left: 20px;">C) Application of the concept in decision making.</p>	10
2	<p>MARKET STUCTURES</p> <p>2.1 Meaning of markets.</p> <p>2.2 Types of markets on the basis of</p> <p style="padding-left: 20px;">a) Geographical area</p> <p style="padding-left: 20px;">b)Time element</p> <p style="padding-left: 20px;">c) Degree of competition.</p> <p style="padding-left: 20px;">d) Meaning of Plant , Firm, and Industry</p> <p>2.3 Comparisons' of market structures</p>	8
3	<p>PRICE AND OUTPUT DETERMINATION UNDER PERFECT COMPETITION AND MONOPOLY MARKETS</p> <p>3.1Perfect competition</p> <p>3.2 Features of perfect competition</p> <p>3.3 price and output determination under perfect competition</p> <p>3.4 Monopoly</p> <p>3.5 Features of Monopoly.</p> <p>3.6 price and output determination under monopoly</p> <p>3.7 Discriminating Monopoly.</p> <p>3.8 Features of discriminating monopoly</p> <p>3.9 Price and output determination under discriminating monopoly.</p>	10
4	<p>PRICE AND OUTPUT DETERMINATION UNDERMONOPOLISTIC COMPETITION AND OLIGOPOLY MARKETS</p> <p>4.1Monopolistic Competition</p> <p>4.2 Features of Monopolistic Competition.</p>	12

	<p>4.3 Price and output determination under monopolistic competition</p> <p>4.4 Group equilibrium.</p> <p>4.5 Oligopoly- features.</p> <p>4.6 Kinked demand curve.</p> <p>4.7 Examples of oligopoly firms.</p> <p>4.8 Pricing Policies</p> <p>4.9 Case Studies</p>	
5	<p>FACTOR PRICING.</p> <p>5.1 Marginal Productivity Theory of Distribution.</p> <p>5.2 Rent</p> <p>Concept Of Land</p> <p>A) Ricardian Theory of Rent</p> <p>B) Modern Theory of Rent</p> <p>C) Quasi Rent</p> <p>5.3 Wages</p> <p>Concept Of Labour</p> <p>A) Features of Labour.</p> <p>B) Real and Money Wages</p> <p>C) Choice Between Work and Leisure.</p> <p>D) Backward Bending Supply Curve of Labour.</p> <p>E) Collective Bargaining</p> <p>F) Minimum Wages</p> <p>5.4 Interest</p> <p>Concept Of Capital</p> <p>A) Nominal and Real Interest.</p> <p>B) Classical Theory of Interest.</p> <p>C) Loanable Funds Theory of Interest.</p> <p>D) Keynesian theory of Interest.</p> <p>5.5 Profit</p> <p>Concept Of Entrepreneur</p> <p>A) Meaning And Formula For Calculation Of Profit.</p> <p>B) Theories of profit.</p> <p>C) F.H.Knight's Risk and uncertainty Bearing theory of profits.</p> <p>D) J.B.Clark's Dynamic theory of profits.</p> <p>E) J.Schumpeter's Innovation theory of profits.</p>	14
	Total Number of Lectures	54
<p>Suggested Reference Books</p> <p>Recommended books</p> <p>1. Economics – Samuelson P. A. and Nordhaus W. D. Tata Mcgrew Hill Publishing Co. Ltd. N. Delhi.</p> <p>2. A text Book of Economic Theory – Stonier A. W. and Hague D. C. Longman Green and Co. London.</p> <p>3. Business Economics – V. G. Mankar, Macmillan India Ltd. N. Delhi.</p>		

4. Vyavasaik Arth Shastra (Sukshm) Dr. T. G. Gite, Atharv Publication. Pune
5. Modern Micro Economics – Theory and Applications H.L. Ahuja S. Chand and Co Ltd. N Delhi.
6. Business Economics – Dr. Girija Shankar – Atharv Publication, Pune.
7. Business Economics – Adhikari M. Excel Books, New Delhi.
8. Understanding Microeconomics- Robert L. Helibroner and Lester C. Thurow. Prentice Hall International Inc. London.
9. Micro Economic Theory An Analytical Approach – J M Joshi and R. Joshi Wishwa Prakashan (Division of Wiley Eastern Limited) N. Delhi.
10. Business & Managerial Economics (in the global Context) Sampat Mukherjee. New Central Book Agency, Calcutta.

NOTE:

1. Projects and Assignments will be given on the applications of the topics from the syllabus.
2. Numerical Problems and solutions on various concepts of revenue.
3. Calculations of factor pricing. In the real market.

Mathematics & Statistics - 1

Detailed Syllabus		
Unit	Contents of the Syllabus	Number of Lectures
1	<p>Interest Simple Interest, Compound Interest ,Nominal and Effective Rate of Interest, Concept of Annuity, Equated Monthly Installments (EMI) ,Calculation of E.M.I. by Reducing Balance and Flat Rate of Interest Method. Problems.</p>	8
2	<p>Shares and Dividends Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Rate of Return Problems based on calculation of Rate of Return.</p>	5
3	<p>Functions and Derivative of a Functions Concept of Function and concept of a real valued Function , Types of Functions: Constant, Identity,Linear, Step, Increasing, Decreasing, Algebraic, Exponential and Logarithmic. : Graphs of Standard Functions e^x, a^x, $\log x$ and x^2 . Derivative of a function as rate measure. Algebra of Derivatives, Applications to functions from Economics and Commerce.</p>	14
4	<p>Population and Sample Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of Population and Sample with illustration. Methods of Sampling – Random, SRSWR , SRSWOR ,Stratified ,Systematic</p>	6
5	<p>Frequency distribution Raw Data, Attributes and Variables , Classification of Data, Frequency Distribution, Cumulative Frequency Distribution, Histogram and Ogive Curves. Measures of Central Tendency Concept of central tendency, Desirable Properties for good measures of central tendency. Measures of Central Tendency: Arithmetic Mean, Median and Mode for grouped and ungrouped data, Combined Mean for two groups. Appropriate choice of measures.</p>	6

6	Measures of Central Tendency Concept of central tendency, Desirable Properties for good measures of central tendency. Measures of central tendency: Arithmetic mean, median and mode for grouped and ungrouped data, Combined mean for two groups. Appropriate choice of measures.	15
	Total Number of Lectures	54
Reference Books :		
1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jitendra Kumar Jain. 2) Business Mathematics by V. K. Kapoor – Sultan Chand & Sons, Delhi. 3) Business Mathematics by Bari – New Literature Publishing Company, Mumbai. 4) Fundamentals of Statistics by S.C. Gupta – Sultan Chand & Sons, Delhi. 5) Fundamentals of Statistics by Goon, Gupta and Dasgupta – 6) Statistics by Sancheti and Kapoor – Sultan Chand & Sons, Delhi 7) Introduction to Mathematics for Economics by Schaum’ Series		
Text Books		
1) Text Book for F.Y.B.Com. SSPU for Business Mathematics and Statistics 2) Text Book for F.Y.B.Com Mumbai University for Mathematical and Statistical Techniques (SemI and II) 3) Text Book for XII Standard for Mathematics and Statistics		
Assignment(20 Marks)		
Students can select any topic related to the syllabus or can do the assignment on solving problems related to syllabus using Excel or R.		

Mathematics & Statistics – 2

Detailed syllabus		
Unit	Contents of the syllabus	Number of Lectures
1	<p>Matrices And Determinants (upto order 3 only) Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via Adjoint Matrix, Solution of Non-homogeneous system of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.</p>	16
2	<p>Linear Programming Problems (L.P.P.)(for two variables only)) Definition and terms in a L. P. P., Formulation of L.P.P. , Solution by Graphical method, Problems</p>	10
3	<p>Measures of Dispersion Concept of dispersion. Measures of dispersion: Range, Variance, Standard deviation(S.D.) for grouped and ungrouped data, combined S.D. Measures of relative dispersion Coefficient of range, Coefficient of variation .</p>	18
4	<p>Correlation and Regression Concept and types of correlation. Scatter diagram, Interpretation with respect to magnitude and direction of relationship. Karl Pearson’s coefficient of correlation for ungrouped data. Spearman’s rank correlation coefficient. Concept of regression. Lines of regression for ungrouped data, Predictions using lines of regression. Regression coefficients and their properties.</p>	10
5	<p>Index numbers Concept and Definition of index number,Types of Index Numbers,Uses of Index Numbers,Problems in Construction of Index Numbers.Uses of Index Numbers,Commonly used Index Numbers. Methods of construction of price index number, ,Laspeyer’s Paasche’s and Fishers price index number.</p>	
	Total Number of Lectures	54

Reference Books :

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) Business Mathematics by V. K. Kapoor – Sultan chand & sons, Delhi.
- 3) Business Mathematics by Bari – New Literature publishing company, Mumbai.
- 4) Fundamentals of Statistics by S.C. Gupta - Sultan chand & sons, Delhi.
- 5) Fundamentals of Statistics by Goon, Gupta and Dasgupta – The world press private ltd.
- 6) Statistics by Sancheti and Kapoor - Sultan chand & sons, Delhi
- 7) Introduction to Mathematics for Economics by Schaum's Series

Text Books

- 1) Text Book for F.Y.B.Com. SSPU for Business Mathematics and Statistics
- 2) Text Book for F.Y.B.Com. Mumbai University for Mathematical and Statisticcal Techniques
- 2) Text Book for XII Standard for Mathematics and Statistics

Assignment (20 Marks)

Students can select any topic related to the syllabus or can do the assignment on solving problems related to syllabus using Excel or R

Business Computing – 1

Detailed Syllabus		
Unit	Contents of the Syllabus	Number of Lectures
1	COMPUTER COMPETENCIES: 1.1 Introduction of computer and its origin 1.2 Types of computers 1.3 The system unit 1.4 Information system- people, software, hardware, data and connectivity 1.5 Input and output devices 1.6 Types of software 1.7 Operating system	15
2	COMPUTER STORAGE: 2.1 Enterprise Storage 2.2 Removable and non removable storage 2.3 Primary storage 2.4 secondary storage- CD, DVD, Magnetic tape, USB	10
3	Introduction to Business Communication Tools 3.1MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word 3.2MS-Excel: Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel 3.3MS-Powerpoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MSPowerPoint	10
4	NETWORKING BASICS 3.1 communications and connectivity (email, video conferencing etc) 3.2 connections: modems and types of connections 3.3 communication channels (satellite, coaxial cable) 3.4 transmission of data (bandwidth , serial and parallel transmission) 3.5 network architecture and its types	10
5	Internet and Internet security: 1.1 Secure transaction 1.2 Computer crime 1.3 Threats 1.4 Hacking Computer virus – virus protection-	9
Total Number of Lectures		54

Reference Books :

- 1) Peter Norton's Computer fundamentals , 9th Edition – McGraw Hill
- 2) Computer fundamentals – Rajaraman
- 3) Computer forensics and Cyber crime
- 4) E-Commerce Fundamentals and application

Business Computing – 2

Detailed Syllabus		
Unit	Contents of the Syllabus	Number of Lectures
1	<p>Electronic commerce:</p> <p>1.1 meaning and main activities of e commerce</p> <p>1.2 technical components of e-commerce</p> <p>1.3 functions, advantages and disadvantages</p> <p>1.4 application- e business</p> <p>1.5 types of e business</p>	10
2	<p>Electronic payment system</p> <p>2.1 types of electronic payment system</p> <p>2.2 traditional and modern methods of payment</p> <p>2.3 paperless bill</p> <p>2.4 electronic fund transfer</p>	10
3	<p>Introduction to Accounting software (with reference to Tally current version</p> <p>Creating accounts.</p> <ul style="list-style-type: none"> • Feeding opening balances. • Chart of accounts: <ul style="list-style-type: none"> – Capital. – Current assets. – Current liabilities. – Investments. – Loans. – Miscellaneous. – Sales. – Purchase. – Direct / Indirect income / expenses. 	15
4	<p>Purchase and Sales</p> <ul style="list-style-type: none"> • Purchase / Sales order. • Receipt note. • Purchase / Sales bills. • Debit / Credit note Journal, Voucher , VAT Bills <p>Trial balance and final account</p> <ul style="list-style-type: none"> • Ledgerwise trial balance. • Trading account. • Profit and loss account. • Balance sheet. • Outstanding. • Practical work and reports 	17

5	Health and safety issues in computing: An overview of occupational health and safety concerns related to the use of computers	2
	Total Number of Lectures	54
Reference Books : 1) Tally ERP 9		

English For Communication – SEM I (Compulsory English)

Course Content

Topics : Soft Skills, listening skill, teamwork, emotional intelligence, assertive skill etc.

TEXT:- *ENGLISH AND SOFT SKILLS- S.P DHANAVEL* (ORIENT BLACK SWAN)

AN ANTHOLOGY OF ENGLISH SHORT STORIES (OXFORD)

Unit	Topics	Number of Lectures
1	Introduction – Soft Skills	4
2	LISTENING SKILL: THE BOY WHO BROKE THE BANK- RUSKIN BOND	4
3	TEAMWORK SKILLS: WHITEWASHING THE FENCE- MARK TWAIN	4
4	EMOTIONAL INTELLIGENCE SKILLS: MY FINANCIAL CAREER- STEPHEN LEACOCK	4
5	ASSERTIVE SKILLS: THE VERGER- SOMERSET MAUGHAM	4
6	LEARNING SKILLS: THREE QUESTIONS- LEO TOLSTOY	4
	(AN ANTHOLOGY OF ENGLISH SHORT STORIES)	
1	INTRODUCTION	4
2	THE GIFT OF MAGI – O’HENRY	4
3	THE RENUNCIATION – RABINDRANATH TAGORE	4
4	THE FLY – KATHERINE MANSFIELD	4
5	THE LAMENT – ANTON P. CHEKHOV	4
	PRESENTATIONS / ASSIGNMENTS/	10

Suggested Reference Books

- ENGLISH AND SOFT SKILLS- S.P DHANAVEL (ORIENT BLACK SWAN)
- AN ANTHOLOGY OF ENGLISH SHORT STORIES (OXFORD)

Suggested Journal

1. The IUP Journal of Soft Skills - Management Studies Journal | IUP

English For Communication – SEM II (Compulsory English)

Course Content		
<p>Areas Covered: Problem solving skill, interview skill, adaptability skill, nonverbal communication skill, written communication.</p> <p>Prescribed Texts 1) <i>ENGLISH AND SOFT SKILLS- S.P DHANAVEL</i> (ORIENT BLACK SWAN) 2) <i>AN ANTHOLOGY OF ENGLISH SHORT STORIES</i> (OXFORD)</p>		
Unit	Topics	Number of Lectures
1	Introduction (ENGLISH AND SOFT SKILLS)	4
2	PROBLEM-SOLVING SKILLS: THE LOOK OUT MAN- NICOLAS BENTLEY	4
3	INTERVIEW SKILLS: THE LIGHTHOUSE KEEPER OF ASPINWALL- HENRYK SIENKIEWICZ	4
4	ADAPTABILITY SKILLS: SENOR PAYROLL- W E BARRETT	4
5	Verbal Skills	4
6	Non-verbal skill	4
7	INTRODUCTION (An Anthology of English Short Stories)	4
8	THE BARBER’S TRADE UNION – MULK RAJ ANAND	4
9	THE EYES ARE NOT HERE – RUSKIN BOND	4
10	THE ROCKING-HORSE WINNER – D.H. LAWRENCE	4
11	THE CAPITAL OF THE WORLD – ERNEST HEMINGWAY	4
	Assignments/ Presentations	10
	Total	54
<p>Suggested Reference Books</p> <ul style="list-style-type: none"> • ENGLISH AND SOFT SKILLS- S.P DHANAVEL (ORIENT BLACK SWAN) • AN ANTHOLOGY OF ENGLISH SHORT STORIES (OXFORD) 		
<p>Suggested Journal</p> <p>2. The IUP Journal of Soft Skills - Management Studies Journal IUP</p>		

Individual and Society – SEM I (Additional English)

Course Content		
<p>Areas to be covered: Four skills Reading, writing, listening, speaking. Comprehension & Responding to the finer aspects of language use. Critical thinking.</p> <p>Prescribed Text: <i>The Individual Society: Essays, Stories and Poems</i> Published by Dorling Kindersley (India) Pvt. Ltd., 2010 print.</p>		
Unit	Topics	Number of Lectures
	Introduction	2
1	<p><u>Caste/Class</u> - Introduction</p> <p>1.1 Caste Laws - Jotirao Phule</p> <p>1.2 Deliverance -Premchand</p> <p>1.3 Joothan -Omprakash Valmiki</p> <p>1.4 Kallu -Ismat Chughtai</p> <p>1.5 Bosom Friend -Hira Bansode</p>	<p>2</p> <p>4</p> <p>4</p> <p>4</p> <p>4</p> <p>3</p>
2	<p><u>Gender- Introduction</u></p> <p>2.1 The Exercise Book -Rabindranath Tagore</p> <p>2.2 Girl -Jamaica Kincaid</p> <p>2.3 Breaking Out- Marge Piercy</p> <p>2.4 Marriages are Made -Eunice De Souza</p> <p>2.5 Yellow Fish -Ambai</p> <p>2.6 Reincarnation of Captain Cook -Margaret Atwood</p> <p>2.7 Highway Stripper -A.K.Ramanujan</p>	<p>2</p> <p>3</p> <p>3</p> <p>3</p> <p>2</p> <p>2</p> <p>3</p> <p>3</p>
	Assignment / Presentation	10
	Total Number of Lectures	54

Individual and Society – SEM II (Additional English)

Course Content		
<p>Areas to be covered: Four skills Reading, writing, listening, speaking. Comprehension & Responding to the finer aspects of language use. Critical thinking.</p> <p>Prescribed Text: <i>The Individual Society: Essays, Stories and Poems</i> Published by Dorling Kindersley (India) Pvt. Ltd., 2010 print.</p>		
Unit	Topics	Number of Lectures
	Introduction	2
3	<p><u>Race- Introduction</u></p> <p>3.1 Blackout -Roger Mais</p> <p>3.2 Telephone Conversation -Wole Soyinka</p> <p>3.3 Harlem -Langston Hughes</p> <p>3.4 Still I Rise -Maya Angelou</p>	2 3 2 2 3
4	<p><u>Violence and War- Introduction</u></p> <p>4.1 Return from the Somme -Siegfried Sassoon</p> <p>4.2 Dulce et Decorum Est - Wilfred Owen</p> <p>4.3 Conscientious Objector -Edna St. Vincent Millay</p> <p>4.4 Naming of Parts -Henry Reed</p> <p>4.5 General, Your Tank is a Powerful Vehicle - Bertolt Brecht</p> <p>4.6 The Dog of Tetwal- Saadat Hasan Manto</p>	2 3 2 3 2 2 4
5	<p><u>Living in a Globalized World- Introduction</u></p> <p>5.1 Toys -Roland Barthes</p> <p>5.2 At Lahore Karhai - Imtiaz Dharker</p> <p>5.3 The Brand Expands -Naomi Klein</p>	2 3 3 4
	Assignments/ Presentations	10
	Total number of lectures	54

General Awareness I (A) - Semester I (Perspective of India)

Detailed syllabus		
Unit	Contents of the syllabus	Number of Lectures
1	Economic Profile a. Characteristics of Indian Economy 1.2 Main Indicators <ul style="list-style-type: none"> • Per Capita Income (PCI) • Human Development Index(HDI) • Population-<i>Demographic Dividend</i> • Poverty • Unemployment 1.3 <i>Concept of India / Bharat</i>	14
2	Agriculture Profile of India 2.1 Present Position of Indian Agriculture 2.2 New Potential Areas of Indian Agriculture 2.3 Socio- Political Problems in Agriculture 2.4 <i>Agricultural Produce Marketing Committee Act (APMC)</i>	14
3	Emerging Service Sectors in India 3.1 Banking, Financial Services & Insurance (BFSI) Definition & Functions 3.2 Retail :Organised/ Unorganised Retailing Growth & Challenges of Retailing in India 3.3 IT: Growth & Present Status of IT Sector 3.4 Tourism & Hospitality in India: Its Growth &objectives of marketing Tourism.	14
4	Industrial Profile of India <i>4.1 Evolution of Industrialisation in India (1950 to date)</i> <i>4.2 Industrial Structure in India</i> <i>4.3 Challenges& Opportunities of Micro,Small, Medium Enterprises</i> <i>4.4Challenges & Opportunities of Large, Public, Private, Joint, MNC's)</i>	12
	Total number of Lectures	54
5	E-Learning Content (Current Issues) <i>5.1 Role of NITI Aayog</i> <i>5.2 Industrial Revolution- 'Make in India'</i> <i>5.3. Skilling Initiatives in India (National Skill Development Corporation)</i> <i>5.4. Electronic Revolution-'Digital India'</i> <i>5..5 Parallel Economy of India</i>	15
	Total Number of hours.	15
Suggested Reference Books <ul style="list-style-type: none"> • Kapila Uma,Academic foundation/2006 - Indian Economy 		

- DattRuddar andSundharam K P M,S.Chand&Co,New Delhi Reddy S S& Etc.-Agricultural Economics,2004- Indian Economy
- Desai R.g.Himalaya,Mumbai- Agricultural Economics.1998.
- Prasad Chandra Shekhar New Century Pub/2012-Agriculture & sustainable development in India
- Bhalla G S/Singh Gurmail ,N Delhi/Sage/2012- Economic liberalisation & Indian agriculture : a district level study .
- Sharma ShalooABD Jaipur/2002-Indian tourism today,2002-0 ed.Vol.No.0
- Chawla,romila Sonali Publication,New Delhi -Sustainable Development And Tourism ,2003.
- Chawla,romila Sonali Publication,New Delhi - Ecotourism And Development,2003
- Gupta Sunil & Bansal S. P,Deep and Deep, New Delhi- Tourism Towards 21st Century, Corporate Governance & Restructuring of Industries-2004 ed. By SehgalDelhi/Wisdom Pub.Jhilmil/2004
- Singh S.New Delhi/Excel books/2009 --Corporate Governance : Global Concepts & Practices
- Prasad Chandra Shekhar New Delhi/New Century Pub./2009 --Agriculture & Rural Development In India Since 1947 .
- Kapila Raj And Kapila Uma Ed. -- Indian Agriculture In The Changing Environment,vol-1,2002

Suggested Journals

1. Thimmaiah G & Rajan K, Academic Foundation,New Delhi.State Of The Indian Farmer: Policy & Organisational Support Vol-26.
2. Journal of Agriculture Economics (Quarterly)
3. Economic & Political Weekly.
4. CMIE (Monthly)

Web sites :

3. <http://dbie.rbi.org.in/>
4. <http://www.indianindustry.com/indian-economy/>
5. <http://planningcommission.nic.in/>

GENERAL AWARENESS I (B) SEM II (An Insight into the World)

Detailed syllabus		
Unit	Contents of the syllabus	Number of Lectures
1	<p><u>Title of the topic</u> : An Insight into the Economic Systems</p> <p>Contents :</p> <p>1.1 Economic Systems of the world- Communism</p> <p>1.2 Capitalism, <i>Socialism</i> .</p> <p>1.3 Mixed Economy</p> <p>1.4 BRICS (Brazil, Russia, India, China, South Africa)</p> <p>1.5 <i>MINT</i>(<i>Mexico, Indonesia, Nigeria, and Turkey</i>),</p> <p>1.6 G-8 Countries</p> <p>1.7 G-20 Countries</p>	14
2	<p><u>Title of the topic</u> : Foreign Trade of India</p> <p>Contents :</p> <p>2.1 Importance of Foreign Trade for a Developing Country</p> <p>2.2 Composition of India's Foreign Trade</p> <p>2.3 Direction of India's Foreign Trade</p> <p>2.4 Impact of GATT,GATTS & WTO on India's Foreign Trade</p>	12
3	<p><u>Title of the topic</u> : Organizations for Regional and International Economic Development and Co-operation</p> <p>Contents :</p> <p>3.1 International Monetary Fund (IMF)</p> <p>3.2 World Bank</p> <p>3.3 United Nations Organization</p> <p>3.4 South Asian Association for Regional Co-operation (SAARC)</p>	14
4	<p><u>Title of the topic: European Union and Emerging Banks</u></p> <p>4.1 <i>European Union (EU)</i></p> <p>4.2 <i>Euro zone</i></p> <p>4.3<i>PIIGS</i>(<i>Portugal, Italy, Ireland, Greece and Spain</i>)</p> <p>4.4 <i>Asian Development Bank(ADB)</i>,</p> <p>4.5 <i>New Development Bank(NDB)</i></p>	14
	Total Number of Lectures	54
5	<p><u>E-learning: Current Global Issues</u></p> <p>5.1 <i>NEW TRADE AGREEMENTS</i></p> <p>5.2 <i>TRADE BLOCKS:ASEAN,SAFTA,NAFTA,MERCOSUR.</i></p> <p>5.3 <i>U.S.FINANCIAL CRISIS(SUBPRIME CRISES).</i></p> <p>5.4 <i>OIL CRISIS: ITS IMPLICATION AND AFTER EFFECTS</i></p> <p>5.5 <i>EURO ZONE CRISIS.</i></p>	15
	Total Number of Hours	15
Suggested Reference Books		

- . International Economics,1994-3 ed. By Sodersten Bo.& Reed Geoffrey Macmillan Publication, London
- International economics-6th ed. By Krugman R. Paul, Kindersley Dorling/2007
- International Economic, By Salvatore, Dominick ,John Wiley,New York
- When China Rules The World : The Rise Of The Middle Kingdom & The End Of The Western World By Jacques Martin ,London/Allen Lane/2009
- 50 companies that changed the world By Rothman Howard ,Mumbai/Jaico/2009
- Globalisation and world economic policies, vol-2,2005-0 ed.Vol.No.2By Tisdell Clem serials pub. N. Delhi/2005
- Trade & Globalisation,2003 By Stephen S J
- Globalisation and Contemporary Economic Seenario -Vol-II-2005 ed.Vol.No.IIBy Singh Ravishankar Kumar,Delhi/Abhijit/2005
- Globalisation & w t o vol-2,2006-0 ed.Vol.No.2 By SabannaTalwar N.Delhi/2006
- Issues of Globalisation and Economic Reforms-0 ed.Vol.No.2 By Narayana N ,Serials New Delhi/2006
- WTO Self Reliance and globalisation ,2005-0 ed.Vol.No.0 By PasrichaAshuDeep & Deep N. Delhi/2005
- Modern Political Thought,2000By Suda, J. P.K.NATH & CO.,MEERUT
- History of Political thought-3,2006 ed. By Das P.GKolkata/New Central book agency/2006
- International Economics by Robert Dunn,JohMutti

General Awareness-2- SEM I (Dimensions of Business Studies – 1)

Detailed syllabus		
Unit	Contents of the syllabus	Number of Lectures
1	<p><u>Understanding The Basics Of Business</u></p> <p>1.1 An overview on Business Basics-Evolution and Growth, Impact of LPG on Indian economy.</p> <p>1.2 Understanding 21st Century Businesses. its nature, scope and components, Overview on ‘Make In India’ movement</p> <p>1.3 Business Objectives, Characteristics and its Functions.</p> <p>1.4 Dimensions of Business:</p> <p>➤ Marketing, Production, Operations, , Human Resource and Finance</p>	15
2	<p><u>Fundamentals of Marketing</u></p> <p>2.1 Introduction to marketing, Evolution of Marketing</p> <p>2.2 Core concepts in Marketing: Need, want, demand, value delivery, customer satisfaction etc.</p> <p>2.3 Need, Scope, Importance & Functions of Marketing</p> <p>2.4 Marketing success and Failures (Case Studies)</p>	14
3	<p><u>Human Resource Management and its Present Scenario</u></p> <p>3.1 Human Resource- An overview</p> <p>3.2 Human resource management- Present Perspective: 4 A’s (Appointments, Appraisals, Acquisition of talent, Attrition)</p> <p>3.3 New Concepts in HR</p> <p>➤ Kaizen, Quality Circle, Bench-Marking & TQM</p> <p>3.4 Human Resource Management- Case studies</p>	13
4	<p><u>Business and its Stakeholders</u></p> <p>4.1 Internal stakeholders: Employees, Shareholders, Managers</p> <p>4.2 External stakeholders: Suppliers, Customers. Special interest groups, Competitors</p> <p>4.3 Discuss possible areas of conflict between stakeholders.</p> <p>4.4 Evaluate possible ways to overcome stakeholder conflict.</p>	12
	Total Number of Lectures	54
5	<p><u>E-Learning Module:</u></p> <p>Understanding components of Business Environment.</p> <ul style="list-style-type: none"> • Emerging market opportunities in India • Global Outsourcing and its importance to businesses. 	15 Hours

Suggested Reference Books:

- 1) Business Government and Society, A study of Business environment by P.C.Jain and

N.K.Jain, Prateeksha Publications.

- 2) Indian Economy in 21st Century, Kapila Raj and Kapila Uma, Academic Foundation, New Delhi.
- 3) Fundamentals of Marketing, William Stanton
- 4) Marketing Management, Philip Kotler ,Person Publishing Company
- 5) Marketing and Salesmanship, F.Y.B.com, Nirali Prakashan.
- 6) Human Resource Management, A Case study approach, Muller Camen, Croucher Leigh, Jaico Publishing House.
- 7) Human Resource Mangement by Ashwathappa.

GENERAL AWARENESS-2- SEM II- DIMENSIONS OF BUSINESS STUDIES – II

Detailed syllabus		
Unit	Contents of the Syllabus	Number of Lectures
1	<p><u>Fundamentals Of Business Startup</u></p> <p>1.1 Understanding the conceptual framework of startup companies, and a business startup Idea</p> <p>1.2 Understanding the fundamental areas of a business startup</p> <p>1.3 Managing resources for a business startup, Overview on ‘Startup India Stand Up India’ campaign initiated by PM, Narendra Modi</p> <p>1.4 Case studies on various startup companies in India.</p>	15
2	<p><u>Introduction to Service Sector</u></p> <p>2.1 Evolution of Service industry, Importance of Service Industry in today’s economy</p> <p>2.2 Characteristics, Scope & Challenges facing service sector</p> <p>2.3 Impact of Service sector on the Indian economy</p> <p>➤ Contribution of the sector to the Indian Economy</p> <p>2.4 Problems and challenges facing service sector, Case study on success story of an Indian Service provider</p>	14
3	<p><u>Essentials of E-Commerce</u></p> <p>3.1 Internet and Commerce: Business operations; E-commerce practices vs. traditional business practices;</p> <p>3.2 E-commerce Business Models B2B, B2C, C2C, B2G, G2H, G2C; Benefits of E-Commerce to organization, consumers, and society;</p> <p>3.3 Limitation of E-commerce;</p> <p>3.4 Management issues relating to E-commerce.</p>	12
4	<p><u>Fundamentals of Finance</u></p> <p>4.1 Meaning and Definition of Finance.</p> <p>4.2 Evolution of Finance as a discipline. Need and Importance of Finance in Business.</p> <p>4.3 Objective and Scope of Finance.</p> <p>4.4 Functions of Finance Manager.</p>	13
	Total Number of Lectures	54
5	<p><u>E-Learning Module:</u></p> <ul style="list-style-type: none"> • Contents of a business plan and how business plans assist entrepreneur. • Why and how governments support business start-ups, e.g. grants, training. • Emerging trends in E-Commerce. 	15 hours
<p>Suggested Reference Books:</p> <p>1) Entrepreneurship-New Venture Creation –By David H. Holt</p> <p>2) Entrepreneurship Development Creation by Satish Taneja and S.L. Gupta.</p> <p>3) A culture of Entrepreneurship by Brigitte Berger.</p> <p>4) Agarwala, Kamlesh N, amit Lal and Deeksha Agarwala, Business on the Net: An Introduction</p>		

to the What's and How's of E-Commerce, Macmillan India Ltd.

- 5) Financial Management, by R.P.Ristogi, Himalya Publishing House.
- 6) Business Finance by Dr.P.C.Pardeshi, Nirali Prakashan.
- 7) Financial Management, Prof.N.M.Vechalekar, Nirali Prakashan
- 8) The Successful Business Plan Secret Strategies by Rhonda Abrams P.H
- 9) Business plan Preparation: Entrepreneurship Development Institute Of India