#### UNIVERSITY OF MUMBAI No. UG/105 of 2016-17

#### CIRCULAR:-

A reference is invited to the Syllabi relating to the B.Com. degree programme vide this office Circular No. UG/144 of 2011 dated 14<sup>th</sup> June, 2011 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24<sup>th</sup> June, 2016 vide item No. 4.76 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for B.Com. Program — Course Structure (Sem. I to VI), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032 October, 2016 (Dr.M.A. Khan) REGISTRAR

To,

The Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

#### A.C/4.76 /24/06/2016

No. UG/105-A of 2016-17

MUMBAI-400 032

90 October, 2016

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development,
- 3) The Controller of Examinations,
- 4) The Professor-cum- Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre.

(Dr.M.A. Khan) REGISTRAR

A 14/19/11

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### University of Mumbai



# Bachelor of Commerce (B.Com) Programme Three Year Integrated ProgrammeSix Semesters Course Structure

**Under Choice Based Credit System** 

To be implemented from Academic Year- 2016-2017 Progressively

Faculty of Commerce

### **B.Com Programme**

# Under Choice Based Credit, Grading and Semester System Course Structure

F.Y.B.Com

(To be implemented from Academic Year- 2016-2017)

No. of	Semester I	Credits	No. of	Semester II	Credits
Courses			Courses		
1 Elective Courses (EC)		1	Elective Courses (EC)		
1A	Discipline Specific Elective(DSE) Courses		1A	Discipline Specific Elective(DSE) Courses	
1	Accountancy and Financial Management - I	03	1	1 Accountancy and Financial <b>0</b> Management - II	
1B	Discipline Related Elective(DRE	) Courses	1B	Discipline Related Elective(DRI	E) Courses
2	Commerce - I	03	2	2 Commerce - II 0	
3	Business Economics - I	03	3	Business Economics - II	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulso Courses (AECC)	ry	2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication - I	03	4	Business Communication II	03
5	Environmental Studies I	03	5	Environmental Studies II	03
2B	*Skill Enhancement Courses (SE	(C)	2B	**Skill Enhancement Courses (	SEC)
6	Any one course from the following list of the courses	02	6 Any one course from the following list of the courses		02
3	Core Courses (CC)		3	Core Courses (CC)	
7	Mathematical and Statistical Techniques - I	03	7	Mathematical and Statistical Techniques - II	03
Total Credits 20		20		<b>Total Credits</b>	20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1 Foundation Course - I 1		Foundation Course - II	
Note: Course selected in Semester I will continue in Semester II			

## University of Mumbai



Revised Syllabus and Question Paper Pattern of Courses of B.Com. Programme First Year Semester I and II

Under Choice Based Credit, Grading and Semester System

(To be implemented from Academic Year- 2016-2017)

Faculty of Commerce

### **B.Com. Programme**

# Under Choice Based Credit, Grading and Semester System Course Structure

### F.Y.B.Com.

(To be implemented from Academic Year- 2016-2017)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1 Elective Courses (EC)		1	Elective Courses (EC)		
1A	Discipline Specific Elective(DSE)Courses		1A	Discipline Specific Elective(DSE)Courses	
1	Accountancy and Financial Management I	03	1	Accountancy and Financial Management II	03
1B	Discipline Related Elective(DRE	Courses)	1B	Discipline Related Elective(DRI	E)Courses
2	Commerce I	03	2	Commerce II	03
3	Business Economics I	03	3	Business Economics II	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulso Courses (AECC)	ry	2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication I	03	4	Business Communication II	03
5	Environmental Studies I	03	5	Environmental Studies II	03
2B	*Skill Enhancement Courses (SE	(C)	2B	**Skill Enhancement Courses (	SEC)
6	Any one course from the following list of the courses	02	6 Any one course from the following list of the courses		02
3	Core Courses (CC)		3	Core Courses (CC)	
7	Mathematical and Statistical Techniques I	03	7	Mathematical and Statistical Techniques II	03
Total Credits		20		Total Credits	20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1 Foundation Course - II	
Note: Course selected in Semester I will continue in Semester II			

### **B.Com. Programme**

# Under Choice Based Credit, Grading and Semester System Course Structure

(To be implemented from Academic Year- 2016-2017)

### Semester I

No. of Courses	Semester I	Credits
1 Elective Courses (EC)		
1A	Discipline Specific Elective(DSE)Courses	
1	Accountancy and Financial Management I	03
1B	Discipline Related Elective(DRE)Courses	
2	Commerce I	03
3	Business Economics I	03
2 Ability Enhancement Courses (AEC)		
2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication I	03
5	Environmental Studies I	03
2B	*Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02
3	Core Courses (CC)	
7	Mathematical and Statistical Techniques I	03
	Total Credits	20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		
1	Foundation Course - I	

# Elective Courses (EC) Discipline Specific Elective(DSE) Courses

### 1. Accountancy and Financial Management I

Sr. No.	Modules	No. of Lectures
1	Accounting standards issued by ICAI and Inventory valuation	15
2	Final Accounts	15
3	Departmental Accounts	15
4	Accounting for Hire Purchase	15
	Total	60

Sr. No.	Modules / Units		
1	Accounting standards issued by ICAI and Inventory valuation		
	<ul> <li>Accounting standards:         Concepts, benefits, procedures for issue of accounting standards Various AS:         AS – 1: Disclosure of Accounting Policies         Purpose, Areas of Policies, Disclosure of Policies, Disclosure of Changing Policies, Illustrations         AS–2: Valuation of Inventories (Stock)         Meaning, Definition, Applicability, Measurement of inventory, Disclosure in Final Account, Explanation with Illustrations.         AS – 9: Revenue Recognition         Meaning and Scope, Transactions excluded, Sale of Goods, Rendering of Services, Effects of Uncertainties, Disclosure, Illustrations.</li> </ul>		
	<ul> <li>Inventory Valuation         Meaning of inventories Cost for inventory valuation         Inventory systems: Periodic Inventory system and Perpetual Inventory System         Valuation: Meaning and importance         Methods of Stock Valuation as per AS – 2:         FIFO and Weighted Average Method Computation of valuation of inventory as on balance sheet date:If inventory is taken on a date after the balance sheet o before the balance sheet     </li> </ul>		
2	Final Accounts		
	Expenditure: Capital, Revenue Receipts: Capital, Revenue Adjustment and Closing Entries Final accounts of Manufacturing concerns (Proprietary Firm)		
3	Departmental Accounts		
	Meaning Basis of Allocation of Expenses and Incomes/Receipts Inter Departmental Transfer: at Cost Price and Invoice Price Stock Reserve Departmental Trading and Profit & Loss Account and Balance Sheet		
4	Accounting for Hire Purchase		
	Meaning Calculation of interest  Accounting for hire purchase transactions by asset purchase method based on ful cash price  Journal entries, ledger accounts and disclosure in balance sheet for hirer and vendor(excluding default, repossession and calculation of cash price)		

# Elective Courses (EC)Discipline Related Elective (DRE) Courses

### 2. Commerce I

Sr. No.	Modules	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
	Total	45

Sr. No.	Modules / Units		
1	Business		
	Introduction: Concept, Functions, Scope and Significance of business. Traditional		
	and Modern Concept of business.		
	Objectives of Business: Steps in setting business objectives, classification of		
	business objectives, Reconciliation of Economic and Social Objectives.		
	New Trends in Business: Impact of Liberalization, Privatization and		
	Globalization, Strategy alternatives in the changing scenario, Restructuring and		
2	turnaround strategies		
2	Business Environment		
	Introduction: Concept and Importance of business environment, Inter-		
	relationship between Business and Environment		
	Constituents of Business Environment: Internal and External Environment,		
	Educational Environment and its impact, International Environment – Current  Trends in the World International Trading Environment – WTO and Trading Place		
	Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.		
3	Project Planning		
	Introduction: Business Planning Process; Concept and importance of Project		
	Planning; Project Report; feasibility Study types and its importance		
	Business Unit Promotion: Concept and Stages of Business Unit Promotion,		
	Location – Factors determining location, and Role of Government in Promotion.		
	Statutory Requirements in Promoting Business Unit: Licensing and		
	Registration		
	procedure, Filling returns and other documents, Other important legal provisions		
4	Entrepreneurship		
	Introduction: Concept and importance of entrepreneurship, factors Contributing		
	to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and		
	Intrapreneur  The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur,		
	Entrepreneurship Training and Development centers in India. Incentives to		
	Entrepreneurs in India.		
	Women Entrepreneurs: Problems and Promotion.		
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# Elective Courses (EC)Discipline Related Elective (DRE) Courses

### 3. Business Economics I

Sr. No.	Modules	No. of Lectures
1	Introduction	10
2	Demand Analysis	15
3	Supply and Production Decisions	10
4	Cost of Production	10
	Total	45

Sr. No.	Modules / Units		
1	Introduction		
	Scope and Importance of Business Economics - basic tools- Opportunity Cost principle- Incremental and Marginal Concepts. Basic economic relations - functional relations: equations- Total, Average and Marginal relations- use of Marginal analysis in decision making,  The basics of market demand, market supply and equilibrium price- shifts in the demand and supply curves and equilibrium		
2	Demand Analysis		
	Demand Function - nature of demand curve under different markets  Meaning, significance, types and measurement of elasticity of demand (Price, income cross and promotional)- relationship between elasticity of demand and revenue concepts  Demand estimation and forecasting: Meaning and significance - methods of demand estimation: survey and statistical methods (numerical illustrations on trend analysis and simple linear regression)		
3	Supply and Production Decisions		
	<b>Production function:</b> short run analysis with Law of Variable Proportions-Production function with two variable inputs- isoquants, ridge lines and least cost combination of inputs- Long run production function and Laws of Returns to Scale - expansion path - Economies and diseconomies of Scale and economies of scope		
4	Cost of Production		
	Cost concepts: Accounting cost and economic cost, implicit and explicit cost social and private cost, historical cost and replacement cost, sunk cost a incremental cost -fixed and variable cost - total, average and marginal cost - Coutput Relationship in the Short Run and Long Run (hypothetical numer problems to be discussed)  Extensions of cost analysis: cost reduction through experience - LAC and Learn curve - Break even analysis (with business applications)		

### **Ability Enhancement Courses (AEC)**

### **Business Communication I**

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Theory of Communication	10
2	Obstacles to Communication in Business World	10
3	Business Correspondence	12
4	Language and Writing Skills	13
	Total	45

#### Note:

One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)

Sr. No.	Modules / Units		
1	Theory of Communication		
	Concept of Communication: Meaning, Definition, Process, Need, Feedback Emergence of Communication as a key concept in the Corporate and Global world Impact of technological advancements on Communication  Channels and Objectives of Communication: Channels- Formal and Informal- Vertical, Horizontal, Diagonal, Grapevine  Objectives of Communication: Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees(A brief introduction to these objectives to be given)  Methods and Modes of Communication:  Methods: Verbal and Nonverbal, Characteristics of Verbal Communication  Characteristics of Non-verbal Communication, Business Etiquette  Modes: Telephone and SMS Communication 3 (General introduction to Telegram to be given) Facsimile Communication [Fax]		
	Computers and E- communication Video and Satellite Conferencing		
2	Obstacles to Communication in Business World		
	Problems in Communication /Barriers to Communication:  Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers, Ways to Overcome these Barriers  Listening: Importance of Listening Skills, Cultivating good Listening Skills – 4  Introduction to Business Ethics:  Concept and Interpretation, Importance of Business Ethics, Personal Integrity at the workplace, Business Ethics and media, Computer Ethics, Corporate Social Responsibility  Teachers can adopt a case study approach and address issues such as the following so as to orient and sensitize the student community to actual business practices:  Surrogate Advertising, Patents and Intellectual Property Rights, Dumping of Medical/E-waste,  Human Rights Violations and Discrimination on the basis of gender, race, caste, religion, appearance and sexual orientation at the workplace  Piracy, Insurance, Child Labour		
3	Business Correspondence		
	Theory of Business Letter Writing:  Parts, Structure, Layouts—Full Block, Modified Block, Semi - Block Principles of Effective Letter Writing, Principles of effective Email Writing,  Personnel Correspondence:  Statement of Purpose, Job Application Letter and Resume, Letter of Acceptance of Job Offer, Letter of Resignation  [Letter of Appointment, Promotion and Termination, Letter of Recommendation (to be taught but not to be tested in the examination)]		

Sr. No.	Modules / Units		
4	Language and Writing Skills		
	Commercial Terms used in Business Communication		
	Paragraph Writing:		
	Developing an idea, using appropriate linking devices, etc		
	Cohesion and Coherence, self-editing, etc [Interpretation of technical data,		
	Composition on a given situation, a short informal report etc.]		
	Activities		
	■ Listening Comprehension		
	<ul> <li>Remedial Teaching</li> </ul>		
	<ul><li>Speaking Skills: Presenting a News Item, Dialogue and Speeches</li></ul>		
	<ul><li>Paragraph Writing: Preparation of the first draft, Revision and Self – Editing,</li></ul>		
	Rules of spelling.		
	■ Reading Comprehension: Analysis of texts from the fields of Commerce and		
	Management		

### **Ability Enhancement Courses (AEC)**

### **5.Environmental Studies I**

Sr. No.	Modules	No. of Lectures
1	Environment and Ecosystem	13
2	Natural Resources and Sustainable Development	13
3	Populations and Emerging Issues of Development	13
4	Urbanization and Environment	13
5	Reading of Thematic Maps and Map Filling	08
	Total	60

Sr. No.	Modules / Units	
1	Environment and Ecosystem	
	Environment: Meaning, definition, scope and its components; concept of an ecosystem: definition, Characteristics, components and types, functioning and structure; Food Chain and Food Web- Ecological Pyramids - Man and environment relationship; Importance and scope of Environmental Studies.	
2	Natural Resources and Sustainable Development	
	Meaning and definitions; Classification and types of resources, factors influencing resource; Resource conservation- meaning and methods- I and non-conventional resources, problems associated with and management of water, forest and energy resources- resource utilization and sustainable development	
3	Populations and Emerging Issues of Development	
	Population explosion in the world and in India and arising concerns- Demographic Transition Theory - pattern of population growth in the world and in India and associated problems - Measures taken to control population growth in India; Human population and environement- Environment and Human Health — Human Development Index — The World Happiness Index	
4	Urbanisation and Environment	
	Concept of Urbanisation— Problems of migration and urban environment-changing land use, crowding and stress on urban resources, degradation of air and water, loss of soil cover impact on biodiversity, Urban heat islands—Emerging  Smart Cities and safe cities in India - Sustainable Cities	
5	Reading of Thematic Maps and Map Filling	
	Reading of Thematic Maps(4 Lectures) Located bars, Circles, Pie charts, Isopleths, Choropleth and Flow map, Pictograms - Only reading and interpretation. Map Filling: (4 Lectures) Map filling of World (Environmentally significant features) using point, line and polygon segment. Concept and Calculation of Ecological Footprint	

### Skill Enhancement Courses (SEC)

### 6. Foundation Course - I

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
	Total	45

Sr. No.	Modules / Units	
1	Overview of Indian Society	
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference	
2	Concept of Disparity- 1	
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities	
3	Concept of Disparity-2	
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences	
4	The Indian Constitution	
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution	
5	Significant Aspects of Political Processes	
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics	

#### **Topics for Project Guidance: Growing Social Problems in India:**

- Substance abuse- impact on youth & challenges for the future
- HIV/AIDS- awareness, prevention, treatment and services
- Problems of the elderly- causes, implications and response
- Issue of child labour- magnitude, causes, effects and response
- Child abuse- effects and ways to prevent
- Trafficking of women- causes, effects and response

#### Note:

Out of the 45 lectures allotted for 5 units for Semester I, about 15 lectures may be allotted for project guidance

### Core Courses (CC)

### 7. Mathematical and Statistical Techniques I

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Shares and Mutual Funds	15
2	Permutation, Combination and Linear Programming Problems	15
3	Summarization Measures	15
4	Elementary Probability Theory	15
5	Decision Theory	15
	Total	75

#### Note:

One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)

Sr. No.	Modules / Units		
1	Shares and Mutual Funds		
	<ul> <li>Shares: Concept of share, face value, market value, dividend, equity shares, preferential shares, bonus shares. Simple examples.</li> <li>Mutual Funds: Simple problems on calculation of Net income after considering entry load, dividend, change in Net Asset Value (N.A.V.) and exit load. Averaging of price under the Systematic Investment Plan (S.I.P.)</li> </ul>		
2	Permutation, Combination and Linear Programming Problems		
	<ul> <li>Permutation and Combination: Factorial Notation, Fundamental principle of counting, Permutation as arrangement, Simple examples, combination as selection, Simple examples, Relation between "Crand"Pr Examples on commercial application of permutation and combination</li> <li>Linear Programming Problem: Sketching of graphs of (i) linear equation Ax + By + C= 0 (ii) linear inequalities. Mathematical Formulation of Linear Programming Problems up to 3 variables. Solution of Linear Programming Problems using graphical method up to two variables.</li> </ul>		
3	Summarization Measures		
	<ul> <li>Measures of Central Tendencies: Definition of Average, Types of Averages:         Arithmetic Mean, Median, and Mode for grouped as well as ungrouped data.         Quartiles, Deciles and Percentiles. Using Ogive locate median and Quartiles.         Using Histogram locate mode. Combined and Weighted mean.</li> <li>Measures of Dispersions: Concept and idea of dispersion. Various measures Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Combined Variance.</li> </ul>		
4	Elementary Probability Theory		
	<ul> <li>Probability Theory: Concept of random experiment/trial and possible outcomes; Sample Space and Discrete Sample Space; Events their types, Algebra of Events, Mutually Exclusive and Exhaustive Events, Complimentary events. Classical definition of Probability, Addition theorem (without proof), conditional probability. Independence of Events: P(A∩B) = P(A) P(B). Simple examples.</li> <li>Random Variable: Probability distribution of a discrete random variable; Expectation and Variance of random variable, simple examples on probability distributions.</li> </ul>		
5	Decision Theory		
	Decision making situation, Decision maker, Courses of Action, States of Nature, Pay-off and Pay-off matrix; Decision making under uncertainty, Maximin, Maximax, Minimax regret and Laplace criteria; simple examples to find optimum decision. Formulation of Payoff Matrix. Decision making under Risk, Expected Monetary Value (EMV); Decision Tree; Simple Examples based on EMV. Expected Opportunity Loss (EOL), simple examples based on EOL.		

### **B.Com. Programme**

# Under Choice Based Credit, Grading and Semester System Course Structure

(To be implemented from Academic Year- 2016-2017)

### Semester II

No. of Courses	Semester II	Credits
1	Elective Courses (EC)	
1A	Discipline Specific Elective(DSE)Courses	
1	Accountancy and Financial Management II	03
1B	Discipline Related Elective(DRE)Courses	
2	Commerce II	03
3	Business Economics II	03
2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Courses (AECC)	
4	Business Communication II	03
5	Environmental Studies II	03
2B	**Skill Enhancement Courses (SEC)	
6	Any one course from the following list of the courses	02
3	Core Courses (CC)	
7	Mathematical and Statistical Techniques II	03
	Total Credits	20

*List of Skill Enhancement Courses (SEC) for Semester II (Any One)		
1	Foundation Course - II	

# Elective Courses (EC)Discipline Specific Elective(DSE) Courses

### 1. Accountancy and Financial Management II

Sr. No.	Modules	No. of Lectures
1	Accounting from Incomplete Records	15
2	Consignment Accounts	15
3	Branch Accounts	15
4	Fire Insurance Claim	15
	Total	60

Sr. No.	Modules / Units		
1	Accounting from Incomplete Records		
	Introduction Problems on preparation of final accounts of Proprietary Trading Concern (conversion method)		
2	Consignment Accounts		
	Accounting for consignment transactions Valuation of stock Invoicing of goods at higher price(excluding overriding commission, normal/abnormal losses)		
3	Branch Accounts		
	Meaning/ Classification of branch Accounting for Dependent Branch not maintaining full books: Debtors methodStock and debtors method		
4	Fire Insurance Claim		
	Computation of Loss of Stock by Fire Ascertainment of Claim as per the Insurance Policy Exclude: Loss of Profit and Consequential Loss		

# Elective Courses (EC)Discipline Related Elective(DRE) Courses

### 2. Commerce II

Sr. No.	Modules	No. of Lectures
1	Concept of Services	12
2	Retailing	12
3	Recent Trends in Service Sector	10
4	E-Commerce	11
	Total	45

Sr. No.	Modules / Units		
1	Concept of Services		
	Introduction: Meaning, Characteristics, Scope and Classification of Services		
	-Importance of service sector in the Indian		
	Marketing Mix Services: Consumer expectations, Services Mix, - Product, Plan		
	Price, Promotion, Process of Services delivery, Physical evidence and people		
	Service Strategies: Market research and Service development cycle, Managing		
	demand and capacity, opportunities and challenges in service sector.		
2	Retailing		
	Introduction: Concept of organized and unorganized retailing, Trends in retailing,		
	growth of organized retailing in India, Survival strategies for unorganized Retailers		
	Retail Format: Store format, Non – Store format, Store Planning, design and		
	layout		
	Retail Scenario: Retail Scenario in India and Global context – Prospects and		
	Challenges in India. Mall Management – Retail Franchising. FDI in Retailing,		
	Careers		
	in Retailing		
3	Recent Trends in Service Sector		
	ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.		
	Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking –		
	Opening of Insurance sector for private players, FDI and its impact on Banking and		
	Insurance Sector in India		
	Logistics: Networking – Importance – Challenges		
4	E-Commerce		
	Introduction: Meaning, Features, Functions and Scope of E-Commerce-		
	Importanceand Limitations of E-Commerce		
	<b>Types of E-Commerce:</b> Basic ideas and Major activities of B2C, B2B, C2C.		
	Present status of E-Commerce in India: Transition to E-Commerce in India, E-		
	Transition Challenges for Indian Corporates; on-line Marketing Research.		

# Elective Courses (EC)Discipline Related Elective(DRE) Courses

### **Business Economics II**

3.

Sr. No.	Modules	No. of Lectures
1	Market structure: Perfect competition and Monopoly	10
2	Pricing and Output Decisions under Imperfect Competition	15
3	Pricing Practices	10
4	Evaluating Capital Projects	10
	Total	45

Sr. No.	Modules / Units	
1	Market structure: Perfect competition and Monopoly	
	Perfect competition and Monopoly models as two extreme cases - profit maximisation and the competitive firm's supply curve - Short run and long run equilibrium of a firm and of industry - monopoly - Sources of monopoly power - short run and long- run equilibrium of a firm under Monopoly	
2	Pricing and Output Decisions under Imperfect Competition	
	Monopolistic competition: competitive and monopolistic elements of monopolistic competition - equilibrium of a firm under monopolistic competition, monopolistic competition verses perfect competition- excess capacity and inefficiency - debate over role of advertising ( topics to be taught using case studies from real life examples)  Oligopolistic markets: key attributes of oligopoly - Collusive and non collusive oligopoly market - Price rigidity - Cartels and price leadership models (with practical examples)	
3	Pricing Practices	
	Cost oriented pricing methods: cost – plus (full cost) pricing, marginal cost pricing, Mark up pricing, discriminating pricing, multiple – product pricing - transfer pricing (case studies on how pricing methods are used in business world)	
4	Evaluating Capital Projects	
	Meaning and importance of capital budgeting- steps in capital budgeting - +Techniques of Investment appraisal: Payback Period Method, Net Present Value Method, and Internal Rate of Return Method (with numerical examples)	

### **Ability Enhancement Courses (AEC)**

### **4.Business Communication II**

### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Presentation Skills	10
2	Group Communication	15
3	Business Correspondence	10
4	Language and Writing Skills	10
	Total	45

#### Note:

One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)

Sr. No.	Modules / Units		
1	Presentation Skills		
	Presentations: (to be tested in tutorials only) 4 Principles of Effective Presentation Effective use of OHP Effective use of Transparencies How to make a Power-Point Presentation		
2	Group Communication		
	Interviews: Group Discussion Preparing for an Interview, Types of Interviews – Selection, Appraisal, Grievance, Exit  Meetings: Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions  Conference: Meaning and Importance of Conference Organizing a Conference Modern Methods: Video and Tele – Conferencing  Public Relations: Meaning, Functions of PR Department, External and Internal Measures of PR		
3	Business Correspondence		
	Trade Letters: Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)  Only following to be taught in detail:- Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act [Teachers must provide the students with theoretical constructs wherever Necessary in order to create awareness. However students should not be tested on the theory.]		
4	Language and Writing Skills		
	Reports: Parts, Types, Feasibility Reports, Investigative Reports Summarisation: Identification of main and supporting/sub points Presenting these in a cohesive manner		

#### **Tutorial Activities:**

Presentations, Group Discussion, Mock Interviews, Mock Meetings / Conferences, Book Reviews/Summarization, Reading Comprehension: Analysis of texts from the field of Literature

[Suggested Books for Book Reviews: Books from the fields of Management, Finance, and Literature Like — Sun Tzu :The Art of War, Eliyahu M. Goldratt: The Goal , Eliyahu M. Goldratt: It's Not Luck , Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, John Christen: Fish, ChetanBhagat One Night At A Call Center, ChetanBhagat My Three Mistakes , ArindamChoudhary: Count Your Chickens Before They Hatch ,Stephen Covey :Seven Habits of Successful People, George Orwell: Animal Farm, Dr. Abdul Kalam: Wings of Fire ]

[N.B.: The above list is only indicative and not prescriptive.]

### **Ability Enhancement Courses (AEC)**

### 5. Environmental Studies II

Sr. No.	Modules	No. of Lectures
1	Solid Waste Management for Sustainable Society	
2	Agriculture and Industrial Development	
3	Tourism and Environment	
4	Environmental Movements and Management	
5	Map Filling	
	Total	60

Sr. No.	Modules / Units		
1	Solid Waste Management for Sustainable Society		
	Classification of solid wastes – Types and Sources of Solid Waste; Effects of Solid Waste Pollution- Health hazards, Environmental Impacts; Solid Waste Management – solid waste management in Mumbai- Schemes and initiatives run by MCGM – role of citizens in waste management in Mumbai		
2	Agriculture and Industrial Development		
	Environmental Problems Associated with Agriculture: Loss of Productivity, Land Degradation, desertification - Uneven Food Production - Hunger, Malnutrition and Food Security - Sustainable Agricultural practices  Environmental Problems Associated with Industries - pollution -Global warming, Ozone Layer Depletion, Acid rain, - Sustainable Industrial practices - Green Business and Green Consumerism, Corporate Social Responsibility		
3	Tourism and Environment		
	Tourism: Meaning, Nature, Scope and importance –Typology of tourism-classification; Tourism potentials in India and challenges before India; New Tourism Policy of India; Consequences of tourism: Positive and Negative Impacts on Economy, Culture and environment- Ecotourism		
4	Environmental Movements and Management		
	Environmental movements in India: Save Narmada Movement, Chipko Movement, Appiko Movement, Save Western Ghat and Save Jaitapur; Environmental Management: Concept, need and relevance; Concept of ISO 14000 and 16000; Concept of Carbon Bank and Carbon Credit.EIA - Environment Protection Acts — Concept and components of Geospatial Technology-Applications of GST in Environmental Management.		
5	Map Filling		
	Map filling of Konkan and Mumbai (Environmentally significant features and GST centers) using point, line and polygon segment.  Concept and Calculation of Environmental Performance Index (EPI)		

### Skill Enhancement Courses (SEC)

### 6. Foundation Course - II

Sr. No.	Modules	No. of Lectures
1	Globalization and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
	Total	45

Sr. No	Modules /Units		
1	Globalisation and Indian Society		
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.		
2	Human Rights		
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution		
3	Ecology		
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment		
4	Understanding Stress and Conflict		
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict		
5	Managing Stress and Conflict in Contemporary Society		
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualization; Different methods of responding to conflicts insociety; Conflict-resolution and efforts towards building peace and harmony in society		

### Core Courses (CC)

### 7. Mathematical and Statistical Techniques II

#### Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Functions, Derivatives and Their Applications	15
2	Interest and Annuity	15
3	Bivariate Linear Correlation and Regression	15
4	Time series and Index Numbers	15
5	Elementary Probability Distributions	15
	Total	75

#### Note:

One tutorial per batch per week in addition to number of lectures stated above (Batch size as per the University norms)

Sr. No.	Modules / Units			
1	Functions, Derivatives and Their Applications			
	<ul> <li>Concept of real functions: Constant function, linear function, x<sup>n</sup>,e<sup>x</sup>,a<sup>x</sup>,logx.</li> <li>Demand, Supply, Total Revenue, Average Revenue, Total cost, Average cost and Profit function. Equilibrium Point, Break-even point.</li> <li>Derivative of functions:         <ul> <li>Derivative as rate measure, Derivative of x<sup>n</sup>,e<sup>x</sup>,a<sup>x</sup>,logx.</li> <li>Rules of derivatives: Scalar multiplication, sum, difference, product, quotient (Statements only), Simple problems. Second order derivatives.</li> <li>Applications: Marginal Cost, Marginal Revenue, Elasticity of Demand. Maxima and Minima for functions in Economics and Commerce.</li> <li>(Examination Questions on this unit should be application oriented only.)</li> </ul> </li> </ul>			
2	Interest and Annuity			
	Interest: Simple Interest, Compound Interest (Nominal& Effective Rate of Interest), Calculations involving upto 4 time periods.  Annuity: Annuity Immediate and its Present value, Future value. Equated Monthly Installments (EMI) using reducing balance method & amortization of loans. Stated Annual Rate & Affective Annual Rate Perpetuity and its present value. Simple problems involving up to 4 time periods.			
3	Bivariate Linear Correlation and Regression			
	Correlation Analysis: Meaning, Types of Correlation, Determination of Correlation: Scatter diagram, Karl Pearson's method of Correlation Coefficient (excluding Bivariate Frequency Distribution Table) and Spearman's Rank Correlation Coefficient.  Regression Analysis: Meaning, Concept of Regression equations, Slope of the Regression Line and its interpretation. Regression Coefficients (excluding Bivariate Frequency Distribution Table), Relationship between Coefficient of Correlation and Regression Coefficients, Finding the equations of Regression lines by method of Least Squares.			
4	Time series and Index Numbers			
	Time series: Concepts and components of a time series. Representation of trend by Freehand Curve Method, Estimation of Trend using Moving Average Method and Least Squares Method (Linear Trend only ). Estimation of Seasonal Component using Simple Arithmetic Mean for Additive Model only (For Trend free data only). Concept of Forecasting using Least Squares Method.  Index Numbers: Concept and usage of Index numbers, Types of Index numbers, Aggregate and Relative Index Numbers, Lasperye's, Paasche's, Dorbisch-Bowley's, Marshall-Edgeworth and Fisher's ideal index numbers, Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of Living Index Numbers, Concept of Real Income, Concept of Wholesale Price Index Number. (Examples on missing values should not be taken)			

5	Elementary Probability Distributions					
	Probability Distributions:					
	<ul> <li>Discrete Probability Distribution: Binomial, Poisson (Properties and applications only, no derivations are expected)</li> </ul>					
	<ul> <li>Continuous Probability distribution: Normal Distribution. (Properties and applications only, no derivations are expected)</li> </ul>					

#### **Tutorial:**

Two tutorials to be conducted on each unit i.e. 10 tutorials per semester. At the end of each semester one Tutorial assignment of 10 marks should be given.

### Revised Syllabus of Courses of B.Com.Programme at Semester I and II

#### with effect from the Academic Year 2016-2017

### Reference Books

#### **Reference Books**

#### **Accountancy and Financial Management**

- Introduction to Accountancy by T. S. Grewal, S. Chand and Company (P) Ltd., New Delhi Advance Accounts by Shukla & Grewal, S. Chand and Company (P) Ltd., New Delhi
- Advanced Accountancy by R. L Gupta and M Radhaswamy, S. Chand and Company (P) Ltd., New Delhi
- Modern Accountancy by Mukherjee and Hanif, Tata Mc. Grow Hill & Co. Ltd., Mumbai Financial Accounting by LesileChandwichk, Pentice Hall of India Adin Bakley (P) Ltd.
- Financial Accounting for Management by Dr. Dinesh Harsalekar, Multi-Tech. Publishing Co. Ltd., Mumbai.
- Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi Accounting Principles by Anthony, R.N. and Reece J.S., Richard Irwin Inc.
- Financial Accounting by Monga, J.R. Ahuja, GirishAhujaandShehgal Ashok, Mayur Paper Back
- Compendium of Statement & Standard of Accounting, ICAI.
- Indian Accounting Standards, Ashish Bhattacharya, Tata Mc. Grow Hill & Co. Ltd., Mumbai Financial Accounting by Williams , Tata Mc. Grow Hill & Co. Ltd., Mumbai
- Company Accounting Standards by ShrinivasanAnand, Taxman. Financial Accounting by V. Rajasekaran, Pearson Publications, New Delhi. Introduction to Financial Accounting by Horngren, Pearson Publications.
- Financial Accounting by M. Mukherjee.M. Hanif. Tata McGraw Hill Education Private Ltd; New Delhi

#### Commerce

- Business Organisation Management Maheshwari, Rajendra P ,Mahajan, J.P.,International Book House
- Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- Introduction To Commerce, Vikram, Amit, Atlantic Pub
- A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub
- Business Environment, Cherunilam, Francis, Himalaya Pub
- Essentials Of Business Environment, Aswathappa, K., Himalaya Pub
- Essentials Of Business Environment, Aswathappa, Himalaya Pub
- Strategic Management, Kapoor, Veekkas, Taxmann
- Strategic Management, David,Fred R., Phi Leraning
- Strategic Management, Bhutani, Kapil, Mark Pub.
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- Entrepreneurship Development, Sharma, K.C., Reegal Book Depot
- Service Marketing, Temani, V.K., Prism Pub
- Service Marketing, Temani, V.K., Prism Pub
- Management Of Service Sector, Bhatia, B S, V P Pub
- Introduction To E Commerce, Dhawan, Nidhi, International Book House
- Introduction To Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning
- Retailing Management, Levy Michael., Weitz Barton A, Tata Mcgraw Hill

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#### **Business Economics**

- Mehta, P.L.: Managerial Economics Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- Hirchey .M., Managerial Economics, Thomson South western (2003)
- Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
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- Pal Sumitra, Managerial Economics cases and concepts (Macmillan, New Delhi,2004)

#### **Business Communication**

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- Atreya N and Guha (1994) Effective Credit Management, MMC School of Management, Mumbai.
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- Gupta, Anand Das (2010) Ethics, Business and Society: Managing Responsibly Response Books 32.Gupta, Dipankar (2006) Ethics Incorporated: Top Priority and Bottom Line Response Books
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- Monippalli, M.M. (1997), The Craft of Business Letter Writing, T.M.H. New Delhi.
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- Singh, Savindra, 2011: Environmental Geography, PrayagPustakBhavan, Allahabad, India
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- Rao K.L. 1975: India's Water Wealth, Orient Longman Ltd. New Delhi
- Ahirrao W.R. & others, ParyavaranVijnan (Marathi), NiraliPrakashan, Pune

#### **Foundation Course**

- Social and Economic Problems in India, Naseem Azad, R Gupta Pub ( 2011)
- Indian Society and Culture, Vinita Padey, Rawat Pub (2016)
- Social Problems in India, Ram Ahuja, Rawat Pub (2014)
- Faces of Feminine in Ancient, medivial and Modern India, Mandakranta Bose Oxford University Press
- National Humana rights commission- disability Manual
- Rural, Urban Migration: Trends, challenges & Strategies, S Rajagopalan, ICFAI-2012
- Regional Inequilities in India Bhat L SSSRD- New Delhi
- Urbanisation in India: Challenges, Opportunities & the way forward, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)
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- Problems of Communilism in India, Ravindra Kumar Mittal Pub
- Combating communalism in India: Key to National Integration, KawalKishor Bhardwaj, Mittal Pub

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- Mathematics for Business Economics: By J. D. Gupta, P. K. Gupta and Man Mohan, Tata Mc- Graw Hill Publishing Co. Ltd., 1987, Chapters 9 to 11 & 16.
- Quantitative Methods-Part-I By S. Saha and S. Mukerji, New Central Book Agency, 1996, Chapters 7 & 12.
- Mathematical Basis of Life Insurance By S.P. Dixit, C.S. Modi and R.V. Joshi, Insurance Institute of India, Chapters 2: units 2.6, 2.9, 2.20 & 2.21.
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- Investments By J.C. Francis & R.W. Taylor, Schaum's Outlines, Tata Mc-Graw Hill Edition 2000, Chapters 2,4 & section 25.1.
- Indian Mutual Funds Handbook : By SundarShankaran, Vision Books, 2006, Sections 1.7,1.8.1,6.5 & Annexures 1.1to 1.3.
- STATISTICS by Schaum Series.
- Operations Research by Gupta and Kapoor
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- Fundamentals of Statistics D. N. Elhance.
- Statistical Methods S.G. Gupta (S. Chand & Co.
- Statistics for Management Lovin R. Rubin D.S. (Prentice Hall of India)
- Statistics Theory, Method & Applications D.S.Sancheti& V. K. Kapoor.
- Modern Business Statistics (Revised}-B. Pearles& C. Sullivan Prentice Hall of India.
- Business Mathematics & Statistics: B Aggarwal, Ane Book Pvt. Limited
- Business Mathematics: D C Sancheti& V K Kapoor, Sultan Chand & Sons
- Business Mathematics: A P Verma, Asian Books Pvt. :Limited.

### Question Paper Pattern (Practical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions  A) Sub Questions to be asked 12 and to be answered any 10  B) Sub Questions to be asked 12 and to be answered any 10  (*Multiple choice / True or False / Match the columns/Fill in the blanks)	20 Marks
Q-2	Full Length Practical Question  OR	15 Marks
Q-2	Full Length Practical Question	15 Marks
Q-3	Full Length Practical Question  OR	15 Marks
Q-3	Full Length Practical Question	15 Marks
Q-4	Full Length Practical Question  OR	15 Marks
Q-4	Full Length Practical Question	15 Marks
Q-5	Full Length Practical Question  OR	15 Marks
Q-5	Full Length Practical Question	15 Marks
Q-6	A) Theory questions B) Theory questions  OR	10 Marks 10 Marks
Q-6	Short Notes To be asked 06 To be answered 04	20 Marks

#### Note:

Practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks.

### Question Paper Pattern (Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions  A) Sub Questions to be asked 12 and to be answered any 10  B) Sub Questions to be asked 12 and to be answered any 10  (*Multiple choice / True or False / Match the columns/Fill in the blanks)	20 Marks
Q-2	Full Length Question  OR	15 Marks
Q-2	Full Length Question	15 Marks
Q-3	Full Length Question  OR	15 Marks
Q-3	Full Length Question	15 Marks
Q-4	Full Length Question  OR	15 Marks
Q-4	Full Length Question	15 Marks
Q-5	Full Length Question  OR	15 Marks
Q-5	Full Length Question	15 Marks
Q-6	A) Theory questions B) Theory questions OR	10 Marks 10 Marks
Q-6	Short Notes To be asked 06 To be answered 04	20 Marks

#### Note:

Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks.