



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
(With effect from Academic Year: 2020-21)

B.Com.
SEMESTER – IV

Soft Skill

Title of the Paper: **Presentation Skills**

Credits: 01
Teaching Hours: 15

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills.	18
Unit-2	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	18
Unit-3	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	17
Unit-4	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 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	17

Internal Evaluation:

Test	15 Marks
Assignment/ Presentation	10 Marks
Seminar/ Attendance	<u>05 Marks</u>
Total:	30 Marks

Major Readings:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 2011



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(With effect from Academic Year: 2020-21)

B.Com.
SEMESTER – IV

Foundation Course

Title of the Paper: **Business Process Outsourcing**

Credits: 02
Teaching Hours: 30

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Outsourcing-I: 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	18
Unit-2	Outsourcing-II: 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	18
Unit-3	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	17
Unit-4	Quality Standards and Methodologies for BPO Challenges deal by Indian BPO sector, Attrition and Indian BPO Emerging opportunities – KPO, LPO, RPO, MRO etc. The future of outsourcing industry	17

Internal Evaluation:

Test 15 Marks
Assignment/ Presentation 10 Marks
Seminar/ Attendance 05 Marks
Total: 30 Marks

Major readings:

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
- Business Process Outsourcing: The Competitive Advantage [Hardcover] Rick L. Click, Rick L. Click



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B.Com.
SEMESTER – IV

CORE COURSE:

Title of the Paper: **Business Administration – IV**

Credits: 03
Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

UNIT	SYLLABUS	Marks
UNIT-1	Human Resource Management: Meaning, Characteristics, Difference Between Human Resource Management and Personnel Management, Objectives, Scope, Importance, Qualities and Roles of Human Resource Manager.	18
UNIT-2	Human resource Planning in a Corporate Sector: Meaning, Characteristics, Objectives, Factors affecting Human Resource Planning, Stages, Merits and Demerits of Human resource Planning. Scientific Recruitment: Sources, Procedure and Importance.	18
UNIT-3	Training and Human Resource Development: Meaning, Needs, Types, Methods of Training, Difference Between Training and Development, Suggestions for Effective Training. Executive Development, Methods Needs, Evaluations of Training and Development.	17
UNIT-4	Performance Appraisal, Objectives, Appraisers, Utility and Problems. -Promotion. -Transfer –Demotion -Morale.	17

17

Internal Evaluation:

Test 15 Marks
Assignment/ Presentation 10 Marks
Seminar/ Attendance 05 Marks
Total: 30 Marks

Reference / Text –Books / Additional Reading:

1. Personnel Management – Juciuoc Michel – R.D. Irwin – Homewood.
2. Management Concept and Practice – Manamohad Prasad – Himalaya Publishing House.



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B.Com.
SEMESTER – IV

CORE COURSE:

Title of the Paper: **Business Communication-IV**

Credits: 03
Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit – 1	Public Speaking: Components of Speech: Introduction-Body – Conclusion –Presentation Method –Types of Speeches –Impromptu Speech –Memorizing –Reading – Audience Analysis –Body Language of Speaker – Do’s & Don’ts for effective Public speaking	18
Unit – 2	Sales Letters: Importance of Sales Letter – Sales Letter as Ambassador of Businessmen – A-I-D-C-A; Pattern – Sales Letters on various white goods & daily utility products. e g. washing machine; Television, Water purifiers, etc. Colour LCD; Two wheelers; four wheelers etc.	18
Unit – 3	Business Reports: – Defining Reports – Structure of report – Characteristics of a Good Report – Reports by Individual – Reports by Committee and Subcommittee	17
Unit – 4	(A) Personnel Correspondence: – Interview Letters – Letter of Appointment – Letter of Job Confirmation – Letter of Promotion-Resignation Letters –Testimonials – Memo Letters (B) Questionnaires: – Define Questionnaire – Characteristics of Good Questionnaire Writing of a Questionnaire: – Questionnaires on Survey of various habits – Academic Educational Survey – Socio – Economic Survey – Market Research and Commercial Survey.	17

Internal Evaluation:

Test 15 Marks
Assignment/ Presentation 10 Marks
Seminar/ Attendance 05 Marks
Total: 30 Marks



Reference / Text –Books / Additional Reading:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication – Rai&Rai, Himalaya Publishing House, Mumbai
5. Business Communication – HomaiPradhan, Bhende D.S., Thakur Vijaya
6. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & DeepPublications Pvt. Ltd., New Delhi.
7. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
8. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
9. Business Communication and Organisational Management – Rohini Aggrawal – Taxman
10. Business Communication Strategies – Monipally Mathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
11. Handbook of Communication – Narula Uma
12. A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
13. Business Communication and Organisationaland Management – C.B. Gupta
14. Comprehensive Business Communication – Saroj Karnik, P.P.Mehta , -P.V .Kulkarni



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B.Com.
SEMESTER – IV

CORE COURSE:

Title of the Paper: **Indian Economy – II**

Credits: 03
Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks
1	Population Demographic Profile of India- Size and Growth of Population. Causes of Growing Population.- High Birth Rate and Decreasing Death Rate. Nature of Population Problems in India Measures for Population Control. Need for Population Policy - Latest Population Policy Human Resource Development and Urbanization	18
2	Labour Meaning and Classification of Labour. Characteristics and Problems of Industrial Labour and agricultural labour. Industrial Disputes Causes, Measures for settlement. Social Security Measures in India.	17
3	Planning and Niti Ayog Meaning, Concepts, Need and Objectives of Planning in India Types of Planning, Merits and Demerits. Objectives, Achievements, and Failures of Five Year Plans. Niti Ayog – Meaning, Organization, Objectives Difference between Planning Commission and NitiAyog Post-Reform period trends in Public Revenue, Expenditure and Debt in India	18
4	External Sector & Global Indexes Trends, Composition and Direction of India's External Sector EXIM Policy of India in relation to Trade Liberalization and its Impacts, FDI, FII and MNCs in India External Borrowings and BOP Problem in India International Institutions (IMF, WB, ADB, WTO) and the Indian Economy. Global Indexes & India: HDI, GII, GCI & KEI	17

Internal Evaluation:

Test 15 Marks
Assignment/ Presentation 10 Marks
Seminar/ Attendance 05 Marks
Total: 30 Marks



Reference Books:

1. Datt, Gaurav and Mahajan, Ashwani “Dutt & Sundharam Indian Economy” S. Chand & Company (Latest Ed.).
2. Dhar, P.K. “Indian Economy – Its Growing Dimensions” Kalyani Publishers (Latest Ed.).
3. Goel, M.M. (2014): Indian Economy Long Term Challenges & Policy Measures, Monograph N.91, A Guna Gaurav Nyas Publications Think Line
4. Goel, M.M. (2012) “Economics of Human Resource Development in India” VK Global Publications
5. Government of India, Economic Survey (Annual), Ministry of Finance, New Delhi.
6. Government of India, Planning Commission; Five Year Plan Document.
7. Kapila, Uma “Indian Economy: Performance and Policies” Academic Foundation, New Delhi (Latest Edition).
8. Kapila, Uma “Indian Economy since Independence” Academic Foundation, New Delhi (Latest Edition)
9. Mishra S. K. and Puri, V. K. “Indian Economy”, Himalaya Publishing House (Latest Ed.)
10. Monthly Issues of Journals “*Kurukshetra*” and “*Yojana*”.



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B.Com.
SEMESTER – IV

CORE COURSE:

Title of the Paper: Accountancy – IV

Credits: 03

Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Objective: The objective of this course is to be unable the students to have such minimum knowledge of finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/ Weight
Unit- I	<u>Accounting for internal reconstruction:</u> ➤ Theory and practices of internal reconstruction excluding intercompany holding and reconstruction schemes	18
Unit- II	<u>Accounting Amalgamation of Companies:</u> ➤ Theory and practices of accounting Amalgamation of Companies	18
Unit- III	<u>(Only theory):</u> <u>Final Accounts of Public limited Company:</u> <u>[According to Company act 2013]</u> ➤ Excluding computation of marginal remuneration disposal of profit	17
Unit- IV	<u>(Only theory):</u> <u>Accounting Standard</u> ➤ AS-22 to AS-28	17

Breakup of Continues Internal Evaluation:

Assignment / Presentation 10 Marks
Seminar / Attendance 05 Marks
Test 15 Marks
Total: 30 Marks

Reference / Textbooks/Additional Reading:

- Maheshwari S.N. – Advanced Accounting – Vikas Publishing
- Maheshwari S.N. – Corporate Accounting – Vikas Publishing
- Rana T. J. and Dalal V.S. – Advanced Accounting – Sudhir prakashan.
- Rana, Dalal, Shah and Shah – Advanced Accounting – Sudhir prakashan
- Corporate Accounting – Sudhir Prakashan
- Management Analysis – B.S.Shah Publication



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B.Com.
SEMESTER – IV

CORE COURSE:

Title of the Paper: **Taxation – II**

Credits: 03
Teaching Hours: 45

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks/ Weight
Unit- I	Profit and gain form business and profession	18
Unit- II	Income from capital gain.	18
Unit- III	Income from other sources. Tax management, Advance payment of tax, Assignment procedure, Tax planning for individuals, Tax evasion, avoidance.	17
Unit- IV	Introduction of GST: Concept, Double GST, Merits of GST, Concealed and unexplained Income, Deduction and Relief, Set – off and carry forward of losses.	17

Internal Evaluation:

Test	15 Marks
Assignment/ Presentation	10 Marks
Seminar/ Attendance	<u>05 Marks</u>
Total:	30 Marks

Reference / Text –Books / Additional Reading:

1. Singhanai V.K.: Students Guide to Income Tax; Taxmann, Delhi.
2. Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi.
3. Mehrotra H.C.: Income Tax Law & Accounts; Sahitya Bhawan, Agra.
4. Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi.
5. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi.
6. Chandra Mahesh and Shukla D.C.: Income Tax Law and Practice; Pragati Publications, New Delhi.



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B.COM.
SEMESTER – IV

CORE ELECTIVE : F&A

Title of the Paper: Finance & Accounts – VII (Govt. Utility Account – II)

Credits: 03

Teaching Hours: 45

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: The objective of this course is to be unable the students to have such minimum knowledge of finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/ Weight
Unit- I	<u>General Insurance Companies Account</u> <u>(As per Schedule Based):</u> <ul style="list-style-type: none">➤ Fire Department➤ Marine Department➤ Miscellaneous	18
Unit- II	<u>Account of Electricity Company:</u> <ul style="list-style-type: none">➤ Final Accounts according to Single Account System➤ Final Accounts according to double Account System	18
Unit- III	<u>(Only theory):</u> <u>Insolvency Accounts:</u> <ul style="list-style-type: none">➤ Meaning and introduction of insolvency, statutory provisions, procedures of insolvency, Statements of affairs, classification of debtors and creditors, distinguish between statement of affairs and balance sheet, deficiency Account – List H, important provisions of insolvency act	17
Unit- IV	<u>(Only theory):</u> <u>Hotel Companies Accounts</u> <ul style="list-style-type: none">➤ Nature of Hotel Business, Hotel Organization, Heads of Revenue and Expenditure, Important terms, System of Book Keeping, Night Audit <u>Reserves and Provisions</u> <ul style="list-style-type: none">➤ Introductions, Meaning, types, Distinguish of general reserve and reserve, Investment of reserves, Reserves and reserves fund, specific reserves, Provisions, some specific provisions, Capital reserves, reserves capital, sinking fund, secret reserves	17

Breakup of Continues Internal Evaluation:

Assignment / Presentation 10 Marks

Seminar / Attendance 05 Marks

Test 15 Marks

Total: 30 Marks



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Reference / Textbooks/Additional Reading:

- Maheshwari S.N. – Advanced Accountancy, Vikas Publishing
- Hrishikesh Chakraborty – Advanced Accountancy, Oxford
- R.L. Gupta – Radhaswamy, Advanced Accountancy, S. Chand
- Maheshwari S. N. – Corporate Accounting, Vikas Publishing



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B.Com.
SEMESTER – IV

CORE ELECTIVE : F&A-

Title of the Paper: Finance & Accounts – VIII (Financial Accounting – II)

Credits: 03

Teaching Hours: 45

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: The objective of this course is to be unable the students to have such minimum knowledge of finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/Weight
Unit- I	<u>Leverage:</u> ➤ Practices of Financial leverage, Operating leverage and Combined leverage	18
Unit- II	<u>Capital Budgeting:</u> ➤ Pay Back period method ➤ Average rate of return method ➤ Net present value ➤ Profitability Index ➤ Internal rate of return	18
Unit- III	<u>(Only theory):</u> <u>Management of Working Capital</u> Concept, Nature, Significance, Factor determine of Working Capital Requirement <u>Management of Cash</u> ➤ Conceptual frame work of Management of Cash	17
Unit- IV	<u>(Only theory):</u> <u>Management of Receivable</u> Conceptual frame work of Management of receivable <u>Management of Inventory:</u> Conceptual frame work of Management of Inventory	17

Breakup of Continues Internal Evaluation:

Assignment / Presentation	10 Marks
Seminar / Attendance	05 Marks
Test	<u>15 Marks</u>
Total:	30 Marks

Reference / Textbooks/Additional Reading:

- Van Home – Financial Management and Policy, Prentice.
- Kahn and Jain – Financial Management, Tata
- Pandey I. M. – Financial Management, Vikas
- Ravi Kishore – Financial Management, Taxman
- S. N. Maheshwari – Financial Management, S. Chand



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B.Com.
SEMESTER – IV

Core Elective (STATISTICS)

Title of the Paper: **Statistics- VII Statistical Inference – II**

Credits: 03

Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Confidence Interval: Introduction to Interval Estimation, Interval estimation for Large Samples, Confidence Limits for Mean, Confidence Limits for Difference of Means, Confidence Limits for Proportion and Confidence Limits for Standard Deviation.	18
Unit-2	F Test and Analysis of Variance: F- Distribution, Assumptions, Properties and Uses of 'F' distribution. Variance Ratio Test (F Test). One-Way Analysis of Variance and Two – Way Analysis of Variance.	18
Unit-3	Chi Square Test: Introduction to χ^2 distribution, Assumptions, Properties and Uses of ' χ^2 ' distribution. Goodness of Fit Test: Fitting of Binomial and Poisson Distribution, Independence of Two Attributes (2 X 2 contingency table)	17
Unit-4	Non – Parametric Tests – I: Introduction to Non- Parametric tests, Difference between Parametric and Non-Parametric test, Sign Test, Run Test, Wilcoxon Signed Rank test. Median test, Kolmogrov- Smirnov test. Robustness of Kolmogrov-Smirnov test compare to ' χ^2 '	17

Internal Evaluation:

Test 15 Marks
Assignment/Presentation 10 Marks
Seminar/Attendance 05 Marks
TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. Rohtagi V.K. (1985): An introduction to Probability theory and Mathematical Statistics, Wiley Eastern
2. S. P. Gupta and M. P. Gupta: Business Statistics, Sultan Chand & Sons.
3. Jit S. Chandan: Statistics for Business and Economics, Vikas Publishing House



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B.Com.
SEMESTER – IV

Core Elective (STATISTICS)

Title of the Paper: **Statistics- VIII Statistical Quality Control – II**

Credits: 03
Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Control Charts for Attributes – II: Control charts for no. of Defect(c), when n is fixed. Simple examples. Uses of p, np and C-charts. Difference between control charts for variables and control chart for attributes.	18
Unit-2	Sampling Techniques: Introduction, Census and Sample Method. Theoretical Basis of Sampling, Characteristics of a good sample, Advantages of Sampling, Size of a Sample, Difference between Population study and Sample study, Limitations of Sampling, Sampling and Non-Sampling Errors. Sampling Methods: (1) Simple Random Sampling (2) Stratified Random Sampling (3) Systematic Sampling. Simple examples related to this 3 methods	18
Unit-3	Acceptance Sampling Plans – I: Principles of acceptance sampling, Advantages of Acceptance sampling, problem of lot acceptance, stipulation of good and bad lots, Producer's and Consumer's risk. Single Sampling Plan	17
Unit-4	Acceptance Sampling Plans – II: Functional concept of OC, AQL, LTPD, AOQL, average amount of inspection and ASN, Double sampling plan. Rectifying inspection plans (Dodge and Romig Tables)	17

Internal Evaluation:

Test 15 Marks
Assignment/Presentation 10 Marks
Seminar/Attendance 05 Marks
TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. Statistical Quality Control: E. L. Grant
2. Statistical Quality Control: R. C. Gupta
3. Fundamental of Statistics: S. C. Gupta, Himalaya Publishing House.
4. Business Statistics, B. S. Shah prakashan.
5. Sampling Techniques: R. T. Ratani



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B.Com.
SEMESTER – IV

CORE COURSE: BANKING & INSURANCE

Title of the Paper: **BANKING & INSURANCE-VII (Merchant Banking & Financial Services – II)**

Credits: 03

Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Objective: This course exposes the students with important aspects of merchant banking.

UNIT	DETAILED SYLLABUS	MARKS / WEIGHT
Unit – I	Leasing, concept of leasing, types of leases, merits and demerits of leasing, factoring, bank abbreviations,	18
Unit – II	Mutual funds, introduction, classification, mutual funds in India-types of mutual funds-development of mutual funds-regulation of mutual funds by SEBI, present position of mutual funds	18
Unit – III	Capital market, portfolio management, introduction, objectives, principles responsibilities of portfolio manager, venture capital, scope, venture capital in India	17
Unit – IV	Mergers and acquisitions, nature and significance-types of mergers-effectiveness of mergers and acquisitions, depository and custodial services, functioning of depository system, depository services in India, custodial services, obligations and responsibilities of custodians, code of conduct	17

Internal Evaluation:

Test 15 Marks
Assignment/Presentation 10 Marks
Seminar/Attendance 05 Marks
TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. Machiraju H.R: Merchant Banking Principles and Practice, New age Publications, Delhi.
2. Sundharam & Varshney : Banking Theory & Practice: Sultan Chand & Sons new Delhi
3. Khan M.Y. & Jain P.K.: Financial Management; Text and Problems, Tata McGraw Hill,
4. Pandey I.M.: Financial Management; Vikas Publishing House New Delhi.
5. Pahwa H.P.S', Project Financing: Bharat Law House, New Delhi.
6. Gatgotia: Emerging Trends in Indian Capital Market: New Delhi.



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SEMESTER – IV

CORE COURSE: BANKING & INSURANCE-

Title of the Paper: **BANKING & INSURANCE-VIII(Insurance Management – II)** Credits: 03

Teaching Hours: 45

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: This Course will be helpful to the students for the awareness relating management of insurance agency and its regulations

UNIT	DETAILED SYLLABUS	MARKS / WEIGHT
Unit – I	Application form for renewal of license for insurance agent, application form for a firm or company for license/renewal of license to act as insurance agent, matters to be stated in life insurance policy, insurance contract, nomination, Code of conduct for insurance agents, insurance websites,	18
Unit – II	Nature of losses, survey of losses, procedure for preparing claim settlements, responsibilities of adjusters, documents used in claim settlement, consumer protection act, human resource management,	18
Unit – III	Short details about insurance companies in India, life insurance products, term assurance plans, whole Life plans, endowment type of plans, money back policy, annuities and pensions concept of ombudsman and insurance claim,	17
Unit – IV	Advantages of insurance, principles of insurance, insurance abbreviations and terminology, loadings, level premium, office premium, extra premium, concept of marketing	17

Internal Evaluation:

Test 15 Marks

Assignment/Presentation 10 Marks

Seminar/Attendance 05 Marks

TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. Insurance Regulatory Development Act 1999
2. IC-33 Life Insurance , Insurance Institute of India -Mumbai
3. Life Insurance Corporation Act 1956
4. KshitijPatukale: Insurance for Every One; Macmillan India Ltd
5. Gupta OS : Life Insurance :Prank Brothers, New Delhi
6. Vinayakam N, Radhaswamy and VasudevanSV; Insurance – Principles and Practice ,S. Chand and Co.,New Delhi.
7. Mishra M .N : Life Insurance Corporation Of India VolsI,II&III Raj Books,Jaipur
8. McCarthy J.E. : Basic Marketing –A Managerial Approach :McGraw Hill ,New York



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B.Com.
SEMESTER – IV

CORE COURSE: MKT

Title of the Paper: **MARKETING-VIII (Personal Selling – II)**

Credits: 03
Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Objective: This course aims at acquainting student with the operations of marketing international environment

UNIT	DETAILED SYLLABUS	MARKS / WEIGHT
Unit – I	<u>Personal selling and direct marketing:</u> ♣ Meaning, importance and benefits of direct marketing, the public and ethical issues, direct mail, catalogue marketing, telemarketing, other media for direct response marketing	18
Unit – II	<u>Design the sales force:</u> ♣ Sales force objective and strategy, sales force structure decisions, sales force size decisions	18
Unit – III	<u>Managing the sales force-I:</u> ♣ Recruitment and selection decisions, training and supervising sales force, Motivating and evaluating sales force	17
Unit – IV	Sales force compensation decisions <u>Closing Sales and follow up:</u> ♣ Methods of closing sale; Executing sales order - Follow-up -importance, and process	17

Internal Evaluation:

Test	15Marks
Assignment/ Presentation	10Marks
Seminar/ Attendance	<u>05Marks</u>
Total:	30Marks

Reference Books:

1. Cundiff, Still and Govani et.al: Sales Management: Prentice Hall India, New Delhi.
2. Smith R: Sales Management; Prentice Hall of India, New Delhi.
3. Vaccaro J.P: Sales Management - Text; Cases & Readings: Prentice Hall, New Delhi.
4. Harper H.W: Modern Advertising: Practice and Principles; McGraw Hill, New York.
5. Condif E.W. and Still R.R: Basic Marketing -Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.



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B.Com.
SEMESTER – IV

CORE COURSE: MKT

Title of the Paper: **MARKETING-VIII(Distribution & Retailing – II)**

Credits: 03
Teaching Hours: 45

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Objective: The objective of this course is to acquaint students with distribution methods and retailing system.

Unit	Detailed Syllabus	Marks
Unit: 1	Wholesaling –nature and importance; Type of wholesales and their functions; wholesaler marketing decisions. Retailing -1: concepts and significance, types and functions; Departmental stores, convenience stores, supermarkets, types markets, chain stores, specialty stores; Door-to-door selling.	18
Unit: 2	Retailing -2: Retail vending machines; Retail through electronics channels; Mail order houses; Retail cooperatives. Global overview of retailing: concept and its factors, Key drivers of retailing in India, Growth of organized retailing in India.	18
Unit: 3	Direct marketing; major tools of direct marketing, major decisions of direct marketing, Wholesaling and Retailing in India: Developments and issues.	17
Unit: 4	Channels Conflict Management: concept and significance, types of conflict and competition, causes of channel conflict, managing channel conflict, legal and ethical issues in channel relations.	17

InternalEvaluation:

Test	15Marks
Assignment/ Presentation	10Marks
Seminar/ Attendance	<u>05Marks</u>
Total:	30Marks

Reference / Text –Books / Additional Reading:

1. Luiek, Ziegler, et.al: Sales Promotion and Modem Merchandising.
2. Stem, and Ansary, and Coughlan: Marketing Channels; Prentice Hall of India, New Delhi.
3. Wamer, David S.: Marketing and Distribution; McMillan, NY.
4. Pyle Joseph: Marketing Principles; McMillan, NY.
5. Doughlas L, et al: Fundamentals of Logistics and Distribution; Tata McGraw Hill, New Delhi.
6. Annet T. C, Erin Enderson, Louis W. S. & Adel I. E.: Marketing Channels; Prentice Hall of India, New Delhi.
7. Gibson G. Vedamani: Retail Management: Functions Principles and Practice; Jayco Publishing House; Delhi.



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
(With effect from Academic Year: 2020-21)

B.Com.
SEMESTER – IV

Core Elective – M.I.P.

Title of the Paper: MIP-VII (DBMS)

Credit:03
Teaching Hours: 45

Marks: 100 Marks
Semester end Examinations 70 Marks
Internal Evaluation 30 Marks [Based on Practical]

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Introduction to database – Basic concepts – Introduction and applications of DBMS, Purpose of data base, Data, Information, Database, relationship, DBA, Entity, weak entity, Entity constraints, Keys, Design issues, E-R diagram	18
Unit-2	Introduction to database (Using Access) Access data types, Create database, create Table, joining multiple table, Access forms	18
Unit-3	Queries in Access Simple queries, join queries, update queries	17
Unit-4	Reports in Access Introduction to report, use of report in business, Simple reports using single table, Tabular report, report tool box.	17

Internal Evaluation:

Test 15marks
Assignment/ Presentation 10marks
Seminar/ Attendance 05marks
Total: 30marks

Reference / Text –Books / Additional Reading:

1. Office-2007- BPB Publication
2. Office-2007 Bible: John Walenbach, Herb Tyson
3. Teach yourself Visually MS office 2007



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
(With effect from Academic Year: 2020-21)

B.Com.
SEMESTER – IV

Core Elective – M.I.P

Title of the Paper: MIP-VIII (DTP – PHOTOSHOP)

Credit:03
Teaching Hours: 45

Marks: 100 Marks
Semester end Examinations 70 Marks
Internal Evaluation 30 Marks [Based on Practical]

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Photoshop's Environment: Raster and Vector Graphics, Photoshop Environment Element, Navigating in Photoshop Sizing Images: Image Size and Resolution, Cropping Selecting Image Areas: The Rectangular and Elliptical Marquee Tools, Saving Selections, The Magic Wand Tool, The Magnetic Lasso Tool, Modifying Selections Painting Tools, The Clone, Stamp Tools	18
Unit-2	Toning Tools, Color and Painting, Selecting Colors. Saving Images in Photoshop Format Layers Floating Versus Fixed Selections Undoing Previous Step Copying Selections Creating Layers.	18
Unit-3	Transforming Layers Copying Layers between Images Arranging Layers Layer Effects. Blending and Compositing Defragging Opacity and Blending Modes Feathering Edges	17
Unit-4	Image Modes Mode Characteristics, Grayscale and Bitmap Modes, Adjusting Images Brightness / Contrast, Levels Adjustment Layers, Hue / Saturation. Color modes Text layer effects and filters Text layer effects and filters and Flattening Layers	17

Internal Evaluation:

Test 15marks
Assignment/ Presentation 10marks
Seminar/ Attendance 05marks
Total: 30marks

Reference / Text – Books / Additional Reading:

Reference Books

1: photoshoap