



गुरुवार, दिनांक २९ जून, २०१७

परिपत्रक क्र. १/२०१७

विषय : विद्यापीठाद्वारे नव्याने सुरु करण्यात येणाऱ्या पद. शैक्षणिक विभागांना सांकेतांक देण्याबाबत...

संदर्भ : कार्यालयीन परिपत्रक क्र. १/२०१६, दि. २.८.२०१६

सर्व संबंधितांच्या माहितीकरीता कळविण्यात येते की, शैक्षणिक वर्ष २०१७-१८ पासून अंतर्गत विद्यापीठामध्ये खालील तक्त्यात नमूद करण्यात आलेल्या विषयांचे पदव्युत्तर शैक्षणिक विभाग नव्याने सुरु करण्यात येत असून सदर विभागास संदर्भिय कार्यालयीन परिपत्रकास जोडून खालील प्रमाणे सांकेतांक देण्यात येत आहेत. सदर शैक्षणिक विभागाकडून बाहेर पाठविण्यात येणाऱ्या पत्रांवर जावक क्रमांकाशिवाय हा सांकेतांक नमूद करावा.

अ.क्र.	पदव्युत्तर शैक्षणिक विभागाचे विभाग	सांकेतांक क्रमांक
१	इतिहास	५२७
२	राज्यशास्त्र	५२८
३	अर्थशास्त्र	५२९
४	वाणिज्य	५३०

स्वा/-

(डॉ.अ.प्र.देशमुख)

कुलसचिव

संत गाडगे बाबा अमरावती विद्यापीठ

\*\*\*\*\*

NOTIFICATION

No. 61/2017

Date : 29 June, 2017

**Subject : Implementation of New Syllabi of Various Course/Subjects as per semester and credit & Grade System in the Faculty of Commerce & Management from the session 2017-2018 & onwards.**

It is notified for general information of all concerned that, the authorities of the University has accepted Semester & Credit & Grade System syllabi of various Course/ Subjects of **B.Com. Part-I, Semester- I & Semester - II** mentioned in column No.2 and which is to be implemented stagewise from the session 2017-2018 and onwards with appendices as shown in column No.3 of the following table.

**TABLE**

Sr.No.	Course / Subjects	Appendices of the new syllabi.
1	2	3
<b><u>B.Com. Semester- I &amp; II</u></b>		
1.	<b>Compulsory English</b>	The Syllabi prescribed for the subject Compulsory English which is appended herewith as <b>Appendix - A</b>
2.	<b>Supplementary English</b>	The Syllabi prescribed for the subject Supplementary English which is appended herewith as <b>Appendix - B</b>
3.	<b>Hindi</b>	The Syllabi prescribed for the subject Hindi which is appended herewith as <b>Appendix - C</b>
4.	<b>Sanskrit</b>	The Syllabi prescribed for the subject Sanskrit which is appended herewith as <b>Appendix - D</b>
5.	<b>Marathi</b>	The Syllabi prescribed for the subject Marathi which is appended herewith as <b>Appendix - E</b>
6.	<b>Urdu</b>	The Syllabi prescribed for the subject Urdu which is appended herewith as <b>Appendix - F</b>
7.	<b>Pali</b>	The Syllabi prescribed for the subject Pali which is appended herewith as <b>Appendix - G</b>
8.	<b>Computer Fundamental Operating System- I &amp; II</b>	The Syllabi prescribed for the subject Computer and Fundamental and Operating System- I & II which is appended herewith as <b>Appendix - H</b>
9.	<b>Principles of Economics</b>	The Syllabi prescribed for the subject Principles of Economics which is appended herewith as <b>Appendix - I</b>
10.	<b>Business Economics</b>	The Syllabi prescribed for the subject Business of Economics which is appended herewith as <b>Appendix - J</b>
11.	<b>Advanced Accountancy</b>	The Syllabi prescribed for the subject Advanced Accountancy which is appended herewith as <b>Appendix - K</b>
12.	<b>Financial Accounting</b>	The Syllabi prescribed for the subject Financial Accounting which is appended herewith as <b>Appendix - L</b>
13.	<b>Principles of Business organization</b>	The Syllabi prescribed for the subject Principles of Business organization which is appended herewith as <b>Appendix - M</b>
14.	<b>Principles of Business Management</b>	The Syllabi prescribed for the subject Principles Management of Business Management which is appended herewith as <b>Appendix - N</b>

Sd/-  
Registrar  
Sant Gadge Baba Amravati University  
Amravati.

(Compulsory English)  
B. Com. -I  
Semester – I

Theory :- 80 Marks

Time :- 3 Hours

**Text Prescribed for study : RAYS OF LETTERS**

(As per model curriculum of the U.G.C. for B.Com. Part- I and published by Raghav Publisher and Distributors, Mahal, Nagpur.)

**Unit I : PROSE**

- |                                 |   |             |
|---------------------------------|---|-------------|
| 1. The Eyes are not Here        | — | Ruskin Bond |
| 2. The Romance of a Busy Broker | — | O. Henry    |

**Unit II**

**: PROSE**

- |                   |   |                |
|-------------------|---|----------------|
| 3. Bores          | — | E.V. Lucas     |
| 4. The Lost Child | — | Mulk Raj Anand |

**Unit III : POETRY**

- |                                  |   |                    |
|----------------------------------|---|--------------------|
| 1. The World is too Much With us | — | William Wordsworth |
| 2. Once Upon a time              | — | Gabriel Okara      |
| 3. If                            | — | Rudyard Kipling    |

**Unit IV : GRAMMAR (strictly based on the prescribed text)**

- Change the Narration
- Articles
- Synonyms & Antonyms
- Tense Forms

**Unit V : BUSINESS CORRESPONDENCE AND WRITING SKILLS**

(As given in the prescribed text.)

- Letter Writing (Formal & Informal)
  - Formal  
Applications for Job/Complaint/Order
  - Informal/ Personal Letters
- Resume Writing

**Distribution of Marks (80 : 20)**

**A) Theory 80 Marks**

**Textual Components :**

**Que. 1- PROSE**

Any two long answer questions to be attempted out of four each carrying eight marks .

2X8=16 Marks

**Que. 2- POETRY**

Any Four short answer questions to be attempted out of Six each carrying four marks.

4X4=16 Marks

**Que. 3 GRAMMAR (TEXTUAL)**

- |                         |                                       |          |               |
|-------------------------|---------------------------------------|----------|---------------|
| a) Change the narration | Two questions carrying two marks each | Articles | 2X2 = 4 Marks |
| b) Articles             | Four questions carrying one mark each |          | 4X1 = 4 Marks |
| c) Synonyms & Antonyms  | Four questions carrying one mark each |          | 4X1 = 4 Marks |
| d) Tense Forms          | Four questions carrying one mark each |          | 4X1 = 4 Marks |

**Que. 4 BUSINESS CORRESPONDENCE AND WRITING SKILLS**

**a) Letter Writing**

- |   |               |
|---|---------------|
| i) Formal Letter<br>(Application for Job/Complaint/Order)<br>(Any one out of two) | 5X1 = 5 Marks |
| ii) Informal Letters/Personal Letters<br>(Any one out of two)                     | 5X1 = 5 Marks |

**b) Resume Writing**

**6 Marks**

**B) Internal Assessment —**

**20 Marks**

- |                      |   |           |
|----------------------|---|-----------|
| (i) Class Test       | — | 10 Marks. |
| (ii) Home Assignment | — | 10 Marks. |

\*\*\*\*\*

**B.Com. –I  
Semester – II  
(Compulsory English)**

**Theory :- 80 Marks**

**Time :- 3 Hours**

**Text Prescribed for study : RAYS OF LETTERS**

(As per model curriculum of the U.G.C. for B.Com. Part- I and published by Raghav Publisher and Distributors, Mahal, Nagpur.)

**Unit I : PROSE**

- |                                   |   |                     |
|-----------------------------------|---|---------------------|
| 1. Each is Great in His Own Place | — | Swami Vivekananda   |
| 2. The Postmaster                 | — | Rabindranath Tagore |

**Unit II : PROSE**

- |                                    |   |                     |
|------------------------------------|---|---------------------|
| 3. How I Became a Public Speaker   | — | George Bernard Shaw |
| 4. Prospects of Democracy in India | — | Dr. B.R. Ambedkar   |

**Unit III : POETRY**

- |                                |   |                 |
|--------------------------------|---|-----------------|
| 1. Success is Counted Sweetest | — | Emily Dickinson |
| 2. Laugh and Be Merry          | — | John Masefield  |
| 3. The Impossible Dream        | — | Joe Darion      |

**Unit IV : GRAMMAR** (strictly based on the prescribed text)

- A. Change the Voice
- B. Idioms & Phrases
- C. One Word Substitute
- D. Prepositions

**Unit V : BUSINESS CORRESPONDENCE AND WRITING SKILLS**

- A) E- mail
- B) Newspaper Reports

**Distribution of Marks : (80 : 20 Marks)**

**Textual Components :**

**Que. 1– PROSE**

Any two long answer questions to be attempted out of four each carrying eight marks .

2X8=16 Marks

**Que. 2- POETRY**

Any Four short answer questions to be attempted out of Six each carrying four marks.

4X4=16 Marks

**Que. 3 MULTIPLE CHOICE QUESTIONS**

(10 questions from Prose and six questions from Poetry, each carrying one mark.

16X1= 16 Marks

**Que. 4 GRAMMAR (TEXTUAL)**

- a) Change the Voice  
Four questions carrying one marks each
- b) Idioms & Phrases  
Four questions carrying one mark each
- c) One Word Substitute  
Four questions carrying one mark each
- d) Preposition  
Four questions carrying one mark each

4X1=4 Marks

4X1 = 4 Marks

4X1 = 4 Marks

4X1 = 4 Marks

**Que. 5 - BUSINESS CORRESPONDENCE AND WRITING SKILLS**

- a) E- Mail  
(Any one out of two)
- b) Newspaper Reports  
(Any one out of two)

6X1 = 6 Marks

10X1 = 10 Marks

**B) Internal Assessment —**

**20 Marks**

- |                      |   |           |
|----------------------|---|-----------|
| (i) Class Test       | — | 10 Marks. |
| (ii) Home Assignment | — | 10 Marks. |

\*\*\*\*\*

**B.Com. – I  
Semester – I  
(Supplementary English)**

**Theory :- 80 Marks**

**Time :- 3 Hours**

**Text Prescribed :**

Practical English Prose and Verse edited by G.E.B. COE Orient Longman.

**Unit I : PROSE**

The following prose lessons are prescribed for study.

- |    |                                |   |             |
|----|--------------------------------|---|-------------|
| 1. | A Slip of Tongue               | — | J.E.B. Gray |
| 2. | Socrates and the School Master | — | F.L. Brayne |

**Unit II : PROSE**

- |    |                |   |                |
|----|----------------|---|----------------|
| 3. | Good Manners   | — | J.C. Hill      |
| 4. | The Bottle Imp | — | R.L. Stevenson |

**Unit III : POETRY**

The following poems are prescribed for study.

- |    |                   |   |                      |
|----|-------------------|---|----------------------|
| 1. | The Daffodils     | — | William Wordsworth   |
| 2. | Break Break Break | — | Alfred Lord Tennyson |
| 3. | The Wild Swans    | — | W.B. Yeats           |
| 4. | All in June       | — | W.H. Davies          |

**Unit IV :** a) Comprehension of an Unseen Passage  
b) Precis Writing

**Unit V : COMPOSITION :-**

An essay of about 300 words on Social, Economic, Commercial and Information Technology Issues.

**Distribution of Marks**

**A) Theory 80 Marks**

**Que. 1: PROSE**

Any two long answer questions to be attempted out of four each carrying eight marks

2X8=16 Marks

**Que. 2 : POETRY**

Any four short answer questions to be attempted out of Six each carrying four marks.

4X4=16 Marks

**Que. 3 : MULTIPLE CHOICE QUESTIONS**

Eight Multiple Choice Questions based on Prose, each carrying one mark

: 8 Marks

Eight Multiple Choice Questions based on Poetry, each carrying one mark

: 8 Marks

**Que. 4 :** (a) Comprehension of an Unseen Passage  
(b) Precis Writing

: 8 Marks

: 8 Marks

**Que. 5 :** An essay of about 300 words to be attempted out of the five given topics.

: 16 Marks

**B) Internal Assessment —**

**20 Marks**

(i) Class Test — 10 Marks

(ii) Home Assignment — 10 Marks

\*\*\*\*\*

**B.Com. – I  
Semester – II  
(Supplementary English)**

**Theory :- 80 Marks**

**Time :- 3 Hours**

**Text Prescribed :**

Practical English Prose and Verse edited by G.E.B. COE Orient Longman.

**Unit I : PROSE**

The following prose lessons are prescribed for study.

- |    |                               |   |                     |
|----|-------------------------------|---|---------------------|
| 1. | Playing the English Gentleman | — | Mahatma Gandhi      |
| 2. | The Home Coming               | — | Rabindranath Tagore |

**Unit II : PROSE**

- |    |                      |   |             |
|----|----------------------|---|-------------|
| 3. | The Miracle of Radio | — | H. Shipp    |
| 4. | Robin                | — | Jim Corbett |

**Unit III : POETRY**

The following poems are prescribed for study.

- |    |  |   |               |
|----|--|---|---------------|
| 1. | Adlestrop                              | — | Edward Thomas |
| 2. | The Soldier                            | — | Rupert Brooke |
| 3. | To the Indian Who Died in South Africa | — | T.S. Eliot    |
| 4. | That Whitsun                           | — | Philip Larkin |

**Unit IV :** a) Comprehension of an Unseen Passage  
b) Precis Writing

**Unit V : COMPOSITION :-**

An essay of about 400 words on Social, Economic, Commercial and Information Technology Issues.

**Distribution of Marks**

**A) Theory 80 Marks**

**Que. 1 : PROSE**

Any two long answer questions to be attempted out of four each carrying eight marks

2X8:=16 Marks

**Que. 2 POETRY**

Any four short answer questions to be attempted out of Six each carrying four marks.

4X4 =16 Marks

**Que. 3 :**

Eight Multiple Choice Questions based on Prose, each carrying one mark

: 8 Marks

Eight Multiple Choice Questions based on Poetry, each carrying one mark

: 8 Marks

**Que. 4 :**

(a) Comprehension of an Unseen Passage

: 8 Marks

(b) Precis Writing

: 8 Marks

**Que. 5 :**

An essay of about 400 words to be attempted out of the five given topics.

: 16 Marks

**B) Internal Assessment —**

**20 Marks**

- |                      |   |          |
|----------------------|---|----------|
| (i) Class Test       | — | 10 Marks |
| (ii) Home Assignment | — | 10 Marks |

\*\*\*\*\*

**Appendix- C**

		<b>हिन्दी अनिवार्य</b>	
		<b>बी.कॉम. प्रथम वर्ष</b>	
		<b>प्रथम सत्र</b>	
समय - ३ घण्टे)			(पूर्णांक - ८०
पाठ्य पुस्तक - “ गुंजन ”	सम्पादक -	डॉ.अरुण घोसरे	
		- डॉ.तीर्थराज राय	
	प्रकाशक -	राघव पब्लिशर्स एंड डिस्ट्रिब्यूटर्स,नागपुर	
<b>पाठ्यपुस्तक का इकाईयों में अंक विभाजन एवं प्रश्नों का स्वरूप निम्नानुसार है -</b>			
इकाई एक	-	गद्य खण्ड - (प्रथम सात पाठों से)	
		अ) दीर्घोत्तरी प्रश्न (एक)	— (०८ अंक)
		ब) लघुत्तरी प्रश्न (चार)	— (१६ अंक)
इकाई दो	-	पद्य खण्ड - (प्रथम छः कविताओं से)	
		अ) दो कविताओं के केन्द्रीय भाव	— (१६ अंक)
इकाई तीन	-	व्यावहारिक भाषा एवं व्याकरण	
		१) संधि विग्रह (दो)	— (०२ अंक)
		२) शब्द शुद्धि (दो)	— (०२ अंक)
		३) एकार्थक शब्द (दो)	— (०२ अंक)
		४) अनेक शब्दों के लिए एक शब्द (दो)	— (०२ अंक)
		५) विराम चिन्ह (दो)	— (०२ अंक)
		६) हिन्दी के संख्यावाचक शब्दोंकी मानक वर्तनी (दो)—	(०२ अंक)
इकाई चार -	पत्र लेखन (एक)		— (०८ अंक)
		व्यावसायिक अथवा कार्यालयीन पत्र (शब्द सीमा लगभग १५० शब्द)	
इकाई पाँच -	वस्तुनिष्ठ प्रश्न		— (२० अंक)
		(प्रत्येक प्रश्न पर एक अंक)	

- सूचना - १. प्रथम चार इकाईयों से विकल्प के साथ प्रश्न पूछे जायेंगे ।  
 २. वस्तुनिष्ठ प्रश्न इकाई एक और दो से ही पूछे जायेंगे ।  
 ३. दीर्घोत्तरी प्रश्न का उत्तर लगभग ५० पंक्तियों में अपेक्षित है ।  
 ४. लघुत्तरी प्रश्न का उत्तर लगभग २५ पंक्तियों में अपेक्षित है ।  
 ५. जिन पाठों से दीर्घोत्तरी प्रश्न पूछे जायेंगे, उनमें से लघुत्तरी प्रश्न न पूछे जायें ।  
 ६. पत्र लेखन - शब्द सीमा लगभग १५० शब्द ।

**आन्तरिक मूल्यांकन - (२० अंक)**

- |    |                |   |          |
|----|----------------|---|----------|
| १. | गृहपाठ         | - | (१० अंक) |
| २. | इकाई मूल्यांकन | - | (१० अंक) |

**हिन्दी अनिवार्य**  
**बी.कॉम. प्रथम वर्ष**  
**द्वितीय सत्र**

समय - ३ घण्टे)			(पूर्णांक - ८०
पाठ्य पुस्तक - ठगुंजन	सम्पादक -	डॉ.अरुण घोसरे	
		- डॉ.तीर्थराज राय	
	प्रकाशक -	राघव पब्लिशर्स एंड डिस्ट्रिब्यूटर्स,नागपुर	
<b>पाठ्यपुस्तक का इकाईयों में अंक विभाजन एवं प्रश्नों का स्वरूप निम्नानुसार है -</b>			
इकाई एक	-	गद्य खण्ड - (पाठ आठ से चौदह तक)	
		अ) दीर्घोत्तरी प्रश्न (एक)	— (०८ अंक)
		ब) लघुत्तरी प्रश्न (चार)	— (१६ अंक)
इकाई दो	-	पद्य खण्ड - (सात से बारह कविताओं से)	
		अ) दो कविताओं के केन्द्रीय भाव	— (१६ अंक)
इकाई तीन	-	व्यावहारिक भाषा एवं व्याकरण	
		१) देवनागरी लिपि	— (०६ अंक)

(सामान्य परिचय, मानक वर्णमाला, विशेषताएँ, वर्तनी का मानक रूप)

२)	पदनाम (तीन)	—	(०३ अंक)
३)	परिभाषिक प्रशासनिक शब्दावली	—	(०३ अंक)

इकाई चार -	निबंध (एक : व्यावसायिक विषयों पर)	—	(०८ अंक)
इकाई पाँच -	वस्तुनिष्ठ प्रश्न (२०)	—	(२० अंक)
	(प्रत्येक प्रश्न पर एक अंक)		

- सूचना - १. प्रथम चार इकाईयों से विकल्प के साथ प्रश्न पूछे जायेंगे ।  
 २. वस्तुनिष्ठ प्रश्न इकाई एक और दो से ही पूछे जायेंगे ।  
 ३. दीर्घांतरी प्रश्न का उत्तर लगभग ५० पंक्तियों में अपेक्षित है ।  
 ४. लघूत्तरी प्रश्न का उत्तर लगभग २५ पंक्तियों में अपेक्षित है ।  
 ५. जिन पाठों से दीर्घांतरी प्रश्न पूछे जायेंगे, उनमें से लघूत्तरी प्रश्न न पुछे जायें ।  
 ६. निबंध लेखन - शब्द सीमा लगभग ५०० शब्द ।

आन्तरिक मूल्यांकन -	(२० अंक)		
	१. गृहपाठ	—	(१० अंक)
	२. इकाई मूल्यांकन	—	(१० अंक)

## Appendix- D

### वाणिज्य स्नातक भाग- १

(सत्र - १)

#### संस्कृत आवश्यक

पुस्तक : गीर्वाणसारथिः - भाग १ (प्रथम विभाग),  
 मुख्य संपादक - डॉ. भगवान पंडा,  
 सह संपादक - डॉ. रुपाली कविश्वर, अथर्व प्रकाशन, जळगाव

गुण - लेखी परीक्षा - ८०

अन्तर्गत मूल्यमापन - २०

एकूण गुण - १००

घटक - १ : गद्य पाठ १ व २	- १६ गुण
घटक - २ : गद्य पाठ ३ व ४	- १६ गुण
घटक - ३ : पद्य पाठ १ व २	- १६ गुण
घटक - ४ : पद्य पाठ ३ व ४	- १६ गुण
घटक - ५ : प्रश्नावली भाग १	- १६ गुण

#### प्रश्नपत्रिकेचे स्वरूप

लेखी परीक्षा - ८०

वेळ - ३ तास

पूर्ण गुण - ८०

प्रश्न १.(अ) ४ पैकी २ अनुवाद करा (५ ते ६ ओळींचे उतारे)	- १० गुण
(ब) दीर्घांतरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न २.(अ) ४ पैकी २ अनुवाद करा (५ ते ६ ओळींचे उतारे)	- १० गुण
(ब) दीर्घांतरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न ३.(अ) ४ पैकी २ श्लोकांचा अनुवाद करा (४ ओळींचे)	- १० गुण
(ब) दीर्घांतरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न ४.(अ) ४ पैकी २ श्लोकांचा अनुवाद करा (४ ओळींचे)	- १० गुण
(ब) दीर्घांतरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न ५. २० पैकी १६ वस्तुनिष्ठ प्रश्न	- १६ गुण

अन्तर्गत मूल्यमापन -

पूर्ण गुण - २०

१) स्वाध्याय	- १० गुण
२) मौखिक	- १० गुण

### वाणिज्य स्नातक भाग- १

(सत्र - २)

#### संस्कृत आवश्यक

पुस्तक : गीर्वाणसारथिः - भाग १ (द्वितीय विभाग)

मुख्य संपादक - डॉ. भगवान पंडा,

सह संपादक - डॉ. रुपाली कविश्वर, अथर्व प्रकाशन, जळगाव

गुण - लेखी परीक्षा - ८०

अन्तर्गत मूल्यमापन - २०

एकूण गुण - १००



घटक - १ : गद्य पाठ १ व २	- १६ गुण
घटक - २ : गद्य पाठ ३ व ४	- १६ गुण
घटक - ३ : पद्य पाठ १ व २	- १६ गुण
घटक - ४ : पद्य पाठ ३ व ४	- १६ गुण
घटक - ५ : प्रश्नावली भाग २	- १६ गुण

प्रश्नपत्रिकेचे स्वरूप

**लेखी परीक्षा**

- ८०

वेळ - ३ तास

पूर्ण गुण - ८०

प्रश्न १.(अ) ४ पैकी २ अनुवाद करा (५ ते ६ ओळींचे उतारे)	- १० गुण
(प्र) दीर्घोत्तरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न २.(अ) ४ पैकी २ अनुवाद करा (५ ते ६ ओळींचे उतारे)	- १० गुण
(प्र) दीर्घोत्तरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न ३.(अ) ४ पैकी २ श्लोकांचा अनुवाद करा (४ ओळींचे)	- १० गुण
(प्र) दीर्घोत्तरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न ४.(अ) ४ पैकी २ श्लोकांचा अनुवाद करा (४ ओळींचे)	- १० गुण
(प्र) दीर्घोत्तरी प्रश्न (दोन पैकी एक)	- ०६ गुण
प्रश्न ५. २० पैकी १६ वस्तुनिष्ठ प्रश्न	- १६ गुण

अन्तर्गत मूल्यमापन -

पूर्ण गुण - २०

१) स्वाध्याय	- १० गुण
२) मौखिक	- १० गुण

**गीर्वाणसारथि: (भाग - १)**

**अनुक्रमणिका**

**पहिलेसत्र**

**गद्य विभाग**

- १) सर्वधर्मपरिषदि विवेकानन्दः
- २) स्वामिभक्तिः
- ३) प्रतिमागृहवर्णनम्
- ४) लक्ष्मीमदः

**पद्य विभाग**

- १) कर्मयोगः
- २) हंसविलापः
- ३) दिलीपसिंहसंवादः
- ४) सुभाषितानि

प्रश्नावली भाग - १

**दुसरेसत्र**

**गद्य विभाग**

- १) वानरयूथकथा
- २) दिलीपभरतसंवादः
- ३) समस्यायाः परिहाराय....
- ४) विनयाधिकरणम्

**पद्य विभाग**

- १) अयं मे हस्तो भगवान्
- २) विदुरोपदेशः
- ३) वैद्यकीयसुभाषितानि
- ४) ऋद्धावतरणम्

प्रश्नावली भाग - २

**Appendix- E**

मराठी (आवश्यक) बी. कॉम. भाग-१

पुस्तकाचे नाव : अनुबंध भाग - १

संपादक : डॉ. अशोक नामदेव पळवेकर, डॉ. पंडित गोबरा राठोड, डॉ. अनंत सिरसाट

प्रकाशकाचे नाव : राघव पब्लिशर्स अॅण्ड डिस्ट्रिब्यूटर्स , नागपूर

सत्र - १

**अनुक्रमणिका**

**घटक : अ - वैचारिक**

- |                                  |   |                        |
|----------------------------------|---|------------------------|
| १) नवीन ग्रथांची आवश्यकता        | : | लोकहितवादी             |
| २) शेती सुधारण्याचे उपाय         | : | जोतीराव फुले           |
| ३) भारतीय लोकशाहीचे भवितव्य काय? | : | डॉ. बाबासाहेब आंबेडकर  |
| ४) भाषा आणि लोकजीवन              | : | डॉ. कुसुमावती देशपांडे |

**घटक : ब - ललित**

- |                   |   |                 |
|-------------------|---|-----------------|
| ५) वेणु           | : | बाबा पद्मनजी    |
| ६) इहलोकचा स्वर्ग | : | हरी नारायण आपटे |
| ७) सांजवात        | : | आनंदीबाई शिर्के |
| ८) युवा कोण?      | : | बाबा आमटे       |
| ९) कवितेचा जन्म   | : | बाबुराव बागूल   |
| १०) लाट           | : | हमीद दलवाई      |

**घटक : क - कविता**

- |                                   |   |                               |
|-----------------------------------|---|-------------------------------|
| १) संतवाणी                        | : | ज्ञानेश्वर / जनाबाई / तुकाराम |
| १०) स्वर्ग, पृथ्वी आणि मनुष्य     | : | केशवसुत                       |
| ११) धर्मांतर म्हणजे देशांतर नव्हे | : | लक्ष्मीबाई टिळक               |
| १२) हिरीताचं देणं घेनं            | : | बहिणाबाई चौधरी                |
| १३) शीगवाला                       | : | नारायण सुर्वे                 |
| १४) निरभ्र                        | : | तुळशीराम काजे                 |
| १५) मनातल्या मनात मी              | : | सुरेश भट                      |
| १६) वटहुकूम                       | : | श्रीपाद भालचंद्र जोशी.        |

**घटक : ड - उपयोजित लेखन**

- |                                     |   |            |
|-------------------------------------|---|------------|
| १) प्रसारमाध्यमांसाठी लेखन          | : | संतोष शेणई |
| २) अपठित उतारा - प्रश्नोत्तरे       | : |            |
| ३) सारांश लेखन - १/३ शब्दांत सारांश | : |            |

**मराठी (आवश्यक)**

**बी.कॉम. प्रथम वर्ष**

**प्रथम सत्र**

वेळ : ३ तास

एकूण गुण : ८०

सूक्ष्म वाचनाकरिता पाठ्यपुस्तक : अनुबंध भाग - १

प्रकाशकाचे नाव : राघव पब्लिशर्स अॅण्ड डिस्ट्रिब्यूटर्स, नागपूर, हे पुस्तक अभ्यासक्रमासाठी राहिल.

उपयोजित लेखन (प्रसारमाध्यमांसाठी लेखन आणि अपठित उतारा - प्रश्नोत्तरे व सारांश लेखन)

**प्रश्न विभागणी :**

- |   |   |                               |
|---|---|-------------------------------|
| प्रश्न :१) वैचारिक विभाग                            | : | दीर्घांतरी एक प्रश्न - १० गुण |
| प्रश्न :२) वैचारिक विभाग                            | : | लघूत्तरी एक प्रश्न - ०६ गुण   |
| प्रश्न :३) ललित विभाग                               | : | दीर्घांतरी एक प्रश्न - १० गुण |
| प्रश्न :४) ललित विभाग                               | : | लघूत्तरी एक प्रश्न - ०६ गुण   |
| प्रश्न :५) कविता विभाग                              | : | दीर्घांतरी एक प्रश्न - १० गुण |
| प्रश्न :६) कविता विभाग                              | : | लघूत्तरी एक प्रश्न - ०६ गुण   |
| प्रश्न :७) प्रसारमाध्यमांसाठी लेखन                  | : | दीर्घांतरी एक प्रश्न - १० गुण |
| प्रश्न :८) अपठित उतारा - प्रश्नोत्तरे व सारांश लेखन | : | लघूत्तरी एक प्रश्न - ०६ गुण   |

(वरील सर्व प्रश्नांना अंतर्गत पर्याय राहतील.)

प्रश्न :९) वस्तुनिष्ठ प्रश्न ( प्रत्येकी एक गुण) - १६ गुण

(पाठ्यपुस्तकातील विभाग अ,ब,क,ड यावर प्रत्येकी चार गुणांचे चार वस्तुनिष्ठ प्रश्न विचारले जातील.)

**अंतर्गत मूल्यमापन :**

- |                                 |   |             |
|---------------------------------|---|-------------|
| १)घटक चाचणी (Class Test)        | : | एक - १० गुण |
| २)स्वाध्याय (Home - Assignment) | : | एक - १० गुण |

मराठी (आवश्यक) बी. कॉम. - भाग - १

पुस्तकाचे नाव : अनुबंध भाग - १

संपादक : डॉ. अशोक नामदेव पळवेकर, डॉ. पंडित गोबरा राठोड, डॉ. अनंत सिरसाट

प्रकाशकाचे नाव : राघव पब्लिशर्स अॅण्ड डिस्ट्रिब्युटर्स , नागपूर

सत्र = २

**अनुक्रमणिका**

**घटक : अ - वैचारिक**

१) स्वातंत्र्य : संकल्पना आणि व्यवहार	:	डॉ. आ. ह. साळुंखे
२) प्रशासक नेता	:	प्रा. सुरेश व्दादशीवार
३) सारे युग वाट पाहाते आहे	:	डॉ. प्रल्हाद लुलेकर
४) ती मीच आहे !	:	मलाला

**घटक : ब - ललित**

५) गोदो	:	नामदेव कांबळे
६) अवधूत	:	रमेश अंधारे
७) दिंडी गेली पुढे	:	किशोर सानप
८) महालूट	:	सदानंद देशमुख
९) जन्मचिंतन	:	अनंत नानोटी
१०) पीळ	:	ऐश्वर्य पाटेकर

**घटक : क - कविता**

११) माय	:	स. ग. पाचपोळ
१२) सावज	:	नारायण कुळकर्णी कवठेकर
१३) अद्याप	:	प्रभा गणोरकर
१४) जखम	:	उषाकिरण आत्राम
१५) देणं	:	जयराम खेडेकर
१६) कबीर	:	लोकनाथ यशवंत
१७) ते आले, त्यानंतरची गोष्ट	:	प्रभू राजगडकर
१८) दरवेशी	:	अजीम नवाज राही
१९) यापुढे माझी लढाई	:	सिध्दार्थ भगत
२०) अभंग	:	वीरा राठोड

**घटक : ड - उपयोजित लेखन**

१) कार्यालयीन पत्रव्यवहार स्वरूप वैशिष्ट्ये आणि प्रकार	:	डॉ. कल्याणी दिवेकर
२) आशयलेखन व भाषांतर	:	

**मराठी (आवश्यक)**

**बी.कॉम. प्रथम वर्ष**

**द्वितीय सत्र**

वेळ : ३ तास

एकूण गुण : ८०

सूक्ष्म वाचनाकरिता पाठ्यपुस्तक : अनुबंध भाग - १

प्रकाशकाचे नाव : राघव पब्लिशर्स अॅण्ड डिस्ट्रिब्युटर्स, नागपूर, हे पुस्तक अभ्यासक्रमासाठी राहिल.

उपयोजित लेखन (कार्यालयीन पत्रव्यवहार : स्वरूप, वैशिष्ट्ये आणि प्रकार. तसेच आशयलेखन व भाषांतर)

**प्रश्न विभागणी :**

प्रश्न :१) वैचारिक विभाग	:	दीर्घांतरी एक प्रश्न - १० गुण
प्रश्न :२) वैचारिक विभाग	:	लघूत्तरी एक प्रश्न - ०६ गुण
प्रश्न :३) ललित विभाग	:	दीर्घांतरी एक प्रश्न - १० गुण
प्रश्न :४) ललित विभाग	:	लघूत्तरी एक प्रश्न - ०६ गुण
प्रश्न :५) कविता विभाग	:	दीर्घांतरी एक प्रश्न - १० गुण
प्रश्न :६) कविता विभाग	:	लघूत्तरी एक प्रश्न - ०६ गुण
प्रश्न :७) कार्यालयीन पत्रव्यवहार (स्वरूप, वैशिष्ट्ये आणि प्रकार)	:	दीर्घांतरी एक प्रश्न - १० गुण
प्रश्न :८) आशयलेखन व भाषांतर (वरील सर्व प्रश्नांना अंतर्गत पर्याय राहतील.)	:	लघूत्तरी एक प्रश्न - ०६ गुण
प्रश्न :९) वस्तुनिष्ठ प्रश्न ( प्रत्येकी एक गुण) (पाठ्यपुस्तकातील विभाग अ,ब,क,ड यावर प्रत्येकी चार गुणांचे चार वस्तुनिष्ठ प्रश्न विचारले जातील.)	:	- १६ गुण

**अंतर्गत मूल्यमापन :**

१) वर्ग चाचणी (Class Test)	:	एक - १० गुण
२) स्वाध्याय (Home - Assignment): एक	:	- १० गुण

**Appendix-F**

<p><b>B.Com. PART - I</b>  <b>URDU COMPULSORY</b>  <b>SEMESTTER - I</b></p>	<p><b>B.Com. PART - I</b>  <b>URDU COMPULSORY</b>  <b>SEMESTTER - II</b></p>
Time : Three Hours	Time : Three Hours
Max.Marks 80	Max. Marks 80
TEXT PRESCRIBED : SHUA - E ADAB ( Part - I )	TEXT PRESCRIBED : SHUA - E ADAB ( Part - I )
Edited by : Dr. Mohd. Samiullah, Dr. Roohina Tabassum	Edited by : Dr. Mohd. Samiullah, Dr. Roohina Tabassum
Published by: TAFSA Computers, Amravati.	Published by: TAFSA Computers, Amravati.
<b>UNITWISE DUSTRIBUTION OF MARKS</b>	<b>UNITWISE DUSTRIBUTION OF MARKS</b>
UNIT I : ( Prose ) The following ONE Lesson from Text	UNIT I : ( Prose ) The following TWO Lessons from Text
تاریخ	دیباکی پہلی جہد میں - سائنس کا گھر کھولو
There Shall be FOUR short Answer type Questions out of Six of 4 marks each	There Shall be FOUR short Answer type Questions out of Eight of 4 marks each
16	16
UNIT - II ( Prose ) The following ONE Lesson from Text	UNIT - II ( Prose ) The following ONE Lesson from Text
اردو ادب اور قومی یکجہتی	سلوٹو
There Shall be FOUR short Answer type Questions out of Six of 4 marks each	There Shall be FOUR short Answer type Questions out of Six of 4 marks each
16	16
UNIT III : ( Prose ) The following lessons from Text	UNIT III : ( Prose ) The following lessons from Text
ذرائع اطلاع کی اہمیت	صحافتی ذرائع اطلاع
There Shall be FOUR short Answer type Questions out of Six of 4 marks each	There Shall be FOUR short Answer type Questions out of Six of 4 marks each
16	16
UNIT IV : ( Prose ) The following lesson from Text	UNIT IV : ( Prose ) The following lesson from Text
اطلاع کے جدید طریقے	اطلاع کے تحریری طریقے
There Shall be FOUR Short Answer type Questions out of Six of 4 marks.	There Shall be FOUR Short Answer type Questions out of Six of 4 marks.
16	16
UNIT V : Communication Skill	UNIT V : Communication Skill
i) Aplication letters 8	i) Reporting of any function, events 8 marks
16	16
ii) Commercial letters 8	ii) An Essay on General Topic 8 marks

**Appendix- G**

पाली (आवश्यक)  
बी.कॉम. प्रथम वर्ष  
प्रथम सत्र

वेळ : ३ तास		गुण : ८०
गज्जो विभागो		
<b>Unit I :</b>		
जातक कथा	—	बकजातक सिलविमंसनजातक
		१६ गुण
<b>Unit II :</b>		
महावग्ग	—	धम्मचक्कपवत्तनसुत्त
खद्दकपाठ	—	सरणत्तय
		०८ गुण ०८ गुण
		१६ गुण
पज्जो विभागो		
<b>Unit III :</b>		
धम्मपद	—	यमकवग्गो अप्पमादवग्गो
		१६ गुण
<b>Unit IV :</b>		
थेरीगाथा	—	अम्बपाली थेरी पुण्णिका थेरी
		१६ गुण
<b>Unit V :</b>		
<b>व्याकरण</b>		
१) पाली वर्णमाला व वर्णपरिवर्तन		१६ गुण
२) काळ		
<b>अन्तर्गत मुल्यमापन</b>		
१) वर्ग चाचणी	: एक	१० गुण
२) स्वाध्याय	: गृहपाठ	१० गुण

पाली (आवश्यक)  
बी.कॉम. प्रथम वर्ष  
प्रथम सत्र

वेळ : ३ तास		गुण : ८०
<b>प्रश्न १</b>	अ,ब,क-गद्य पाठावरील मुळ पाली उतान्याचे तीन पैकी दोनचे मराठी भाषांतर करा.	१६ गुण
<b>प्रश्न २</b>	पद्य पाठावरील मुळ पाली गाथांचे चार पैकी दोन गाथांचे ससंदर्भ भाषांतर करा	१६ गुण
<b>प्रश्न ३</b>	(अ) गद्य पाठावरील दिर्घोत्तरी प्रश्न दोन पैकी एक सोडवा (ब) पद्य पाठावरील लघुत्तरी प्रश्न दोन पैकी एक सोडवा	१० गुण ०६ गुण
<b>प्रश्न ४</b>	खालील प्रश्नांची योग्य पर्याय निवडून उत्तरे लिहा (प्रत्येक प्रश्नाला एक गुण)	१६ गुण
<b>प्रश्न ५</b>	व्याकरण सोडवा	१६ गुण
	१) पाली वर्णमाला लिहा	
	२) स्वाध्याय	
<b>अन्तर्गत मुल्यमापन</b>		
१) वर्ग चाचणी		१० गुण
२) स्वाध्याय		१० गुण

पाठ्य ग्रंथ

“ बुध्दवाणी ”

संपादक - डॉ.रेखा जे. वानखडे  
प्रकाशक - सुगम प्रकाशन - ग्रीन पार्क कॉलनी, शंकर नगर, अमरावती.

पाली (आवश्यक)  
बी.कॉम. प्रथम वर्ष  
द्वितीय सत्र

वेळ : ३ तास

गुण : ८०

गज्जो विभागो

Unit I :

जातक कथा	—	गिज्जजातक कल्याणधम्मजातक	१६ गुण
----------	---	-----------------------------	--------

Unit II :

माज्झिम निकाय	—	पियजातिकसुत्त मखादेवसुत्त	१६ गुण
---------------	---	------------------------------	--------

पज्जो विभागो

Unit III :

धम्मपद	—	तन्हावग्गो बुध्दवग्गो	१६ गुण
--------	---	--------------------------	--------

Unit IV :

थेरीगाथा	—	सुनित थेर आनंद थेर	१६ गुण
----------	---	-----------------------	--------

Unit V : व्याकरण

१) सन्धि स्वर सन्धी, व्यंजन सन्धी			१६ गुण
२) क्रियापद भू, गम, पठ, चज, चर			

अन्तर्गत मुल्यमापन

१) वर्ग चाचणी			१० गुण
२) स्वाध्याय			१० गुण

पाली (आवश्यक)  
बी.कॉम. प्रथम वर्ष  
द्वितीय सत्र

वेळ : ३ तास

गुण : ८०

प्रश्न १	गद्य पाठावरील मुळ पाली उताऱ्याचे तीन पैकी दोनचे मराठी भाषांतर करा.	१६ गुण
प्रश्न २	पद्य पाठावरील मुळ पाली गाथांचे चार पैकी दोन गाथांचे ससंदर्भ भाषांतर करा	१६ गुण
प्रश्न ३	(अ) गद्य पाठावरील दिर्घोत्तरी प्रश्न दोन पैकी एक सोडवा (ब) पद्य पाठावरील लघुत्तरी प्रश्न दोन पैकी एक सोडवा	१० गुण ०६ गुण
प्रश्न ४	खालील प्रश्नांची योग्य पर्याय निवडून उत्तरे लिहा (प्रत्येक प्रश्नाला एक गुण)	१६ गुण
प्रश्न ५	व्याकरण सोडवा १) संधी विग्रह करा (कोणतेही चार) २) क्रियापद भू, गम, पठ, चज, चर	०८ गुण ०८ गुण
अन्तर्गत मुल्यमापन	१) घटक चाचणी २) स्वाध्याय	१० गुण १० गुण

पाठ्य ग्रंथ

“ बुध्दवाणी ”

संपादक - डॉ.रेखा जे. वानखडे

प्रकाशक - सुगम प्रकाशन - ग्रीन पार्क कॉलनी, शंकर नगर, अमरावती.

**B.Com. Part - I  
Semester – I**

**Appendix- H**

**COMPUTER FUNDAMENTAL AND OPERATING SYSTEM -I**

Time : 3 Hours

Theory : Marks 60

Practical: Marks 40

**Objective:** The objectives of this course are to impart basic knowledge about Computer, Word Processing.

**Unit-I**

**Fundamentals of Computer:** Introduction to Computer- Definition, Evolution, Characteristics, Generations, Types & Applications of Digital Computer.

**Unit-II**

**Computer Organization:** Block Diagram of Computer, Input Unit, Output Unit.

**CPU:** Memory Unit, Arithmetic Logic Unit, Control Unit.

**Computer Software:** Concept of Software and Hardware.

**Types of Software:** System Software, Application Software, and Firmware.

**Unit-III**

**Memory organization of Computer:**

**Primary Memory:** Concept, Types: RAM, SRAM, DRAM.

Read-Only Memory: PROM, EPROM, EEPROM.

**Secondary Memory:** Concept, Types: Hard Disk, Optical Disk, Pen Drive, Memory Card, Data Card, Blue Ray Disc.

**Unit-IV:**

**Input/Output Devices of Computer System:**

**Input Devices:** Keyboard, MICR, OCR, Bar Coding, Mouse.

**Output Devices:** Printers, Types of Printers: Dot Matrix Printer, Laser Printer, and Inkjet Printer.

Monitor: CRT, LCD, LED.

**Unit-V:**

**Word Processing Working with Text [MS-WORD 2007]:**

Concept of Word processing, MS-Word Screen Components, Working with Ribbon, Creating, Opening, Saving and Printing a Document.

**Formatting Document:** Paragraph Format, Aligning Text and Paragraph, Line Spacing, Bullets and Numbering, Border and Shading, Header & Footer, Multiple Columns, Change Case, Subscript, Superscript.

**BOOKS RECOMMENDED :**

1. Fundamentals of Computers –V. Rajarman(PHI)
2. Computer Fundamentals-B.Ram (WE)
3. Introduction to IBMPC & Applications-Taxali.
4. MS-OFFICE (PHI)
5. MS-OFFICE (BPB)
6. MS-OFFICE (TMH)
7. Yeats : Systems Analysis & Design ; Macmillan India, New Delhi.
8. Basics of Computer and Business Mathematics, By Dr. Rajiv Ashtikar, Dr. Santosh Sadar and Prof. Vilas Chopade : Payal Prakashan, Nagpur.
9. Computer Fundamentals & Operating System : Supriya Bhagade-Pimpalapur & Co. Pub.,Nagpur.
10. संगणक मूलतत्वे आणि चलन प्रणाली -Prof. S.M.Kolte, Pimpalapur & Co. Publishers, Nagpur.

**Practicals based on Microsoft Word 2007.**

**Note : B.Com. Sem. I & II Practical Batch will be of 20 students.**

**SCHEME**

Year	Paper	Total Marks		Min. Passing Marks	
		T	P	T	P
B.COM.Sem.I	Computer Fundamentals & Operating System-I	60	*40	24	16

**\*Division of Marks for Practical**

Record preparation	10 Marks
Practical	15 Marks
Discription	10 Marks
Viva	05 Marks

**TOTAL 40 Marks**

**(Use Answer Book for practical provided by the University)**

\*\*\*\*\*

**B.Com. Part - I**

**Semester – II**

**COMPUTER FUNDAMENTAL AND OPERATING SYSTEM -II**

Time : 3 Hours

Theory : Marks 60

Practical : Marks 40

**Objective:** The objectives of this course are to impart basic knowledge about Computer, MS-Word Processing 2007 and MS-PowerPoint 2007.

**Unit-I :Operating System:**

**Operating System Basics:** Introduction, Main Functions, Structure, Types of Operating System. Concepts of Popular Operating Systems: MS DOS, MS WINDOWS, MS Window NT, UNIX, LINUX, MACINTOSH.

**Window 7:** Introduction, Features, Types and Elements of Windows.

**Window Screen :** Desktop, Computer, Documents, Recycle Bin, Internet Explorer, Task Bar, Properties, Management of the Files & Folders.

**Unit-II :Operating System [Advance]:**

**Program and Features:** Installing and uninstalling various programs, Accessories.

**Functions of operating system-** Memory management, CPU Management, File Management, I/O Device Management, Data Management, Security.

**Unit-III :Modern communications (Concepts only):**

**Communications:** FAX, Voice mail, and information services; e- Mail, Group Communication: Tele conferencing, Video conferencing, File exchange; Bandwidth; Modem; Network Topologies: Network types LAN, MAN, WAN and their Architecture, Dial up access.

**Unit-IV :Word Processing working with Table and Graphics: [MS-WORD 2007]**

Working with Tables; Create, Add Rows & Columns, Convert Table to Text, Using Graphics & Objects; Insert Clip Arts, Links, Shapes, Text Box, WordArt, Drop Cap, Procedure and Application of Mail Merge

**Unit-V :PowerPoint Presentation:**

**Working with MS-PowerPoint 2007 :** Concept of Presentation, MS-PowerPoint Screen, Creating, Opening and Saving Presentations, Inserting Text, Clips & WordArt to Slides, Working with Different Slide Views, Background features, Gallery, Color Layout, Slide Effects, Slide Show and Printing.

**BOOKS RECOMMENDED :**

1. Fundamentals of Computers –V. Rajarman(PHI)
2. Computer Fundamentals-B.Ram (WE)
3. Introduction to IBMPC & Applications-Taxali.
4. MS-OFFICE (PHI)
5. MS-OFFICE (BPB)
6. MS-OFFICE (TMH)
7. Yeats : Systems Analysis & Design ; Macmillan India, New Delhi.
8. Basics of Computer and Business Mathematics, By Dr. Rajiv Ashtikar, Dr. Santosh Sadar and Prof. Vilas Chopade : Payal Prakashan, Nagpur.
9. Computer Fundamentals & Operating System : Supriya Bhagade-Pimpalpure & Co. Pub.,Nagpur.
10. संगणक मूलतत्त्वे आणि चलन प्रणाली -Prof. S.M.Kolte, Pimpalpure & Co. Publishers, Nagpur.

**Practicals based on Microsoft Word 2007 & Microsoft Power Point 2007**

**Note : B.Com. Sem. I & II Practical Batch will be of 20 students.**

**SCHEME**

Year	Paper	Total Marks		Min. Passing Marks	
		T	P	T	P
B.COM.Sem.I	Computer Fundamentals & Operating System-I	60	*40	24	16

**\*Division of Marks for Practical**

Record preparation	10 Marks
Practical	15 Marks
Discription	10 Marks
Viva	05 Marks

**TOTAL 40 Marks**

(Use Answer Book for practical provided by the University)



**B.Com. Part - I**  
**Semester – I**  
**PRINCIPLES OF ECONOMICS**

**Time : 3 Hours**

**Marks : 80**

**Unit-I : INTRODUCTION :**

- 1.1 Definition of Economics : Adam Smith, Marshall & Robbins.
- 1.2 Definition of J.K. Mehta, Amartya Sen & Mahanobis.
- 1.3 Economic Laws : Nature, Characteristics, Limitation & Importance.
- 1.4 Micro Economics-Meaning, Scope, Merits & Demerits, Importance.
- 1.5 Macro Economics-Meaning, Scope, Merits & Demerits, Importance.

**Unit-II : UTILITY APPROACH :**

- 2.1 Meaning and Definition.
- 2.2 Marginal diminishing Utility Theory.
- 2.3 Equi Marginal Utility Theory.
- 2.4 Demand : Meaning, Definition, Change in Demand.
- 2.5 Law of Demand & its Exceptions.

**Unit-III : ELASTICITY OF DEMAND :**

- 3.1 Concept and Types.
- 3.2 Measurements.
- 3.3 Determinants and Importance.
- 3.4 Indifference Curve : Meaning, Definition & Rate of Marginal Substitute. (MRS)
- 3.5 Characteristics of Indifference Curve.

**Unit-IV : PRODUCTION FUNCTION :**

- 4.1 Meaning and Definition.
- 4.2 Law of Variable proportion.
- 4.3 ISO quants : Concept & Characteristics.
- 4.4 Internal economies & diseconomies.
- 4.5 External economies & diseconomies.

**Unit-V : COST AND REVENUE :**

- 5.1 Meaning & Types of Cost.
- 5.2 Short run Cost Curve.
- 5.3 Long run Cost Curve.
- 5.4 Meaning & Types of revenue.
- 5.5 Total, Average & Marginal revenue Curve.

**BOOKS RECOMMENDED :**

1. Ahuja H.L. : Business Economics : S.Chand & Co.New Delhi.
2. Business Economics : Pimpalkar, Bapat, Joshi, Orient-Longmans.
3. Koustsoyianni A Modern Micro Economics:Macmillan New Delhi.
४. अर्थशास्त्राचे सिध्दांत – प्रा. जी.एन्.झामरे, पिंपळापूरे प्रकाशन.
५. व्यावसायिक अर्थशास्त्र – डॉ.रा.य.माहारे,अंशुल पब्लिकेशन, नागपूर.
६. अर्थशास्त्रके सिध्दांत – जोशी, सिंग, श्रीवास्तव, जयपूर.
७. आधुनिक सुक्ष्मअर्थशास्त्र – के.पी.एम्.सुंदरम्.
८. व्यवसायिक अर्थशास्त्र – प्रा.एच.आर.तिवारी, डॉ.के.के.पाटील, डॉ.प्री.प्री.तायवाडे आणि वाय.पी.सिंग - अद्वैत प्रकाशन, अकोला.
9. Business Economics : Dr.Sudhir Bodhankar, Dr, Medha Kanetkar, Shri Sainath Prakashan, Nagpur.
10. Business Economics : Dr. (Mrs.) Pushpa Tayade-Shree MangeshPrakashan, Ramdaspath, Nagpur-10.
11. Business Economics (English Edition) : Dr.G.N.Zamare-Pimpalapur & Co.Publishers, Nagpur.
१२. व्यावसायिक अर्थशास्त्र (मराठी आवृत्ती) :डॉ.जी.एन.झामरे-Pimpalapur & Co. Publishers, Nagpur.

**B.Com. Part - I**  
**Semester – II**  
**BUSINESS ECONOMICS**

Time : 3 Hours

Marks : 80

**Unit-I: BUSINESS AND MANEGERIAL ECONOMICS :**

- 1.1 Meaning and characteristics of Business Economics.
- 1.2 Meaning, Definition and characteristics managerial Economics.
- 1.3 Nature and Scope of Managerial Economics.
- 1.4 Objectives and Importance of managerial Economics.
- 1.5 Relation of manegerial Economics with Business Economics and Business Management.

**Unit-II: MARKET STRUCTURE :**

- 2.1 Meaning and classification of Markets.
- 2.2 Working of Price Mechanism.
- 2.3 Monopoly : Meaning and Characteristics.
- 2.4 Price determination under monopoly
- 2.5 Price discrimination under monopoly.

**Unit-III: MARKET STRUCTURE :**

- 3.1 Monopolistics competition : Meaning and Characteristics.
- 3.2 Price determination in monopolistic competition.
- 3.3 Oligopoly : Meaning and Characteristics.
- 3.4 Price determination under Oligopoly.
- 3.5 Perfect competition : Meaning, Characterstics and determination.

**Unit-IV: FACTORS PRICING :**

- 4.1 Nature of demand & supply of factors inputs.
- 4.2 Marginal productivity theory.
- 4.3 WAGES : Meaning & Types.
- 4.4 Determination of wages and Exploitation of Labour.
- 4.5 RENT : Concept, Ricardian and modern theories of Rent, Quasi Rent.

**Unit-V : FACTORS PRICING :**

- 5.1 INTEREST : Concept and time preference.
- 5.2 Loanable funds and Liquidity preference theory of Interest.
- 5.3 PROFIT : Meaning and Definition.
- 5.4 Dynamic & Risk bearing theory of Profit.
- 5.5 Innovation theory of Profit.

**BOOKS RECOMMENDED :**

1. Ahuja H.L. : Business Economics : S.Chand & Co.New Delhi.
2. Business Economics : Pimpalkar, Bapat, Joshi, Orient-Longmans.
3. Koustsoyianni A Modern Micro Economics:Macmillan New Delhi.
४. अर्थशास्त्राचे सिध्दांत – प्रा. जी.एन्.झामरे, पिंपळापूरे प्रकाशन.
५. व्यावसायिक अर्थशास्त्र – डॉ.रा.य.माहोरे,अंशुल पब्लीकेशन, नागपूर.
६. अर्थशास्त्रके सिध्दांत – जोशी, सिंग, श्रीवास्तव, जयपूर.
७. आधुनिक सुक्ष्मअर्थशास्त्र – के.पी.एम्.सुंदरम्.
८. व्यवसायिक अर्थशास्त्र – प्रा.एच.आर.तिवारी, डॉ.के.के.पाटील, डॉ.बी.बी.तायवाडे आणि वाय.पी.सिंग -अव्दैत प्रकाशन, अकोला.
9. Business Economics : Dr.Sudhir Bodhankar, Dr, Medha Kanetkar, Shri Sainath Prakashan, Nagpur.
10. Business Economics : Dr. (Mrs.) Pushpa T
11. ayade-Shree Mangesh Prakashan, Ramdaspeth, Nagpur-10.
12. Business Economics (English Edition) : Dr.G.N.Zamare-Pimpalpure & Co. Publishers, Nagpur.
१३. व्यावसायिक अर्थशास्त्र (मराठी आवृत्ती) :डॉ.जी.एन.झामरे-Pimpalpure & Co. Publishers, Nagpur.

**B.Com. Part - I  
Semester – I  
ADVANCED ACCOUNTANCY**

Time : 3 Hours

Marks : 80

**Objectives :** To impart basic Accounting Knowledge as applicable to business.

- Unit-I** 1.1 Meaning, definition, scope, need and development of Book keeping & Accounting. Objectives, principles Concepts and conventions of Accounting. Branch Accounts.
- 1.2 **Accounting Transactions :**  
Classification of Accounts, Rules of debit and credit, Journal & ledger, Rules regarding posting and balancing of ledger Account and Trial Balance.
- 1.3 **Rectification of errors :**  
Types of errors, Rectification entries and suspense Account.
- Unit-II** 2.1 **Sub- subsidiary Book :**  
Sub-sidiary Book, Purchases Book, Purchases Return Book, Sales Book, Sales Return Book.
- 2.2 **Cash Book :**  
Single column/Simple Cash Book, Double column Cash Book, Triple column Cash Book and petty Cash Book.
- Unit-III** Final Accounts of individual, Manufacturing Account, Trading Account, Profit & Loss Accounts, Balance Sheet with Adjustment.
- Unit-IV** 4.1 **Depreciation Methods :**  
Concepts of depreciation, Different methods of depreciation.
- Problem on :**
- I) Straight line Method.
- II) Reducing Balance Method.
- Unit-V** **Bank Reconciliation statement :**  
Meaning, Importance and need, Cause of difference between cash book and pass book. Preparation of all types of Bank Reconciliation statement.

**BOOKS RECOMMENDED**

- Anthony, R. N. and Reece, J. S. : Accounting Principles; Richard Irwin Inc.
- Gupta, R. L. and Radhaswamy, M : Financial Accounting; Sultanchand and Sons, New Delhi.
- Monga J. R. Ahuja Girish, and Sehgal Ashok : Financial Accounting; Mayur Paper Back, Noida.
- Shukla, M. C., Grewal T S., and Gupta, S. C. : Advanced Accounts; S. Chand & Co. New Delhi.
- Compendium of Statement and Standards of Accounting ; The Institute of Chartered Accountants of India, New Delhi.
- Agarwala A. N., Agarwala K. N. : Higher Sciences of Accountancy; Kitab Mahal, Allahabad. (Hindi and English)
- Ashok Banerjee : Financial Accounting; Excel Books, New Delhi-110028.
- N. Vinayakam, P.L. Mani, K.L. Nagarajan : Principles of Accountancy; Eurasia Publishing House (Pvt.) Ltd., New Delhi-110 055.
- R.R. Gupta : Advanced Accountancy.
- Jain, Narang (Kalyanipulli) : Advanced Accountancy.
- William Pickles : Accountancy.
- A. Mukherjee, M.Hanif : Modern Accountancy ; Tata McGraw Hill Publishing Co. Ltd.
- P.C. Tulsian : Accountancy; Tata McGraw Hill Publishing Co. Ltd.
- Monga, Gandhi, Kadu : Advanced Accounts; National Publishing House.
- S. Chakravorti : Advanced Accounting.
- Fundamentals of Accounting : R.L. Gupta & V.K. Gupta, Sultanchand & Sons.
- fundamentals of Accounting : T.P Ghosh, Sultanchand & Sons.
- Financial Accounting : Payal Prakashan, Nagpur.
- Financial Accounting : V.R. Mohota, Rashi publication, Arni, Distt. Yavatmal.

- Financial Accounting : Dr. Gajanan Patil, Dr. Shakil Sattar, Dr. Anil Bhawsar, Dr. Dattatraya Gujrathi-Das Ganu Prakashan, Nagpur.
- Financial Accounting : Dr. Kanetkar Medha, Dr. Baheti D.R. – Shri Sainath Prakashan, Nagpur.
- Financial Accounting : L.N. Chopde, D.H. Choudhary, Dr. Raju, L. Rathi, Sheth Publishers Pvt. Ltd, Mumbai-31.

### हिंदी

रूपराम गुप्त, विद्यासरन गुप्त : एडवांसड एकाउन्टेसी; आगरा बुक स्टोअर्स

डॉ. एस.एम.शुक्ला : अडव्हान्स अकौन्टन्सी.

सक्सेना, वैश्य : उच्च लेखाकर्म

डॉ.एम.पी.खंडेलवाल : उच्चतर लेखाकर्म.

ए.एन.अग्रवाल : उच्चतर लेखाविज्ञान.

जे.के.अग्रवाल : बृहत लेखाकर्म.

गुप्ता, अग्रवाल : एडवान्सड एकाउन्ट्स; एस.चान्द.

### मराठी

डॉ.शुक्ल, डोंगरे, मोहता : लेखा तत्व आणि व्यवहार; पिंपळपुरे अॅण्ड कं. पब्लिशर्स, नागपुर.

प्रा. अरविंद शेंडे, प्रा. अब्दुल बारी : वित्तिय लेखांकन भाग-१; अनुराधा प्रकाशन, नागपुर.

प्रा. अरविंद शेंडे, प्रा. अब्दुल बारी : आर्थिक लेखांकन भाग-१; अनुराधा प्रकाशन, नागपुर.

गजानन पाटील, भरत मेघे, विकास चोपडे : आर्थिक लेखांकन; दत्त सन्स, सदर, नागपुर.

प्रा.भ.नी. गर्गे, प्रा.वि.द. पेंढारकर, ज.अ. पाध्ये : उच्च लेखाकर्म; मंगेश प्रकाशन.

प्रा. लांजेवार, गुल्हाने, कडु : लेखाकर्म भाग-१; संगम प्रकाशन.

नाथ, लांजेवार, भागवत : उच्च लेखाकर्म भाग-१ : महाराष्ट्र राज्य ग्रंथ निर्मिती मंडळ.

प्रा.ए.एस. उखळकर : उच्च लेखाकर्म भाग-१; विद्या प्रकाशन.

रोडे, स्मार्थ, ढोन्बारे : प्रथम वर्ष जमाखर्च – खंड १; एस.चांद कं. लि.

\*\*\*\*\*

## Appendix- L

### **B.Com. Part - I Semester – II**

#### **FINANCIAL ACCOUNTING**

Time : 3 Hours

Marks : 80

**Objective :** To develop conceptual understanding of fundamentals of financial accounting system and to impart skills in accounting for various kinds of business transaction.

**Unit-I** Accounts of Non-trading Institutions

**Unit-II** Special Accounting Areas : Accounts of Co-operative societies.

**Unit-III** Accounting for Agriculture Farms.

**Unit-IV** Hire purchases & Instalment purchase Accounts.

**Unit-V** Insolvency Account of and Individuals : Law's of insolvency- Provisions for preferential creditors, Meaning of insolvency, Procedure of insolvency, Problems on Insolvency Accounts.

#### **BOOKS RECOMMENDED**

Anthony, R. N. and Reece, J. S. : Accounting Principles; Richard Irwin Inc.

Gupta, R. L. and Radhaswamy, M : Financial Accounting; Sultanchand and Sons, New Delhi.

Monga J. R. Ahuja Girish, and Sehgal Ashok : Financial Accounting; Mayur Paper Back, Noida.

Shukla, M. C., Grewal T S., and Gupta, S. C. : Advanced Accounts; S. Chand & Co. New Delhi.

Compendium of Statement and Standards of Accounting ; The Institute of Chartered Accountants of India, New Delhi.

Agarwala A. N., Agarwala K. N. : Higher Sciences of Accountancy; Kitab Mahal,

Allahabad. (Hindi and English)

Ashok Banerjee : Financial Accounting; Excel Books, New Delhi-110028.

N. Vinayakam, P.L. Mani, K.L. Nagarajan : Principles of Accountancy; Eurasia Publishing House (Pvt.) Ltd., New Delhi-110 055.

R.R. Gupta : Advanced Accountancy.

Jain, Narang (Kalyanipulli) : Advanced Accountancy.

William Pickles : Accountancy.

A. Mukherjee, M.Hanif : Modern Accountancy ; Tata McGraw Hill Publishing Co. Ltd.  
P.C. Tulsian : Accountancy; Tata McGraw Hill Publishing Co. Ltd.  
Monga, Gandhi, Kadu : Advanced Accounts; National Publishing House.  
S. Chakravorti : Advanced Accounting.  
Fundamentals of Accounting : R.L. Gupta & V.K. Gupta, Sultanchand & Sons.  
fundamentals of Accounting : T.P Ghosh, Sultanchand & Sons.  
Financial Accounting : Payal Prakashan, Nagpur.  
Financial Accounting : V.R. Mohota, Rashi publication, Arni, Distt. Yavatmal.  
Financial Accounting : Dr. Gajanan Patil, Dr. Shakil Sattar, Dr. Anil Bhawsar, Dr.  
Dattatraya Gujrathi-Das Ganu Prakashan, Nagpur.  
Financial Accounting : Dr. Kanetkar Medha, Dr. Baheti D.R. – Shri Sainath Prakashan,  
Nagpur.  
Financial Accounting : L.N. Chopde, D.H. Choudhary, Dr. Raju, L. Rathi, Sheth  
Publishers Pvt. Ltd, Mumbai-31

### हिंदी

रूपराम गुप्त, विद्यासरन गुप्त : एडवांस्ड एकाउन्टेसी; आगरा बुक स्टोअर्स  
डॉ. एस.एम.शुक्ला : अडव्हान्स अकौन्टन्सी.  
सक्सेना, वैश्य : उच्च लेखाकर्म  
डॉ.एम.पी.खंडेलवाल : उच्चतर लेखाकर्म.  
ए.एन.अग्रवाल : उच्चतर लेखाविज्ञान.  
जे.के.अग्रवाल : बृहत लेखाकर्म.  
गुप्ता, अग्रवाल : एडवान्सड एकाउन्ट्स; एस.चान्द.

### मराठी

डॉ.शुक्ल, डॉंगरे, मोहता : लेखा तत्व आणि व्यवहार; पिंपळापुरे अॅण्ड कं. पब्लिशर्स, नागपुर.  
प्रा. अरविंद शेंडे, प्रा. अब्दुल बारी : वित्तिय लेखांकन भाग-१; अनुराधा प्रकाशन, नागपुर.  
प्रा. अरविंद शेंडे, प्रा. अब्दुल बारी : आर्थिक लेखांकन भाग-१; अनुराधा प्रकाशन, नागपुर.  
गजानन पाटील, भरत मेघे, विकास चोपडे : आर्थिक लेखांकन; दत्त सन्स, सदर, नागपुर.  
प्रा.भ.नी. गर्गे, प्रा.वि.द. पेंढारकर, ज.अ. पाध्ये : उच्च लेखाकर्म; मंगेश प्रकाशन.  
प्रा. लांजेवार, गुल्हाने, कडु : लेखाकर्म भाग-१; संगम प्रकाशन.  
नाथ, लांजेवार, भागवत : उच्च लेखाकर्म भाग-१ : महाराष्ट्र राज्य ग्रंथ निर्मिती मंडळ.  
प्रा.ए.एस. उखळकर : उच्च लेखाकर्म भाग-१; विद्या प्राकाशन.  
रोडे, स्मार्थ, ढोन्बारे : प्रथम वर्ष जमाखर्च – खंड १; एस.चांद कं. लि.

\*\*\*\*\*

## Appendix- M

### B.Com. Part - I

#### Semester – I

#### PRINCIPLES OF BUSINESS ORGANIZATION

##### Unit – 1 Commerce and Industry

- 1.1 Commerce and Industry - Meaning, Scope and Evolution
- 1.2 Industrial Revolution- Its Effects
- 1.3 Emergence of Indian MNC
- 1.4 Recent Trends in Business World
- 1.5 Indian Business in New Millennium.

##### Unit – 2 Business

- 2.1 Business Sectors and Its Form
- 2.2 Forms of Business Organization
- 2.3 Unorganised Business-Mom and Pop Stores, Peddlers and Hawkers, Market Traders and Street Traders
- 2.4 E-Commerce and Online Trade
- 2.5 E- Tailers, Cashless Transaction

##### Unit 3 Merger and Acquisition

- 3.1 Mergers and Acquisition- Meaning and Mergers In India
- 3.2 Networking of Business
- 3.3 Franchising ,Dealership, Business Outlets
- 3.4 BPO's and KPO's
- 3.5 Patents , Trademarks, Copyrights

**Unit – 4 New Enterprises**

- 4.1 Decisions in Setting up Enterprises
- 4.2 Opportunity and Idea Generation
- 4.3 Role of Creativity And Innovation
- 4.4 Feasibility Study and Business Plan
- 4.5 Business Size and Location Decision

**Unit – 5 Trade In India**

- 5.1 Whole Sale and Retail Trade
- 5.2 Malls, Super Markets, Hypermarket
- 5.3 Stores-Speciality, Convenience, Departmental and Discount
- 5.4 Transport, Insurance, Communication and Other Services
- 5.5 Import – Export Trade Procedure

Reference :

1. **Organization: Text, Cases and Readings on the Management of Organizational Design and Change**, J.P.Kotter, L.A. Schlesinger and V. Sathe.
2. **Business Organization & Management**, Mr.Mahesh Chaudhary.
3. **Business Organization & Management**, Kaul V (Pearson Education 2012).
4. **Business Organization & Management**, Tulsian P and Pandey V (Pearson Education 2011).
5. **Business Environment**, Cherunilam F. (Himalaya Publishing House 2010).
6. **Business Sutra**, Pattanaik D. (Aleph Book Company 2013).
7. **Organizational Traps: Leadership, Culture, Organizational Design**, Chris A (Oxford University Press 2010).
8. **World Class in India**, Piramal G and Ghoshal S (Penguin India 2002).
9. **Business Maharajas**, Piramal G (Penguin India 2011).
10. **On Becoming a Leader**, Warren B., (Perseus Books Group 2009)

\*\*\*\*\*

**Appendix- N**

**B.Com. Part - I  
Semester – II**

**PRINCIPLES OF BUSINESS MANAGEMENT**

**Unit – 1 Management Concept**

- 1.1 Management-Concept, Meaning, Definition and Importance
- 1.2 Management Thought and Schools
- 1.3 Contribution of Fredrik Taylor
- 1.4 Contribution of Henry Fayol
- 1.5 Contribution of Elton Mayo

**Unit – 2 Planning**

- 2.1 Planning : Concept, Meaning and Definition.
- 2.2 Nature and Importance of Planning
- 2.3 Objectives of Planning
- 2.4 Forecasting and Planning
- 2.5 Planning Process.

**Unit – 3 Organizing**

- 3.1 Organization -Concept, Nature, Meaning and Importance
- 3.2 Principles of Organization.
- 3.3 Line Organization
- 3.4 Staff Organization
- 3.5 Departmentalization

**Unit – 4 Directing**

- 4.1 Directing- Concept, Meaning, Definition and Importance.
- 4.2 Nature of Direction
- 4.3 Advantages and Disadvantages
- 4.4 Motivations – Concept, Meaning and Importance
- 4.5 Coordination: - Meaning and Principle

**Unit – 5 Controlling**

- 5.1 Controlling-Concept, Meaning, Definition and Importance.
- 5.2 Advantages and Disadvantages
- 5.3 Technique of Controlling
- 5.4 Tool of Controlling
- 5.5 Process of Controlling.

Reference :

1. **MGMT: Principles of Management**, Chuck Williams, Cengage Learning,
2. **Boston** : Cengage Learning Cop. 2016
3. **Principles of Management 1st Edition**, Charles W.L. Hill (Author), Steven McShane.
4. **Principles of Management Paperback-2009**, Mason Carpenter (Author), Talya Bauer, Berrin Endogan

**NOTIFICATION**

No. 62/2017

Date : 29 June, 2017

**Subject : Implementation of Credit & Grade System to the course M.Com. Semester I to IV in the Faculty of Commerce & Management.**

It is notified for general information of all concerned that, the authorities of the University have accepted and decided to implement the Credit & Grade System to M.Com. Semester I to IV from the session 2017-2018 & onwards.

Sd/-  
Registrar  
Sant Gadge Baba Amravati University  
Amravati.

\*\*\*\*\*

**NOTIFICATION**

No. 63/2017

Date : 29 June, 2017

**Subject : Implementation of New Syllabi of Various Courses/Subjects as per semester and credit & Grade System in the Faculty of Commerce & Management from the session 2017-2018 & onwards.**

It is notified for general information of all concerned that, the authorities of the University has accepted Semester & Credit & Grade System syllabi of various Course/ Subjects of **B.B.A. Part-I, Semester-I & Semester - II** mentioned in column No.2 and which is to be implemented stagewise from the session 2017-2018 and onwards with appendices as shown in column No.3 of the following table.

**TABLE**

Sr.No.	Course / Subjects	Appendices of the new syllabi.
1	2	3
<b><u>B.B.A. Semester- I &amp; II</u></b>		
1.	<b>Business Communication</b>	The Syllabi prescribed for the subject Business Communication which is appended herewith as <b>Appendix - A</b>
2.	<b>Business Law</b>	The Syllabi prescribed for the subject Business Law which is appended herewith as <b>Appendix - B</b>
3.	<b>Business Environment</b>	The Syllabi prescribed for the subject Business Environment which is appended herewith as <b>Appendix - C</b>
4.	<b>Principles of Economics</b>	The Syllabi prescribed for the subject Principles of Economics which is appended herewith as <b>Appendix - D</b>
5.	<b>Financial Services</b>	The Syllabi prescribed for the subject Financial Services which is appended herewith as <b>Appendix - E</b>
6.	<b>Basic of Accounting</b>	The Syllabi prescribed for the subject Basic of Accounting which is appended herewith as <b>Appendix - F</b>
7.	<b>Business Mathematics &amp; Statistics</b>	The Syllabi prescribed for the subject Business Mathematics & Statistics which is appended herewith as <b>Appendix - G</b>
8.	<b>Fundamental of Accounting</b>	The Syllabi prescribed for the subject Fundamental of Accounting which is appended herewith as <b>Appendix - H</b>
9.	<b>Creativity and Innovation</b>	The Syllabi prescribed for the subject Creativity and Innovation which is appended herewith as <b>Appendix - I</b>
10.	<b>Principles of Business Management</b>	The Syllabi prescribed for the subject Principles of Business Management which is appended herewith as <b>Appendix - J</b>

Sd/-  
Registrar  
Sant Gadge Baba Amravati University  
Amravati.

**Appendix- A**

**B.B.A. Part – I  
Semester – I**

**102 Business Communication**

**Unit I : Business Communication**

- 1.1 Meaning, Definition, objectives and Importance of Business Communication
- 1.2 Principle of Effective Communication in Business
- 1.3 Types of Communication
- 1.4 Barriers of Business Communication & Its Measures

**Unit II : Business Correspondence**

- 2.1 Meaning, Importance, Layout of Business Letter
- 2.2 Do's and Don'ts of Business Correspondence Letter
- 2.3 Types of Business Letters. Enquiry Letters, Quotation Letters, Placing Orders, Inviting Tenders, Credit and Status Enquiry letters Complaint Letters and Circular Letters.

**Unit III : Employment Related Correspondence**

- 3.1 Importance, Structure & Drafting the Application Letter
- 3.2 Preparing the Resume
- 3.3 Letter of Appointment
- 3.4 Resignation & Job Refusal Letter
- 3.5 Job Acceptance/Consent Letter

**Unit IV: Soft Skills**

- 4.1 Meaning Elements and Importance of Soft Skills.
- 4.2 Grooming Manners and Etiquettes
- 4.3 Effective Speaking
- 4.4 Interview Skills
- 4.5 Group Discussion
- 4.6 Oral Presentation

**Unit V : Modern Technology in Business Communication**

- 5.1 Role of Information Technology in Business Communication
- 5.2 Advantages and Disadvantages
- 5.3 Word Processor, Internet, E-mail, Fax Video Conferencing, Tele-Conferencing
- 5.4 Overhead Projector, LCD

**Reference Book :**

- Raman S. & Swami R. Business Communications, Professional Publications Madras
- R.C. Sharma & Krishan Mohan, Business Correspondence & Report Writing. Tata McGraw Hill Delhi.
- Nandanwar K.P. Ninawe A.S. & Nandanwar S.P. Essential of Business Communication, Prashant Publication, Jalgaon.
- Kaul, Business Communication, Prentice Hall, New Delhi.
- Murphy & Peck, Effective Business Communications, Tata McGraw Hill, New Delhi.

\*\*\*\*\*

**Appendix- B**

**B.B.A. Part – I  
Semester – II**

**204 Business Law**

**Unit I :**

**Law of Contract 1872 :** Nature of Contract, Classification, Offer & Acceptance, Capacity of Parties of Contract, Free Consent. Legality of Object, Agreement Void, Performance of Contract Discharge of Contract Remedies of Breach of Contract.

**Unit II :**

**Sales of Good Act 1930 :** Formation of Contracts of Sales, Good & their Classification, Price, Conditions & Warranties, Transfer of Property in Goods, Performance of the Contract of Sales, Unpaid Seller & Jis Rights. Sales by Auction. Hire Purchases Agreement.

**Unit III :**

**Negotiable Instruments Act 1981 :** Definition of Negotiable Instruments, Gestures, Promissory Note, Bill of Exchange & Cheque- Holder & Holder in the Due Course, Crossing of Cheque, Types of Crossing Negotiation, Dishonour & Discharge of Negotiable Instrument.

**Unit IV :**

**Consumer Protection Act 1986 :** Salient Features, Definition of Consumer, Grevance Redressal / Machinery.

**Unit V :**

**Goods And Services Tax (GST) :** Introduction, Concept & Meaning of GST, Effects of GST, GST Legislation. Good & Service Tax Network, Migration of the existing Tax payers to GST Regime.

**Reference Books**

- R.S. Davar, P.M.& I.R. Vikas Publication, Delhi
- P.C. Tripathi, P.M.S. Chand & Sons, Delhi
- N.D. Kapoor, Industrial Law, S. Chand & Sons, Delhi
- Chandra P.R. Business Law, Golgotia, New Delhi
- S.C. Tripathi, Consumer Protection Act, Central Law Publication, Delhi.



**B.B.A. Part - I**

**Appendix- C**

**Semester – I**

**BUSINESS ENVIRONMENT**

**Unit I : INTRODUCTION**

- 1.1: Concept, Nature and Scope of Business.
- 1.2: Forms of Business Organizations.
- 1.3: Industry: Types of Industries, Industrial Sickness.
- 1.4: Business Environment : Concept, Meaning, Nature, Scope and Importance.
- 1.5: Components of Business Environment.

**Unit II: INDIAN BUSINESS ENVIRONMENT**

- 2.1: National Income : Meaning, Measurement and Inequality.
- 2.2: Consumption and Propensity to Consume.
- 2.3: Saving and Investment and their propensity.
- 2.4: Parallel Economy : Meaning, Causes, effects.
- 2.5: Concept & Meaning of Balance of Trade & Balance of Payment

**Unit III: TRENDS IN INDIAN ECONOMY**

- 3.1: LPG: Meaning and its impact on Indian Economy.
- 3.2: FDI : Meaning and its impact on Indian Economy.
- 3.3: Foreign Trade : Concept and Features.
- 3.4: Foreign Trade policy.
- 3.5: Trends in foreign trade of India.

**Unit IV : ROLE OF GOVERNMENT**

- 4.1: Foreign Trade and Economic Growth.
- 4.2: Problems Related to Business of developing Countries.
- 4.3: Role of finance in Business.
- 4.4: Make in India and Start Ups.
- 4.5: Entrepreneurship and skill development.

**Unit V : FOREIGN INSTITUTIONS:**

- 5.1: WTO : Introduction, Organisation, Functions, Significance.
- 5.2: IMF : Introduction, Organisation, Functions, Significance.
- 5.3: MNCs : Definition & Meaning, Merits, Demerits, Role of MNCs.
- 5.4: SEZ : Meaning, Role of SEZ in Economic Development.
- 5.5: Foreign collaboration – Meaning, Concept & forms.

**Book Recommended :-**

- 1) The International Business Environment ; Sundaran & Black. Prentice Hall, New Delhi.
- 2) Indian Economy ; Agrawal. A.N. - Vikas Publishing House, New Delhi.
- 3) Environment of Economics; Hedgelan-McMillan, Hampshire.
- 4) International Business ; Bhalla V.K & Shivaramu, New Delhi.
- 5) Indian Economy ; Dulf R, K Sundarama, S Chand, Delhi.
- 6) Global Business Management; Macmillan, New Delhi.
- 7) Environment of Economics; Oxford University Press, New Delhi.
- 8) Indian Economy ; Mishra S.K & Puri V.K, Himalaya Publishing House, New Delhi.
- ९) व्यवसाय पर्यावरण- डॉ. आत्माराम पळवनीकर
- १०) भारतीय नियोजन आणि आर्थिक विकास – डॉ. श्री. आ. देशपांडे, विद्या प्रकाशन नागपुर.

\*\*\*\*\*

**B.B.A. Part - I**

**Appendix- D**

**Semester – II**

**PRINCIPLES OF ECONOMICS**

**Unit I : INTRODUCTION**

- 1.1: Definition of Economics : Adam Smith, Marshall, Robbins, J.K. Mehta, Amratya Sen.
- 1.2: Economic Laws: Nature, Characteristics, Limitation, and Importance.
- 1.3: Micro Economics : Meaning, Scope, Importance and Limitations.
- 1.4: Macro Economics : Meaning, Scope, Importance and Limitations.
- 1.5: Basic Problems of Indian economy.

**Unit II : UTILITY APPROACH**

- 2.1: Utility : Meaning, Definition, Diminishing marginal utility Theory.
- 2.2: Demand: Meaning, Law of Demand, Change in Demand.
- 2.3: Indifference Curve: Concept and Characteristics.

- 2.4: Elasticity of Demand: Meaning , Concept , Types , Measurements.
- 2.5: Determinants and Importance of Elasticity of Demand.

**Unit III : COST AND REVENUE**

- 3.1: Cost : Meaning and Types of cost.
- 3.2: Cost Curves : Nature of cost curves in short run.
- 3.3: Nature of cost curves in long run.
- 3.4: Revenue : Total, Average and, Marginal Revenue , Revenue Curves.
- 3.5: Supply : Concept , Nature , Law of Supply.

**Unit IV : PRODUCTION**

- 4.1: Meaning and characteristics of factors of production.
- 4.2: ISO – Quants : Meaning and characteristics.
- 4.3: Law of variable proportion.
- 4.4: Market structure : Meaning , Types and characteristics.
- 4.5: Internal and External Economics and Diseconomies.

**Unit V : DISTRIBUTION**

- 5.1: Meaning of distribution and Theory of Marginal distribution.
- 5.2: Rent : Ricardian and Modern theory of Rent, Quasi Rent.
- 5.3: Wages : Meaning , Types , Determinants of wages.
- 5.4: Interest : Meaning , Types , Theories of Interest.
- 5.5: Profit : Meaning , Types , Theories of profit.

**Reference Books:**

- 1) Ahuja H.L : Business Economics : S.Chand & Co. New Delhi.
  - 2) Business Economics : Dr.G.N.Zamare Pimplapure & Co.publisher ,Nagpur.
  - 3) K.P.M.Sundharam : Micro Economics – S. Chand and Sons. E.N.Sundharam.
  - 4) M.L.Jhingam : Micro Economics Theory , Konark Publishers, Delhi.
  - 5) Misra Puri : Economics of Growth and Development – Himalaya, Bombay.
- Business Economics : Dr.Sudhir Bodhankar , Dr. Medha Kanetkar , Shri.Sainath Prakashan , Nagpur.

\*\*\*\*\*

**Appendix- E**

**B.B.A. Part - I  
Semester – II  
FINANCIAL SERVICES**

**Unit I : INTRODUCTION TO FINANCE**

- 1.1 : Meaning , Nature and scope of finance.
- 1.2 : An overview and significance of finance.
- 1.3 : Sources of finance.
- 1.4 : Kinds of finance.
- 1.5 : Role of finance in Indian Economy.

**Unit II : INTRODUCTION TO FINANCIAL SYSTEM**

- 2.1 : Concept , Meaning and Nature of financial system.
- 2.2 : Structure of financial system.
- 2.3 : Indian money market – concept , features , objectives and components.
- 2.4 : Indian capital market – concept , features , objectives and components.
- 2.5 : Role and current trends of Money Market and Capital market in Indian financial system.

**Unit III : INTRODUCTION TO FINANCE SERVICES.**

- 3.1 : Concept , Meaning , Nature and scope of financial services.
- 3.2 : Financial services – Features, objectives and significance to corporate sector.
- 3.3 : Financial services - Features , objectives to Industrial sector and significance.
- 3.4 : Financial services - Features , objectives and significance to Agriculture sector.
- 3.5 : Financial services - Features , objectives and significance to Micro sector.

**Unit IV : BANKING FINANCIAL SERVICES**

- 4.1 : Commercial Banking services – forms & significance.
- 4.2 : Investment services - forms , significance.
- 4.3 : Exchange services - forms , significance.
- 4.4 : Stock Market services operations , significance.
- 4.5 : Operational Instruments – ATM , Debit and credit card , E-Banking , Net Banking Mobile Banking , Cashless Operations.

**Unit V : OTHER FINANCIAL SERVICES**

- 5.1 : Underwriting and Brokeage of financial services.
- 5.2 : Inter – Mediation and Advisory services.
- 5.3 : Introduction to financial services to EXIM Trade.
- 5.4 : Management of Risk in financial services.
- 5.5 : Regulation of other financial services.

**Reference Books :**

- 1) Khan.M.Y. – Indian Financial System – Theory and Practice , Tata McGraw Hill New Delhi.
- 2) Bhalla.V.K.- Management of Financial Services, Anmol ,New Delhi 2001.
- 3) Ennew.C.Treror Watkins & Mike Wright – Marketing of Financial Services,Heinemann Professional Pub.1990.
- 4) Garden.E and K.Natrajan – Emerging scenario of financial services, Himalaya Publishing House.1997.
- 5) Report of currency & finance .
- 6) RBI : Bulletins.

**Appendix- F**

**B.B.A. Part - I  
Semester – II  
BASICS OF ACCOUNTING**

**Unit : I**

Introduction of Accounting , Meaning , Nature , Function and Usefulness , Accounting Concept and Conventions , Double Entry Accounting system , Accounting Standards, concept and Objectives, Branch of Accounting .

**Unit : II**

Journal Entry , Ladger, Trial Balance & Subsidiary Books., Rectification or error.

**Unit : III**

Final Accounts of sole Traders.

**Unit : IV**

Accounts of Joint Venture, Bill of Exchange and accommodation bill.

**Unit : V**

Depreciation: Accounting Straight line Method , Reducing Balance Method , Depreciation Fund Method , Annuity Method.

**Reference Books :**

- 1) J.R.Botliboi : Advanced Accountancy
- 2) R.R.Gupta : Advanced Accountancy
- 3) Shukla & Grewal : Advanced Accountancy
- 4) A.N.Agarwal : Higher Science of Accounting
- 5) R.L.Gupta, V.K.Gupta : Advanced Accounting

\*\*\*\*\*

**Appendix- G**

**B.B.A. Part - I  
Semester – I  
BUSINESS MATHEMATICS & STATISTICS**

**Unit : I**

1.1 : Natural Numbers , Integers HCF & LCM on two or more Integers.

Liner Equation in one and two Variables Method with application.

1.2 : Ratio, Proportion and percentage , Direct and inverse proportion.

1.3 : Mathematics of finance : Simple interst , Compound interst.

Concept of present value and amount a sum annuities , Types of annuities , present value and amount of an annuity including the case of continuous compounding.

**Unit : II**

Integration – Definite & indefinite Integral – Rules of integration substitutional integration by parts partial fraction complete square propertres of definite integral.

**Unit : III**

3.1 : Definitions of Statistics , Subject matter of statistics.

Statistical methods , Nature and limitations of statistics, Collection of statistical data, classification Tabulation and presentation of data.

3.2 : Measure of central Tendency , mean , mode , median.

**Unit : IV**

Measures of Dispersion and Skewness , Index Number.

**Unit : V**

Correlation Analysis , Grouping method and simple method.

**Reference Book :**

- 1) D.N.Elhance : Fundamental of Statistics
- 2) B.M.Asthana : Applied Statistics in India
- 3) S.S.Shrivastav : Introduction to Statistics
- 4) S.P.Gupta : Statistical Methods

\*\*\*\*\*

**Appendix- H**

**B.B.A. Part - I  
Semester – II  
FUNDAMENTALS OF ACCOUNTING**

**Unit : I**

Accounts of Non-trading concerns.

**Unit : II**

Accounts of Self Balancing Ledgers and single entry system.

**Unit : III**

Account of Hire purchases and instalment purchase system.

**Unit : IV**

Branch Accounting and Departmental Accounting.

**Unit : V**

Accounts of Insolvent Individuals.

**Reference Book :**

- 1) J.R.Botliboi : Advanced Accountancy
- 2) R.R.Gupta : Advanced Accountancy
- 3) Shukla & Grewal : Advanced Accountancy
- 4) A.N.Agarwal : Higher Science of Accounting
- 5) R.L.Gupta, V.K.Gupta : Advanced Accounting

\*\*\*\*\*

**Appendix- I**

**B.B.A. Part - I**

**Semester – I**

**CREATIVITY AND INNOVATION**

**Unit -1 Idea**

- 1.1 Idea – Concept, Meaning and Nature
- 1.2 Idea – Evaluation, Generalisation and Execution
- 1.3 Idea in Reality
- 1.4 Identification of Critical Issues
- 1.5 Solution of Critical Issues

**Unit – 2 Incubation**

- 2.1 Incubation – Concept, Meaning ,Nature and Importance
- 2.2 Facilitate Incubation
- 2.3 Incubation Process and Creativity
- 2.4 Facilitate Creativity and Innovation
- 2.5 Creativity in Organization

**Unit – 3 Creativity**

- 3.1 Climate for Creativity Meaning and Definition of creativity
- 3.2 Creating and Creative Environment
- 3.3 Keeping Creative People Creative
- 3.4 Creativity in Teams
- 3.5 Managing Creative Employee

**Unit – 4 Innovation**

- 4.1 Meaning, Definition and Importance
- 4.2 Climate for Innovation in Enterprise
- 4.3 Leading for Creativity and Innovation
- 4.4 Maturity Life Cycle
- 4.5 Competitive Advantage of Innovation

**Unit – 5 Renovation**

- 5.1 Meaning ,Definition, Role and Scope
- 5.2 Creativity to Innovation
- 5.3 Role of Champions in Renovation
- 5.4 Thinking Differently For Innovation
- 5.5 Communicating Innovation

**Reference :**

1. **The Act of Creation** by Arthur Koestler.
2. **Creativity in Product Innovation** by Jacob Goldenberg and David Mazursky.
3. **Creative Cognition : Theory, Research and Applications** by Ronald A. Finke, Thomas B. Ward and Steven M. Smith.
4. **The Creative Mind: Myths and Mechanisms** by Margaret A.Boden.
5. **Mastering the Dynamics of Innovation** by James M.Utterback.
6. **Think: Before It's Too Late** by Edward de Bono.
7. **The Progress Principle: Using Small Wins to Ignite Joy,Engagement and Creativity at Work**, Teresa Amabile and Steven Kramer.
8. **The Progress Principle: Using Small Wins to Ignite Joy,Engagement and Creativity at Work Hardcover- July 19, 2011**, Teresa Amabile, Steven Kramer.
9. **Motivation for Crative People: How to Stay Creative While Gaining Money, Fame, and Reputation** Kindle Editon, Mark McGuinness.

**B.B.A. Part - I**

**Semester – II**

**PRINCIPLES OF BUSINESS MANAGEMENT**

**Unit -1 Business Management**

- 1.1 Business Meaning Nature and Business Organization
- 1.2 Business Management :- Concept, Meaning, Nature and Management Process
- 1.3 Contribution of F.W. Taylor
- 1.4 Contribution of Henry Fayol
- 1.5 Contribution of Elton Mayo

**Unit - 2 Planning**

- 2.1 Planning- Meaning, Nature ,and Importance
- 2.2 Types of Planning
- 2.3 Planning Procedure
- 2.4 Planning Policies
- 2.5 Strategic Planning

**Unit – 3 Organizing**

- 3.1 Organization- Meaning, Nature and Scope
- 3.2 Organization and Structure
- 3.3 Horizontal Organization
- 3.4 Vertical Organization
- 3.5 Line and Staff Organization

**Unit – 4 Directing**

- 4.1 Direction- Meaning, Nature, Scope and Importance
- 4.2 Principles of Direction
- 4.3 Forms of Direction
- 4.4 Direction Mechanism
- 4.5 Direction- Horizontal and vertical

**Unit – 5 Controlling**

- 5.1 Control- Concept, Meaning, Nature and Role
- 5.2 Process of Control
- 5.3 Techniques of Control
- 5.4 Effective Control System
- 5.5 Control Mechanism

\*\*\*\*\*