Veer Narmad South Gujarat University
DSCC - 1: <u>Principles of Management</u>

First Year BBA (Semester-1) **With Effect from AY 2023-24**

Course	**Discipline Specific Core Courses / Major Course**
Course Title	**<u>Principles of Management</u>**
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2023
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	● to provide an understanding of basic concepts and principles of management
Course Objective	● To make students familiar with fundamental principles of management. ● To acquaint students with various functional areas of management ● Describe the various forms of structure available to an organization.
Course Outcome	The students will be able to ● Understand evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization. ● To achieve professional competence, managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization. ● Integrate between different types of planning ● Apply how to build organizational chart ● Evaluate process for organizational control
Course Content	
Unit 1 Nature and Scope of Management (25%) Definitions of Management, Conceptual understanding of management, Features/Characteristics, Roles of Managers, Management: Science, Art or both, Universality of Management, Management as a profession, Code of conduct suggested by AIMA, Management thoughts: Empirical Approach, Fredrick Taylor's Scientific Management, Henry Fayol's Administrative Management, Social System Approach, Decision Theory Approach, System's Approach, Contingency Approach	

Unit 2: **Planning & Decision Making** **(25%)** ● **Planning**: Concept, Definitions, Process, Characteristics, Types of planning – (Corporate, Functional, Strategic, Tactical, Long Term, Short Term, Proactive, Reactive, Formal & Informal), Premises (Controllable – Uncontrollable, Internal – External, Tangible – Intangible), Significance, Limitations, ● **Decision Making**: Concept, Definitions, Process, Individual vs. Group Decision Making.
Unit 3: **Organising & Staffing** **(25%)** ● Concept, Definitions, Process of Organising, Principles, Organisational Structures (Line, Line & Staff, Matrix, Committee) & its features, merits and demerits, Departmentation & its various bases, Centralisation and Decentralisation (Benefits and Limitations), Formal vs. Informal Organisations, Delegation of Authority: Meaning, Definition, Process, principles, Blocks to effective delegation. **Staffing**: Definition, Features, Difference between Recruitment and Selection, Sources of Recruitment
Unit 4: **Coordination and Control** **(25%)** ● **Coordination**: Meaning, Definition, Types, Need, Techniques. ● **Direction**: Meaning, Definition, Features, Principles. ● **Control**: Meaning, Definitions, Process, Reasons for Resistance to control, Methods: TQM, Kaizen, Six Sigma, Benchmarking, Responsibility Accounting.

<u>Suggested Readings</u>:

1. Principles of Management; L.M.Prasad; Sultan Chand and Sons,Latest Edition

2. Management: VSP Rao, Excel Publications

3. Management - Concept, Practice and Cases; Karminder Ghuman and K. Aswathapa; Tata McGraw Hill; Latest Edition

4. Principles of Business Management; Gupta, Sharma and Bhalla; Kalyani Publications; Latest Edition

5. Management: Harold Koontz , Tata McGraw Hill

VEER NARMAD SOUTH GUJARAT UNIVERSITY

DSCC-2 – Accounting for Managers

First Year BBA (Semester – 1) **With Effect from AY 2023-24**

Course	**Discipline Specific Core Course / Major**
Course Title	**Accounting for Managers**
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2023
Minimum weeks / Semester	15 (Lectures, Numerical Examples, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	● To acquaint students with the concepts of Double entry book keeping system and Financial Accounting. ● To acquaint Students with concepts of Management and Cost Accounting useful for Managerial Decision Making.
Course Objective	● To provide conceptual knowledge about Book keeping and Financial Accounting. ● To acquaint the students with the concept of Management Accountancy ● To develop the ability to evaluate and use accounting data to aid in decision making for management as a whole.
Course Outcome	The students will be able to ● Understand Financial Accounting and Develop skill for book keeping activity ● Evaluate techniques in preparing the final accounts of firms and companies for the users of accounting information. ● Prepare cost sheet and Stock Register ● Analyze the complexities associated with financial statements in common language to make financial decisions and Interpret the financial statements for Managerial uses. ● Prepare the budgets for financial planning. ● Evaluate cost information for Profit and Break Even Planning.
COURSE CONTENT	
Unit 1: Introduction of Financial, Cost and Management Accounting **(10%)** Definition of Financial, Cost and Management Accounting, Advantages and Limitations of Financial, Cost and Management Accounting, Differences between Management Accounting with financial and cost accounting.	
Unit 2: Concepts of Financial and Cost Accounting **(35%)** Accounting cycle, Double Entry Book Keeping System: Preparation of Journal and Subsidiary Books (Purchase Book, Sales Book, Purchase Return Book, Sales Return Book & Three Columnar Cash Book) (Numeric), Ledger (Brief concept), Trial Balance (Brief concept), Financial Statements of Company as per company act 2013. (only format), Stock Register (Numeric based on First In First Out Method, Last In First Out Method, Weighted Average Method)	
Unit 3: Analysis of Financial Statements **(20%)**	

Techniques of Financial Statement Analysis, (Calculation of ratios from the given financial statement as per Company Act 2013) **Liquidity and solvency ratio:** current ratio, liquid ratio, proprietary ratio, debt-equity ratio **Profitability ratios:** gross profit ratio, net profit ratio, operating profit ratio, return on capital employed ratio, return on equity shareholder's fund, **Efficiency ratios:** stock turnover ratio, debtors ratio, creditors ratio, operating ratio.
Unit 4: Budget and Budgetary Control (20%) Meaning of Budget and Budgetary Control, Preparation of Cash Budget (Numeric), Zero Base Budgeting.
Unit 5: Cost Volume Profit Analysis (15%) Meaning and Significance of Marginal Costing, Break Even Analysis, Numeric based on Contribution, Profit Volume Ratio, Break Even Point, Margin of Safety.

<u>Suggested Readings</u>:

1. T. S. Grewal, Introduction of Accounting, Sultan Chand & Co.
2. Rupam Gupta, Principles of Accounting, Sultan Chang &Co.
3. Hanif and Mukharjee, Modern Accounting, Tata McGrew Hill
4. S.N.Maheshwari, Introduction to Accountancy,Vikas Publishing House Pvt.Ltd.
5. M. N. Arora, Cost and Management Accounting, Himalaya Publication House.
6. Ravi M. Kishore, Cost and Management Accounting, Taxmann Publication.
7. R. S. N. Pillai, Management Accounting, Sultan & Chand.
8. N. Vinayakan and G. B. Gupta, Management Accounting.
9. S. N. MaheshwarGrewal, Cost and Management Accounting.
10. Khan and Jain, Management Accounting.

Veer Narmad South Gujarat University

OEC -1 Business Communication

First Year BBA (Semester -1) **With Effect from AY 2023-24**

Objectives of the course:

- To the teach the students the art of the business correspondence
- To develop written communication skills among students

Pedagogy:

- For Written skills: Lectures, Presentations, Learning Videos, Dictation, Writing practices, Audio- Visual materials
- For Soft skills : Role plays, Group discussion, Group activity, Practical Assignments, Brainstorming, Audio- Video materials

Course Content

Unit -1 Understanding Communication (Theory) (25%)

Definition of Communication, Process of Communication, Different forms of Communication (Verbal, Non-verbal, Intrapersonal, Interpersonal, Mass communication, and Media Communication, Flow of Communication (Horizontal, Vertical {Upward & Downward}, Diagonal/Crosswise, and Grapevine), 7 C's of Effective communication, Barriers to effective communication and overcoming barriers.

Unit 2 - Office Correspondence (Application based) (25%)

Business Letters: What are they? Format of Business Letter, Types of Business Letter: Inquiry letter and its reply, Order letter and its reply, Sales letter, Quotation letter and Grievance letter, Goodwill letters (Congratulatory letter, Sympathy letter and Condolence Letter).

Managing Meetings : Notice, Circular, Agenda of the meeting, Minutes of the meeting.

Unit -3 Technical Writing(Application based) (25%)

- Formal E-mail writing.
- Power Point Presentation with slides.
- Short Formal Reports.

Unit -4 Employment Correspondence (Application based) (25%)

Resume / C.V. with cover letter.

Recruitment related correspondence:

Drafting advertisement for employment, Job offer letter, Appointment letter, Resignation letter.

Suggested Readings

1. Rajendra Pal and J.S. Korlahalli. Essentials of Business Communication. Sultan Chand 4 Sons,2004.
2. Asha Kaul. Effective Business Communication. New Delhi: Prentice-HallofIndia,2001
3. Business Communication: Lesikar, TATA McGraw Hill Publication
4. Basic Communication Skills for Empowering the Internet Generation: Lesikar, Tata McGraw Hill Publications. |
5. R. Intermediate English Grammar. New Delhi: Cambridge University: Murphy: Indian Reprint.
6. Professional Communication: Aruna Koneru, McGraw Hill
7. Business Communication Strategies: Mathukutty Monipally, Tata McGraw Hill
8. Communication Skills : Sanjay Kumar and Pushp Lata : Oxford : Second Edition

Veer Narmad South Gujarat University
MDC (Multidisciplinary Course): Fundamentals of Economics

First Year BBA (Semester-1) With Effect from AY 2023-24

Course	**Multidisciplinary Course (MDC)**
Course Title	**Fundamentals of Economics**
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2023
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	To acquaint the students with Fundamentals of economics for Managing the concern.
Course Objective	● To know the basic elements of economics. ● To identify various market structures relevant for commercial transactions and their impact on business decision ● To illustrate what elements are considered while policy and decision making at the strategic level ● To analyze operations of markets under varying competitive conditions and make optimal business decisions.
Course Outcome	The students will be able to ● To understand and identify the economic variables in general business atmosphere. ● To perceive the knowledge about Economics at Micro level and various economic concepts such as Opportunity cost, Marginal Concepts, Demand Function etc ● To expose basic concept of National income, methods to measure national Income and circular flow of Economy Model. ● Understand concept of money supply and its major determinants
Course Content	
Unit 1: Nature & Scope of Economics (20%) ● Meaning of Economic problem ● Early definitions (Wealth, Welfare, Scarcity, Growth) ● Micro and Macroeconomics (Definition, Importance and Limitations)	

- Economics as a positive or normative science
- Scope of Economics

Unit 2: Demand analysis and Supply

(25%)

- Meaning, Individual demand & Market demand, Demand Schedule, Demand Curve, Reasons for downward sloping demand curve, Determinants of demand, Law of demand (Assumptions, Function, Exceptions to the law of demand), Types of demand, Types of demand – Price Demand, Income Demand & Cross Demand; Demand Distinctions: Demand for consumers goods and producers' goods, short run demand and long run demand, Industry demand and firm demand.

- **Demand Elasticity**: Meaning, Definition, Price, Income and Cross Elasticity (Meaning, equations and Factors affecting)

- **Demand Forecasting**: Meaning, its significance, methods of demands forecasting, criteria of a good forecasting method
- **Supply Analysis**: Meaning, the determinants of supply, the law of supply, exceptions to the law of supply.

Unit 3: Cost & Revenue Analysis

(25%)

- **Cost Analysis**:

✓ Three concepts of the term 'cost' - real cost, opportunity cost, money cost.

✓ Types of costs: total cost - fixed cost - average fixed cost - variable cost – total variable cost - Average total cost – marginal cost.

✓ Behaviour of short run average cost curves, 'U' shaped cost curve, Relationship between marginal cost and average cost.

✓ **Revenue Analysis**: Total revenue, Average revenue, Marginal revenue, Revenue Curves.

Unit 4: National Income and Money Supply

(30%)

- **National Income**: Meaning & Definitions
- **Basic Concept of national income**:

  ✓ Gross National Product (GNP)

- ✓ Gross Domestic Product (GDP)
- ✓ Net National Product (NNP)
- ✓ Personal Income (PI)
- ✓ Disposable Income (DI)

- **Methods of measuring national income**:
  - ✓ Census of Product method or Output method or commodity service method
  - ✓ Census of Income method or Factor cost method
  - ✓ Census of Expenditure method or Total outlay method
- **Circular Flow of Economy Model**: Four Sector Model
- **Money Supply**:
  - ✓ Definition of Money
  - ✓ Money & Near Money
  - ✓ Functions of Money
  - ✓ Components of Money supply
  - ✓ Determinants of Money supply

Suggested Readings:

1. Modern Micro economics: Theory & Application- H.L.Ahuja, Publisher Sultan Chand.
2. Advanced Micro economics Theory- M.J.Kennedy , Himalaya Publishing House.
3. Principles of Economics-Prem Bhutani ,Taxmann Allied Services (P)Ltd.
4. Economics-Paul Samuelson William Nordhaus , Tata MacGraw-Hill.
5. Introduction to Positive Economics-Richard Lipsey , Oxford University press.
6. Principles of Economics - D. M. Mithani, Himalaya Publishing House.
7. Introduction to Economics - Stephan Dobson, MAC MILLAN.
8. Managerial Economics-Analysis, Problems and Cases -P.L.Mehta Sultan Chand & sons.
9. Essentials of Managerial Economics- P.N. Reddy, Himalaya Publishing House.
10. Business Economics - H. L. Ahuja, Sultan Chand.
11. Indian Economy - S. K. Misra, V. K. Puri, Himalaya Publishing House.
12. Economics, the ICFAI University.
13. Principles of Economics - M. L. Seth.
14. Principles of Economics - N. Gregory MANKIW, Thomson South Western.

ગુજરાતી વિષયનો અભ્યાસક્રમ

સેમેસ્ટર -૧

વર્ષ ૨૦૨૩-૨૦૨૪,૨૦૨૪ -૨૦૨૫, ૨૦૨૫ -૨૦૨૬

ABILITY ENHANCEMENT COURSE IN GUJARATI - 001

ગુજરાતી ભાષા સામર્થ્ય અને જીવન કૌશલ્ય -001 (02 Credit)

હેતુ અને પ્રયોજન : આ પ્રશ્નપત્રનાં અભ્યાસથી વિદ્યાર્થીઓ ભાષા શીખે, સાચી રીતે લખે અને સર્વાંગી વ્યક્તિત્વ વિકાસ થાય.

એકમ -૧. કક્કો બારાખડી સમજાવી કોશ જોતા શીખવવું

(અ) સમાનાર્થી શબ્દો

(બ) વિરુદ્ધાર્થી શબ્દો

(ક) શબ્દ એક અર્થ અનેક

(ડ) અર્થ એક શબ્દ અનેક

એકમ -૨. નામ , સર્વનામ

એકમ -૩. વિરામચિહ્ન, કહેવતો અને રૂઢિપ્રયોગો અર્થ આપી વાક્યમાં વાપરો.

એકમ- ૪. વિચાર વિસ્તાર , મુદ્દા પરથી વાર્તા , ફકરો આપીને પ્રશ્નો

સંદર્ભ ગ્રંથ :

૧. ગુજરાતી સાર્થ જોડણીકોશ , નવજીવન પ્રકાશન, ગૂજરાત વિદ્યાપીઠ , અમદાવાદ.

૨. રૂઢિપ્રયોગ અને કહેવત સંગ્રહ – ભાષા નિયામકની કચેરી ગુજરાત રાજ્ય ,ગાંધીનગર

૩. ભગવદ્ ગો- મંડળ (ભાગ-૧ થી ૯) સં.: મહારાજા ભગવતસિંહ,પ્રવીણ પુસ્તક ભંડાર, રાજકોટ

૪. ગુજરાતી વ્યાવહારિક વ્યાકરણ – અરવિંદ ભાંડારી, પિંકી પંડ્યા, અરુણોદય પ્રકાશન, અમદાવાદ

૫. ગુજરાતી શબ્દાર્થકોશ – યોગેન્દ્ર વ્યાસ, અરવિંદ ભાંડારી, અરુણોદય પ્રકાશન, અમદાવાદ

૬. સાહિત્યાયન - બાબુ દાવલપુરા, પાર્શ્વ પબ્લિકેશન, અમદાવાદ

૭. ગુજરાતી વ્યાકરણ પરિચય - ડૉ.બી.સી.રાઠોડ,ડૉ.પ્રતિભા શાહ, અક્ષર પબ્લિકેશન, અમદાવાદ

૮. વ્યાકરણવિમર્શ –ઊર્મિ ઘનશ્યામ દેસાઈ , યુનિ.ગ્રંથ નિ.બોર્ડ, અમદાવાદ.

પરિશિષ્ટ-1

वीर नर्मद दक्षिण गुजरात विश्वविद्यालय, सुरत

हिंदी भाषा-कौशल

सेमेस्टर-1

(2023-2024, 2024-2025 एवम् 2025-2026 के शैक्षिक वर्षों के लिए)

प्रश्नपत्र-1 हिंदी भाषा सामर्थ्य और जीवन कौशल (Hindi Proficiency & Life Skills)

Ability Enhancement Courses-01 (Credits 02) (Total Marks-50)

अध्ययन के लिए निर्धारित क्षेत्र-

इकाई-1 वर्णमाला-स्वर और व्यंजन का परिचय देते हुए शब्द-कोश का उपयोग।
शब्द-ज्ञान-पर्याय, विलोम, अनेकार्थी, समश्रुत शब्दों का परिचय
कहावत-मुहावरे-लोकोक्ति का परिचय।

इकाई-2 संज्ञा और सर्वनाम का सामान्य परिचय।

इकाई-3 विरामचिह्न, कहावत और मुहावरों का वाक्य में प्रयोग।

इकाई-4 भाव-पल्लवन, मुद्दों के आधार पर कहानी-लेखन, किसी विषय पर संक्षेप में निबंध-लेखन।

अंक- विभाजन-

प्रश्न 1. इकाई 1,2 और 3 से पाँच (आठ में से) बहुविकल्पी प्रश्न (5 x 2=10 अंक)

प्रश्न 2 और 3. इकाई 1 और 2 से एक – एक आलोचनात्मक प्रश्न (13 x 2 = 26 अंक)

प्रश्न 4. इकाई 3 से सात संक्षिप्तप्रश्न (07 x 1 = 07 अंक) और इकाई 4 से पल्लवन, कहानी अथवा निबंध-लेखन

पर आधारित एक प्रश्न (07 x 1 = 07 अंक)

सहायक ग्रंथः

એકેડેમિક કાઉન્સિલ તા. 15-06-2024
બાબત ૧8 બિડાણ/પરિશિષ્ટ 16

Veer Narmad South Gujarat University Surat
Year:2024-25
Course: Bharatiya Knowledge Systems –an Introduction Semester: 1
Credits: 2, Hours: 40

યુનિટ	વિષય
૧	➢ ભારતનાં સ્વ નો સાક્ષાત્કાર . ➢ ગૌરવશાળી ભારત અને તેની જ્ઞાનપરંપરા. ➢ ભારતીય સંસ્કૃતિ અને જ્ઞાન પરંપરાનો વિશ્વસંચાર. ➢ ભારતનું વિશ્વને યોગદાન અને ભારતનાં વિજ્ઞાનની ઉજવળ પરંપરા.
૨	➢ ભારતીય વિચારનું વૈશિષ્ટ અને જીવનદૃષ્ટિ . ➢ ભારતીય જ્ઞાન પરંપરાની પ્રમુખ વિભાવનાઓ. ▪ પુનર્જન્મ ,કર્મનો સિદ્ધાંત ,સુખની અવધારનાં. ➢ ભારતીય જ્ઞાન પરંપરામાં સામાજીક દૃષ્ટિ. ▪ સહઅસ્તિત્વ ,ઉપાસનાનું વૈવિધ્ય ,પ્રકૃતિ અંગેના વિચાર. વસુધૈવ કુટુંબકમની વિભાવનાં અને‘ સર્વેભવંતું સુખીન’