

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

Structure of Foundation and Soft Skill courses is modified as follows.
(To be effective from June 2013 onwards accordingly)

Sem.	Effective From	COURSE NO.	COURSE TYPE	TITLE OF COURSE	CREDITS	Page
					LECTURE	No.
I	June 2013	FC 1	Foundation	Tally Accounting	2	2
		FC 2		Yoga & Meditation		3
		FC 3		Fundamentals of Banking - I		4
		SS 1	Soft Skill	Indian Constitution - I	2	5
		SS 2		General English : Text & Composition		6
		SS 3		Fundamentals of Entrepreneurship - I		7
II	December. 2013	FC 1	Foundation	General Insurance	2	8
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		SS 1	Soft Skill	Indian Constitution - II	2	10
		SS 2		General English : Grammar & Composition		11
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III	June 2014		Foundation	Environmental Studies (Compulsory)	3	13
IV	December 2014	FC 1	Foundation	Disaster Management	3	14
		FC 2		Advertising & Retailing		15
V	June 2015	FC 1	Foundation	General Knowledge – I (Gujarat Level)	3	16
		FC 2		Total Quality Management		17
VI	December 2015	FC 1	Foundation	General Knowledge – II (India Level)	3	18
		FC 2		Recent Trends in Management		19

Please note that where

1. Course Credit = 2, there will not be any internal examination. University will only conduct examination carrying 50 marks weightage. (duration 2 Hours)
2. Course Credit = 3, there will be internal examination of 30 marks and University will conduct examination of 70 marks and if not specifically specified the normal duration period will be 3 Hours.

FC 1 :: Tally Accounting

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 1
Course Name	Tally Accounting
Course Type	FOUNDATION
Effective From	June 2013

Unit No.	Content	Waitage	Credit
1	Fundamentals of Business process outsourcing and Tally ○ What is Business process outsourcing? Advantages and Limitations ○ Types of outsourcing ○ Accounting as a BPO ○ Starting Tally 9 ○ Creating a company and Opening an existing company ○ Company features ○ Group creation and Multiple group ○ Single ledgers and Multiple ledgers	25 %	0.50
2	Voucher Entry ○ Voucher entry Purchase entry, Sales entry, Receipt entry, Payment entry, Journal entry	25 %	0.50
3	Reports ○ Financial statements	25 %	0.50
4	Some contemporary topics ○ Importance of information technology in new era ○ Internet and Intranet, E-commerce, Computer virus	25 %	0.50

Structure of question paper

Theory (50 Marks : 2 Hours) Only Theory Examination will be given.	Question	Type	Unit	Marks
	University will not give any practical Examination for this subject.	1	Multiple choice (7 out of 10)	All
2		(A) Short Notes (2 out of 3)	1	4
		(B) Procedure (4 out of 6)		6
3		(A) Short Notes (2 out of 3)	2	4
		(B) Procedure (4 out of 6)		6
4	(A) Short Notes (2 out of 3)	3	4	
	(B) Procedure (4 out of 6)		6	
5	Short Notes (2 out of 3)	4	10	

Recommended Books:

- Tally 9 : BPB Publication
- Tally 9 (Gujarati) : Books India

1. There should be ONE computer for every TWO students and the maximum number of students in a batch should be 30.
2. Practical should be asked based on the style of practical prepared by University.
3. The college may charge Rs. 500/- per student per semester for computer maintenance

FC 2 :: Yoga & Meditation

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 2
Course Name	Yoga & Meditation
Course Type	FOUNDATION
Effective From	June 2013

Unit No.	Content	Weightage	Credit
1	Yoga poses / Asana / Yoga positions - About 90 different yoga poses starting with poses for beginners and intermediate level, Breathing Exercise.	25 %	0.50
2	<i>Pranayama</i> – Anatomy of Respiratory System, Deep Breathing, Fast Breathing, Alternate Nostril Breathing (<i>Anuloma Viloma</i>), <i>Surya Bhedan</i> (Right nostril breathing), <i>Bhastrika</i> (Bellow's breath), <i>Bhramari</i> (Humming bee <i>pranayama</i>), <i>Ujjayi</i> (Psychic breath), <i>Shitali</i> , <i>Sitkari</i> (Cooling <i>pranayama</i>).	25 %	0.50
3	Meditation - including Chakra Meditation, <i>Prana</i> Meditation, <i>So Ham</i> Meditation and Revitalizing Meditation.	25 %	0.50
4	<i>Surya Namaskar</i> - Sun Salutations. A dynamic series of Yoga poses to revitalize the body and mind.	25 %	0.50

Major readings:

Light on Yoga BY B. K. S. IYENGAR. PUB: GOVINDRAM HASANAND

FC 3 :: Fundamental of Banking-I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	FC 3
Course Code	Foundation
Course Name	Fundamental of Banking-I
Course Type	FOUNDATION
Effective From	June 2013

Unit No.	Content	Weightage	Credit
1	Banking - Introduction Definition, Types of Banking, Traditional functions of banks, Modern functions of banks, Limitation of banks.	25 %	0.50
2	Co-Operative Bank Primary co-operative banks State co-operative banks- its functions and managements, limitations.	25 %	0.50
3	Types of Accounts Current account, Savings account, Recurring account, Fixed deposits and non resident's account Cheque : its meaning and characteristics, types of cheque, crossing and endorsement.	25 %	0.50
4	Remittances Demand draft, mail transfer, Telephonic and telegraphic transfer, MICR cheque ATM, Tele banking, core banking Marketing of banking services	25 %	0.50

Recommended Reading :

1. Elements of Banking : Sudhir Prakashan
2. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing
3. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
4. Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing
5. Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications
6. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

SS 1 :: Indian Constitution – I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 B (Soft Skill)
Course Name	Indian Constitution - I
Course Type	SOFT SKILL
Effective From	June 2011

Unit No.	Content	Weightage	Credit
1	<ul style="list-style-type: none">• CONSTITUTION: WHY AND HOW?• ELECTION AND REPRESENTATION	25 %	0.50
2	<ul style="list-style-type: none">• EXECUTIVE• LEGISLATURE	25 %	0.50
3	<ul style="list-style-type: none">• JUDICIARY• FEDERALISM	25 %	0.50
4	<ul style="list-style-type: none">• RIGHTS and Duties IN THE INDIAN CONSTITUTION	25 %	0.50

Reference :

- NCERT Book For Class XI : Indian Constitution at Work
- Indian Constitution : C. Jammadas Publication

SS 2 :: General English : Text & Composition

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 2
Course Name	General English : Text & Composition
Course Type	SOFT SKILL
Effective From	June 2011

Unit No.	Content	Credit
1	Lesson : 1 to 5 Fantasy a Collection of short stories Edited by V. Sasikumar (Orient Black Swan)	2.00
2	Vocabulary (Text Based)	
3	Grammar Tenses Primary Auxiliaries Articles	
4	Comprehension of an unseen Passage	

Recommended Reading

1. Business Communication (ed) S D. Sharma & Jyostna Prabhakar
2. High School English Grammar – Wrenn & Martin
3. Contemporary English Grammar – David Green

SS 2 :: Fundamentals of Entrepreneurship – I

Programme Name	Bachelor of Commerce
Semester	First
Paper No.	SS 101 F
Course Name	Fundamentals of Entrepreneurship
Course Type	SOFT SKILL
Effective From	JUNE – 2011

Unit No.	Content	Marks	Credit
1	<ul style="list-style-type: none"> The entrepreneur : Definition, Characteristics and Importance of entrepreneur and entrepreneurship, Functions and types of entrepreneur, Essential qualities for good entrepreneur, Factors affecting entrepreneurship, Comparative study of the term Entrepreneur with entrepreneurship, entrepreneur and manager. 	25 %	0.50
2	<ul style="list-style-type: none"> Business Opportunities: Meaning, characteristics, results, types, sources and areas of the study of business opportunities. Business Environment: Meaning of business environment, factors affecting to business environment and importance of business environment. Entrepreneur and risk bearing: Meaning of risk bearing, types/sources of risk and risk management techniques. 	25 %	0.50
3	<ul style="list-style-type: none"> Various types of business units: Sole proprietorship, Partnership, Co-operative society and Joint stock company - Meaning, characteristics, advantages and disadvantages, Comparative study of various types of business units. Sources of business capital: Sources of owned capital - share capital (Equity share and preference share) and ploughing back of profit, Sources of borrowed capital - debenture, term loan, public deposit, commercial banks and intern company deposits, owned capital v/s borrowed capital. 	25 %	0.50
4	<ul style="list-style-type: none"> Venture capital: Meaning, characteristics, importance, types of venture capital and stages venture capital lending. Innovation: Meaning, characteristics and types of innovation. 	25 %	0.50

Recommended Reading :

1. Viramgami H. S., Entrepreneurship Development, APH Publishing Corporation, New Delhi.
2. Prasanna Chandra, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi.
3. Holt H. David, Entrepreneurship - New Venture Creation, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Desai Vasant, Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, New Delhi.
5. Sudha G.S., Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur

FC 1 :: General Insurance

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	FC 1
Course Name	General Insurance
Course Type	FOUNDATION
Effective From	December 2013

Unit No.	Content	Waitage	Credit
1	Basic idea of risk: concept of risk, risk versus uncertainty, risk and exposure, types of risks, pure risks, financial risks, rationale for risk management.	25 %	0.50
2	Definition of insurance, nature of insurance as a business, risk transfer and risk mitigation role of insurance, costs and benefits of insurance, elements of insurable risk, insurance as a macroeconomic issue, kinds of insurance.	25 %	0.50
3	Basic principles of insurance: principle of utmost good faith, principle of insurable interest, principle of indemnity, principle of subrogation, principle of proximate cause, other related principles and terms, IAIS core principles.	25 %	0.50
4	Brief history of evolution and development of insurance services in the world and in India. Role of insurance in economic development.	25 %	0.50

Recommended Reading:

1. Fundamentals of insurance, P.K.Gupta, Himalaya Publishing House.
2. General Insurance Principles and Practice, K.C.Misra and G.E.Thomas, Cengage Learning
3. Insurance Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand
4. Insurance and Risk Management, P.K.Gupta, Himalaya Publishing House

FC 2 :: Sports and Practice

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	FC 2
Course Name	Sports and Practice
Course Type	FOUNDATION
Effective From	December 2013

Unit No.	Content	Waitage	Credit
1	Meaning, Aim & Objectives of Physical Education Meaning of Sports, Significance of Play for a Child	25 %	0.50
2	Physical Fitness Meaning of Physical Fitness. Components of Physical Fitness Aahpered Physical Fitness Test	25 %	0.50
3	Health Meaning, W.H.O. Definition Dimension of Health (Physical Dimension, Mental Dimension, Social Dimension)	25 %	0.50
4	Olympic & Asian Games Introduction, Historical Back Ground, Aims of Olympic Games.: Opening and Closing Ceremony. Asian Games Introduction, Historical Back Ground, Aims of Asian Games. India in Olympic & Asian Games.	25 %	0.50

SS 1 :: Indian Constitution – II

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	SS 101 B (Soft Skill)
Course Name	Indian Constitution - II
Course Type	SOFT SKILL
Effective From	December 2013

Unit No.	Content	Weightage	Credit
1	Local Governments	25 %	0.50
2	Constitution as a Living Document	25 %	0.50
3	The Philosophy of the Constitution	25 %	0.50
4	Miscellaneous Provisions in Indian Constitution	25 %	0.50

Reference :

- Indian Constitution : C. Jammadas Publication

SS 2 :: General English : Grammar & Composition

Programme Name	Bachelor of Commerce
Semester	Second
Paper No.	SS 2
Course Name	General English : Grammar & Composition
Course Type	SOFT SKILL
Effective From	December 2013

Unit No.	Content	Credit
1	Lesson : 6 to 10 Fantasy a Collection of short stories Edited by V. Sasikumar (Orient Black Swan)	2.00
2	Vocabulary (Text Based)	
3	Grammar Preposition (Time / Place / Action) Concord (Subject Verb Agreement) Pronouns	
4	Composition (Paragraph Writing)	

Recommended Reading

1. Business Communication (ed) S D. Sharma & Jyostna Prabhakar
2. High School English Grammar – Wrenn & Martin
3. Contemporary English Grammar – David Green

SS 3 :: Fundamental of Entrepreneurship –II

Programme Name	Bachelor Of Commerce
Semester	Second
Paper No.	SS 3
Course Name	Fundamental of Entrepreneurship -II
Course Type	Soft Skill
Effective From	DECEMBER – 2013

Unit No.	Content	Waitage	Credit
1	<ol style="list-style-type: none"> 1. Achievement theory of entrepreneur: Meaning and characteristics/elements of achievement motivation, classification of necessity of achievements, McClland's achievement theory of motivation, suggestions for development of achievement motivation, tests for achievement motivation. 2. Social responsibility: Meaning, characteristics, importance and scope of social responsibility. 	25 %	0.50
2	<ol style="list-style-type: none"> 1. Project report: Meaning, importance, contents, importance and imaginary form of project report. 2. Entrepreneurship Development Program (EDP): Meaning, types and importance of EDP, government organization for EDP, role of government for EDP and Entrepreneurship Development Institution of India (EDII). 3. Small Scale Industry: Meaning and characteristics of cottage industry, tiny industry, ancillary industry and small scale industry, importance and problems of small scale industry. 	25 %	0.50
3	<p>Role of an entrepreneur: Role of entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability, balanced regional development of industries, role of export promotion and import substitution, forex earning and augmenting and meeting local demand.</p>	25 %	0.50
4	<p>Crisis in entrepreneurship: Meaning, reasons and how to beat starting crisis, cash crisis, delegation of authority crisis, leadership crisis, financial crisis, prosperity crisis and management succession crisis.</p>	25 %	0.50

Suggested Readings:

1. Viramgami H. S., Entrepreneurship Development, APH Publishing Corporation, New Delhi.
2. Prasanna Chandra, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, New Delhi.
3. Susha G.S., Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur

FC 1 :: Environmental Studies

Compulsory)

Programme Name	Bachelor of Commerce
Semester	Third
Paper No.	FC 1
Course Name	Environmental Studies
Course Type	FOUNDATION
Effective From	June 2014

Unit No.	Content	Waitage	Credit
1	Meaning of environment - kinds - Importance of its study. The measures taken for the protection of environment by the Indian Government. The Narmada agitation.	25 %	0.75
2	Meaning of pollution and its kinds. pollution of water air, and sound- remedies and its effects - Meaning of land pollution and its effects.	25 %	0.75
3	Stalwart centers of bio-diversity-condition of Bio-diversity in India and its risk points - Remedies for the protection of bio- diversity Legal protection of bio-diversity Legal provision for their protection. - Important centuries in Gujarat.	25 %	0.75
4	Growth of population in India effects of p opulation growth on environment Diseases caused by the pollution of environment - HIV/ AIDS their reasons and precautions to be free from them. Care of new born babies.	25 %	0.75

References:

- Ecology & Environment : Issue & Challenges G. Madan Mohan 2008.
- Environmental Law and Pollution Control P. N.Prasad 2010.
- પર્યાવરણ શિક્ષા બી. ડી. શર્મા ૨૦૦૮
- જલ પ્રદૂષણ : સમસ્યા ઓર સમાધાન મધુસુદન ત્રિપાઠી ૨૦૦૬
- વાયુ પ્રદૂષણ : સમસ્યા ઓર સમાધાન મધુસુદન ત્રિપાઠી ૨૦૦૬
- પર્યાવરણ અને આપત્તિ વ્યવસ્થાપન ડૉ. લીલાબેન સ્વામી.

FC 1 :: Disaster Management

Programme Name	Bachelor of Commerce
Semester	Fourth
Paper No.	FC 1
Course Name	Disaster Management
Course Type	FOUNDATION
Effective From	December 2014

Unit No.	Content	Waitage	Credit
1	Basic concept of Disaster Management and awareness about it, working of Gujarat State Disaster Management Authority.	25 %	0.75
2	Various Disaster – Earthquake, Flood and Cyclone	25 %	0.75
3	Various Disaster – Draught, Fire, Accident-Primary treatment	25 %	0.75
4	Treatment and Mental Health of affected	25 %	0.75

References :

1. Environment and Disaster Management (in Gujarati): Dr. C. D. Modi, DR. L. M. Swami and others, Swami Prakashan, Patan
2. Environment and Disaster Management (in Gujarati): Kumar Prakashan, Ahmedabad
3. Disaster Management (in Gujarati) : Dr. Ramnik J. Yadav : Navbharat Sahitya Mandir, Ahmedabad
4. Environment and Disaster Management (in Gujarati) : Jignesh Joshi : Pyramid Publication, Ahmedabad.

FC 2 :: Advertising & Retailing

Programme Name	Bachelor of Commerce
Semester	Fourth
Paper No.	FC 2
Course Name	Advertising & Retailing
Course Type	FOUNDATION
Effective From	December 2014

Unit No.	Content	Waitage	Credit
Unit-1	Advertising: Meaning, Characteristics of advertising, Objectives of advertising. Types of advertising. Advertising Budget: Meaning, various methods of preparing advertising budget. Steps in deciding advertising budget.	25%	0.75
Unit-2	Advertising effectiveness: Meaning, Basis of Advertising effectiveness. Advertising agencies. Media of advertising: Press media, Electronic media, and Outdoor media. Factors affecting to selection of advertising media. Publicity: meaning, Characteristics on publicity. Necessities of publicity. Distinction between advertising and publicity.	25%	0.75
Unit-3	Sales promotion: meaning, Causes of Sales promotion. Objectives of Sales promotion. Methods of Sales promotion: Customers oriented Sales promotion, Traders oriented Sales promotion, and Salesmen oriented Sales promotion, Strategies of Sales promotion.	25%	0.75
Unit-4	Retailing and personal selling: Meaning of Retailing. Multi brand retailing concept. Procedure in Multi brand retailing. Study of 'Big Bazaar' and 'V-Mart. personal selling: Meaning, Objectives of personal selling. Functions of personal selling. Strategies of personal selling. Compensation of salesmen.	25%	0.75
	<p>References:</p> <ol style="list-style-type: none"> 1. Kotler Philip: Principles of Marketing, prentice hall publication. 2. Kotler Philip: Advertising and Marketing, prentice hall publication. 3. Stanton Williams J: Fundamentals of Marketing, McGraw hill publication. 4. Prin. R.C.Patel: Marketing, Popular publication, Surat. 		

FC 1 :: General Knowledge – I

(Gujarat Level)

Programme Name	Bachelor of Commerce
Semester	Third
Paper No.	FC 1
Course Name	General Knowledge - I
Course Type	FOUNDATION
Effective From	JUNE – 2015

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

References :

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

Structure of University Examination (70 Marks : 2 Hours)

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

FC 2 :: Total Quality Management

Programme Name	Bachelor of Commerce
Semester	Fourth
Paper No.	FC 2
Course Name	Total Quality Management
Course Type	FOUNDATION
Effective From	June 2015

Unit No.	Content	Waitage	Credit
Unit-1	Introduction Organisational concepts in Quality Management	25%	0.75
Unit-2	Elements of Total Quality Quality Management Process	25%	0.75
Unit-3	The Productivity and Quality Management Policy and practice in Quality Management	25%	0.75
Unit-4	Quality Costs ISO 9000 Quality Management	25%	0.75

References :

1. Total Quality Management : Dr. B. Narayan AHP Publishing Corporation, New Delhi
2. Handbook for Total Quality Management : D. Sarkar : Infinity Books, New Delhi
3. Total Quality Excellence through Organization –Wide Transformation
4. Total Quality Management : Dr. A. Mustafa : Manglam Publishers & Distributors : Delhi
5. Total Quality Management : S. K. Singh :Commonwealth Publishers, New Delhi
6. Total quality Management : Hitendra Aruvela Niyogi : Knowledge Book Distributors, New Delhi

FC 2 :: General Knowledge – II

(India Level)

Programme Name	Bachelor of Commerce
Semester	Forth
Paper No.	FC 2
Course Name	General Knowledge - II
Course Type	FOUNDATION
Effective From	DECEMBER – 2015

Unit No.	Content	%	Credit
1	INDIA 1. Our India & her Glimpse 2. History 3. Geography 4. Worth visiting Places 5. Political Administration 6. Leaders of Independent India 7. Constitution 8. National Characteristics 9. Path of Progress : Five Year Plans 10. Industrial and Economical Development 11. Transportation 12. Media and means of Communications 13. Salient features of Great people 14. Art & Literature 15. Indian Culture 16. Population 17. Science and Technology 18. Bravery & Venture 19. Defence Amenities 20. Various Awards 21. Unity in diversity Detailed study of all the above topics is necessary.	100	3.0

References :

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

Structure of University Examination (70 Marks : 2 Hours)

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

FC 2 :: Recent Trends in Management

Programme Name	Bachelor of Commerce
Semester	Sixth
Paper No.	FC 2
Course Name	Recent Trends in Management
Course Type	FOUNDATION
Effective From	December 2015

Unit No.	Content	Waitage	Credit
Unit-1	Management of Change Quality Management Communication Management	25%	0.75
Unit-2	Management of Stress Management of Conflicts Knowledge Management	25%	0.75
Unit-3	Management of Intelligence Management of Innovation Crisis Management	25%	0.75
Unit-4	Management of Performance Corporate Restructuring Management Corporate Culture Management	25%	0.75

Reference :

1. Sanchalan Nava Khaylo and Dishao : (in Gujarati) : Dr. Ramnik Yadav : University
Grandth Nirman Board, Ahmedabad