



ज्ञानगंगा घरोघरी

Yashwantrao Chavan Maharashtra Open University, Nashik – 422 222

BACHELOR OF COMMERCE - ENGLISH (G02)

First Year

COM 106

Book One

Introduction to Economics and Evolution of Commerce

Unit 1 (A): Introduction to Economics

Unit 1 (B): Factors of Production

Unit 1 (C): Demand Analysis

Unit 1 (D): Supply Analysis

Unit 1 (E): Price Determination

Unit 1 (F): Returns on Factors of Production

Unit 2 (A): Evolution of Commerce - 1

Unit 2 (B): Evolution of Commerce - 2

Unit 3: Procedure of Commerce - 1

Unit 1 (A): Introduction to Economics

Definitions of Economics, Economic Problems and Solutions to Economic Problems, Nature of Economics, Economics and Commerce

Unit 1 (B): Factors of Production Description

Production, Factors of Production

Unit 1 (C): Demand Analysis

Demand Analysis

Unit 1 (D): Supply Analysis

Supply Analysis

Unit 4 (A): Procedures of Commerce - 2

Unit 4 (B): Procedures of Commerce - 3

Unit 5: Procedures of Commerce - 4

Unit 6: Import-Export Trade Procedures

Unit 7: Aids to Trade

Unit 8: Business Correspondence

Unit 9 (A): Introduction to Business Laws

Unit 9 (B): Introduction to Some Selected Business Laws

Unit 10: Type of Business Organisation

Unit 4 (A): Procedures of Commerce - 2 (Retail Trade - Part 1)

What is meant by Retail Trade?, Features of Retail Trade, Importance of a Retailer, Functions of a Retailer, Services Rendered by a Retailer

Unit 4 (B): Procedures of Commerce - 3 (Retail Trade - Part 2)

Mobile or Itinerant Retailers, Fixed Shops Retailers, Large Scale Retail Organisations

Unit 1 (E): Price Determination

Price Determination

Unit 1 (F): Returns on Factors of Production

Rent: Returns on Land, Wages: Returns on Labours, Interest: Returns on Capital, Profit: Returns on Entrepreneurial Skill

Unit 2 (A): Evolution of Commerce - 1

What is Commerce?, What is Evolution?, Stages in Evolution of Commerce

Unit 2 (B): Evolution of Commerce - 2

What is Money?, Functions of Money, Evolution of Money, Pre-machine Age and Machine Age

Unit 3: Procedure of Commerce - 1

Business, Area of Business, Importance of Business, Types of Business, Commerce, Types of Trade, Important Stages in Internal Trade Transactions

Book Two

Procedures of Commerce

Unit 5: Procedures of Commerce - 4 (Wholesale Trade)

Meaning of Wholesale Trade and the Role of Wholesaler, Features of Wholesaler, Difference between Wholesaler and Retailer, Functions of the Wholesaler, Services rendered by the Wholesalers,

Unit 6: Import-Export Trade Procedures

Definition of Foreign Trade, Difference between Internal / Domestic Trade and Foreign Trade, Need of Foreign Trade, Benefits of Foreign Trade, Procedure of the Import-Export Trade, Maharashtra State and Export, Selected Addresses, New Import-Export (EXIM) Policies

Unit 7: Aids to Trade

Transport, Banks, Warehousing, Insurance, Advertisement, Mercantile Agents

Unit 8: Business Correspondence

BACHELOR OF COMMERCE - ENGLISH (G02)

Contact Media Modes, Importance of Effective Correspondence, Functions of Business Letters, Effective Business Letters, Language of Business Letters, External and Internal Features of Business Letters, Layout of Business Letters, Planning of Business Letters, Types of Business Letters, Quick Reply Service

Unit 9 (A): Introduction to Business Laws

Indian Contract Act, 1872, Central Excise Act, Sale of Goods Act, 1930, Sales Tax Act, Customs Act, Income Tax Act

Unit 9 (B): Introduction to Some Selected Business Laws

What is a Partnership?, Basic Features of Partnership, Definition of a Company, Features of a Company, Concept of Co-operative Society, Features of Co-operative Society

Unit 10: Types of Business Organisation

Business Organisation: Meaning and Types, Sole Trading Firm: Meaning and Definition, Partnership: Meaning, Definition, and Types, Joint Stock Company: Definition and Meaning, Multinational Companies, Co-operative Societies: Meaning, Definition, and Features, Public Enterprises: Types of Organisations

Book Three

Bookkeeping and Accountancy

Unit 11: Principles and Practices of Bookkeeping

Unit 12: Journal and Ledger

Unit 13: Subsidiary Books

Unit 14: Trial Balance and Final Account

Unit 11: Principles and Practices of Bookkeeping

Principles of Bookkeeping, Methods of Accounting

Unit 12: Journal and Ledger

Journal, Ledger

Unit 13: Subsidiary Books

Subsidiary Books

Unit 14: Trial Balance and Final Account

Trial Balance, Final Accounts

COM 107
ELEMENTS OF STATISTICS

Book 1 : Introduction to Statistics and Presentation of Data

Book 2 : Measures of Central Tendencies & Measures of Variations

Book 3 : Correlation and Regression

Book 1 : Introduction to Statistics and Presentation of Data

Unit 01 : Meaning and Scope of Statistics

Unit 02 : Organising a Sample Survey

Unit 03 : Sources of Statistical Data

Unit 04 : Classification

Unit 05 : Tabulation

Unit 06 : Diagrams

Unit 07 : Graphs

Book 2 : Measures of Central Tendencies & Measures of Variations

Unit 08 : Measures of Central Tendencies

Unit 09 : Measures of Variation - 1

Unit 10 : Measures of Variation - 2

Book 3 : Correlation and Regression

Unit 11 : Correlation

Unit 12 : Regression

**COM 211
OFFICE MANAGEMENT**

Book 1 : Office : Layout and Procedures
Book 2 : Office Organisation and Personnel Management
Book 3 : Record Management and Public Relations

Unit 1 : Office Organisation
Unit 2 : Work Culture and Office Employees
Unit 3 : Office Training
Unit 4 : Personnel Management

Book 1 : Office : Layout and Procedures
Unit 1 : Office
Unit 2 : Office : Place and Internal Layout
Unit 3 : Office Procedures
Unit 4 : Office Manager

Book 3 : Record Management and Public Relations
Unit 1 : Record Management
Unit 2 : Other Office Services
Unit 3 : Office Equipment
Unit 4 : Manual and Reports
Unit 5 : Public Relations

Book 2 : Office Organisation and Personnel Management

**Book One
Office : Layout and Procedures**

Unit 1 : Office
Office : Meaning and Concept, Importance of an Office, Functions of an Office, Divisions and Departments in an Office

Unit 3 : Office Procedures
Office Procedure, Planning of Work, Scheduling the Office Work, Office Routine, Difference between Office Procedure and Office Routine, Work-flow, Measurement of Work

Unit 2 : Office : Place and Internal Layout
Place of the Office, Building of the Office, Internal Layout of the Office, Office Environment

Unit 4 : Office Manager
The Place and Role of Office Manager, Qualifications of Office Manager, Qualities of Office Manager (a) Qualities of Heart (b) Qualities of Head

**Book Two
Office Organisation and Personnel Management**

Unit 1 : Office Organisation
Office Organisation, Principles of Office Organisation, Dynamic Office Organisation, Scientific Office Management, Methods of Dynamic Office Management

Unit 3 : Office Training
Definition of Training, Features of Training, Need and Importance of Training, Types of Training, Methods of Training, Advantages of Training

Unit 2 : Work Culture and Office Employees
Work Culture and Office Employees, Features of Work Culture, Office Work Culture and Changing Nature of Office Work, Office and Office Staff, Recruitment of Employees, Selection of Employee, Qualifications and Merits of Office Employees

Unit 4 : Personnel Management
Personnel Management in Office, Labour Turnover, Promotion, Transfer, Termination of services, Office Discipline, Code of Conduct

**Book Three
Record Management and Public Relations**

Unit 1 : Record Management
Record Management, Classification of Papers, Letters and Documents, Classification of Files, Filing: Meaning and Methods, Importance of Filing

Criteria for Selection of Machines / Equipment, Need for Automation, Advantages of Office Machines and Equipment, Limitations of Automation, Cost Benefit Analysis, Office Machines

Unit 2 : Other Office Services
Correspondence (Mailing), Equipment and System of Mail Handling, Equipment for Communication, Office Forms, Office Stationery, Finance Related Services

Unit 4 : Manual and Reports
Office Manual : Meaning and Objectives, Contents of the Manual, Types of Office Manuals, What is a Report?, Types of Reports, Specimen of Reports, Service Book of an Employee, Confidential Reports of Employees

Unit 3 : Office Equipment

BACHELOR OF COMMERCE - ENGLISH (G02)

Unit 5 : Public Relations

Meaning and objectives of Public Relations, Features of the Concept of Public Relations, Organization of Public Relations Department, Duties of Public Relations Officer Department, Media for Public Relations

ENG 102
English for Business

Book One

Leadership, Communication and Listening

Unit 1 : Understanding Yourself

Unit 2 : Analyse Your Communication

Unit 3 : The Secrets of Active Listening

Unit 1 : Understanding Yourself

The Process of Perception, Perceptual Errors, Improve Your Perception Accuracy, Understanding Self-Concept, The 'Johari Window' Model

Unit 2 : Analyse Your Communication

Elements of the Communication Process, Communication Barriers, Transactional Analysis, Types of Transactions, Life Positions

Unit 3 : The Secrets of Active Listening

Listening Barriers, Bad Listening Habits, Active Listening

Book Two

Group Communication

Unit 4 : Small Group Communication

Unit 5 : Visuals and Body Language in Presentations

Unit 4 : Small Group Communication

Process of Group Communication, Group Culture and Member Roles, Stages of Conversation, Unproductive Conversations, Intercultural Communication

Unit 5 : Visuals and Body Language in Presentations

Choosing a Visual Aid, Types of Visual Aids, Developing Visual Aids, Using Body Language, Verbal and Non-verbal Messages, Men, Women and Body Language

Book Three

Effective Business Writing

Unit 6 : Projecting Positive Image through Writing

Unit 7 : Writing Job Applications and Resume

Unit 8 : Communication via Internet and E-mail

Unit 6 : Projecting Positive Image through Writing

The Composition Process, Sequencing and Organization, Routine Requests, Positive News and Responding to Requests, Negative News, Persuasive Messages

Unit 7 : Writing Job Applications and Resume

Preparation for Job Application, Content and Organization, Checklist for Writing Effective Application Letters, Writing Your Resume, Organizing Your Resume, Producing Your Resume, Being Grammatically Correct, Using Impactful Phrases

Unit 8 : Communicating via Internet and E-mail

The Nature of Web-based Communication, Using E-mail, Composing Your E-mail Message, Barriers in Web-based Communication, Projecting a Positive Image on the Web

EVS 204

Environmental Studies

UNIT 1: The Multidisciplinary Nature of Environmental Studies

UNIT 2: Natural Resources

UNIT 3: Ecosystems

UNIT 4: Biodiversity

UNIT 5: Pollution

UNIT 6: Social Issues and the Environment

UNIT 7: Human Population and the Environment

From Unsustainable To Sustainable Development, Urban Problems Related To Energy, Water Conservation, Rain Water Harvesting, Watershed Management, Resettlement and Rehabilitation of People; Its Problems and Concerns. Case Studies, Environmental Ethics: Issues and Possible Solutions, Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, Nuclear Accidents and Nuclear Holocaust. Case Studies

UNIT 1: The Multidisciplinary Nature of Environmental Studies

Definition, Scope and Importance, Need for Public Awareness

UNIT 2: Natural Resources

Renewable and Non-Renewable Resources

UNIT 3: Ecosystems

Concept of an Ecosystem, Structure and Functions of an Ecosystem, Producers, Consumers and Decomposers, Energy Flow in the Ecosystem, Ecological Succession, Food Chains, Food Webs and Ecological Pyramids, Introduction, Types, Characteristic Features, Structure and Functions

UNIT 4: Biodiversity

Introduction – Definition: Genetic, Species, Ecosystem Diversity, Biogeographic Classification of India, Value of Biodiversity: Consumptive, Productive Use, Social, Ethical, Aesthetic and Option Values, Biodiversity at Global, National and Local Levels, India as a Mega Diversity Nation, Hotspots of Biodiversity, Threats to Biodiversity: Habitat Loss, Poaching Of Wildlife, Man-Wildlife Conflicts, Endangered and Endemic Species of India, Conservation of Biodiversity: In-Situ and Ex-Situ

UNIT 5: Pollution

Definition, Causes, Effects and Control Measures, Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Waste, Role of Individuals In Pollution Prevention, Pollution Case Studies, Disaster Management: Floods, Earthquakes, Cyclones, Landslides

UNIT 6: Social Issues and the Environment

UNIT 7: Human Population and the Environment

Population Growth, Variation Among Nations, Population Explosion – Family Welfare Program, Environmental And Human Health, Human Rights, Value Education, Hiv/Aids, Women And Child Welfare, Role Of Information Technology In Environment And Human Health

GKN 101

General Knowledge and Social Awareness Foundation Course

Book 1: Science - Technology, Environment & Health

Book 2: Development: Concept and Procedure

Book 3: Revolution of Communication & Biotechnology

Book 1: Science Technology, Environment and Health

Unit 1: Culture, Religion and Science

Unit 2: Environment and Pollution

Unit 3: Physical and Mental Health

Book 2: Development: Concept and Procedure

Unit 1: Human Rights

Unit 2: Co-operation

Unit 3: Development of Entrepreneurship

Unit 4 (A): Consumer and Consumer Movement

Unit 4 (B): Problems of Consumers: Concept and Reasons

Unit 4 (C): Consumer Protection Act, 1986

Book 3: Communication Revolution & Biotechnology

Unit 1: Nature of Communication Revolution

Unit 2: Steps in Communication Revolution and Contribution of Different Media

Unit 3: Revolution in Communication: Influences and Future Possibilities

Unit 4: Biotechnology

Book One

Science Technology, Environment & Health

Unit 1: Culture, Religion and Science

Nature of Culture, Religion, Rationalism, Nature of Science, Relation between Religion and Science: Conflict and Coordination

Unit 2: Environment and Pollution

Nature of Environment and its Characteristics, Ecological Problems, Nature of Human Ecology, Programmes Concerning Environment, Nature of Pollution, Types of Pollutions, Reasons, Effects

and Measures, Background of Education in Ecology, Environmental Policy and Laws Regarding Environment

Unit 3: Physical and Mental Health

Social Health, Health Spectrum and Positive Health, Main Aspects of Postive Health, Mental Health, Towards Postive Health

Book Two

Development: Concept and Procedure

Unit 1: Human Rights

What is a Right?, Origin of New Thoughts, Struggle for Human Rights, Declaration of Human Rights, Relationship between Independence and Development: Thoughts of Amartey Sen, Need for Public Education

Unit 2: Co-operation

Background, Origin and Definitions of Co-operative Movement, Principles of Co-operation, Co-operative Movement in India: Beginning and Development, Co-operative Movement in Maharashtra, Nature and Scope of Co-operation, Importance and Need of Co-operation, Types of Co-operative Societies, Functions and Features of Various Co-operative Societies, Deficiencies of Co-operative Movement and Corrective Measures, Balance-sheet of the Indian Co-operative Movement, Contribution of Co-operative Movement in Economic Development, Some Well-known Experiments in Co-operative Sector, Future and Need of Co-operative Movement

Unit 3: Development of Entrepreneurship

Concept of Entrepreneurship: Meaning, Definitions and Features, Importance of Entrepreneurship, Some Beliefs about Entrepreneurship and Reality, Factors and Stages in the Entrepreneur and Entrepreneurship Development, Signs of Entrepreneurial Development, Entrepreneurial Development Cycle, Entrepreneurial Supply and Obstacles, Various Angles Relating to Entrepreneurship Development, Disparity of Entrepreneurship, Self Employment, Innovative Entrepreneurship Development, Seven Streams of Innovative Opportunities, Enlightened Ideas, Basic Principles of New Innovations

Unit 4 (A): Consumer and Consumer Movement

Consumer: Concept and Meaning of consumer, Rights, Duties and Responsibilities of Consumer, Need for Consumer Movement and its Nature

Unit 4 (B): Problems of Consumers: Concept and Reasons

Nature of Problems of Consumer and Reasons Behind Them, Problems Regarding Products, Problems Regarding Services

Consumer Protection Act: Scope, Features and Various Definitions, Consumer Protection Councils, Consumer Justice Platform: Structure, Rights and Functional Territory, Method of Lodging a Complaint

Unit 4 (C): Consumer Protection Act, 1986

Book 3

Communication Revolution & Biotechnology

Unit 1: Nature of Communication Revolution

About Communication Revolution, Communication: Meaning and Nature, Importance of Communication Revolution, The Science of Communication, Law of Information

Unit 2: Steps in Communication Revolution and Contribution of Different Media

Primary Stages in Development of Communication, Newspapers, Telegraphy, Telephone, Wireless Message Transmission and Radio, Movie, Television, Computer, Computer Network

Unit 3: Influences and Future Possibilities of Communication Revolution

Objections to Revolution in Communication Technology and Explanations for them, Changes in Human Life, Money Earning, Changing Nature of Work, E-Commerce, Family Institution, Family and Television, Communication Revolution and Democracy

Unit 4: Biotechnology

Biotechnology: Definition and Nature, History of Biotechnology, Elements of Biotechnology, Cell Structure Function and Tissue-culture, Fermentation and Enzyme Production, Genetic Engineering, Immunology and Health, Food and Farming, Environment and Energy, Social Observation of Biotechnology

HEN 101

हिंदी व इंग्रजी भाषांचा अधिष्ठान अभ्यासक्रम

1. हिंदी भाषा का परिचय और उसकी संरचना

इकाई 1 (अ) : हिंदी : राष्ट्रभाषा, राजभाषा और संपर्कभाषा

इकाई 1 (आ) : हिंदी की शब्दावली

इकाई 1 (इ) : हिंदी की वाक्यरचना और प्रकार

इकाई 2 : प्रयोजनमूलक हिंदी

इकाई 3: अनुवाद

हिन्दी भाषा का उद्भव और विकास, राष्ट्रभाषा : व्याख्या, व्याप्ति और स्वरूप, राजभाषा : व्याख्या, व्याप्ति और स्वरूप, संपर्कभाषा : व्याख्या, व्याप्ति और स्वरूप

इकाई 2 : प्रयोजनमूलक हिंदी

कार्यालयीन शब्दावली, कार्यालयीन पत्रव्यवहार, वाणिज्य

इकाई 1 (अ) : हिन्दी : राष्ट्रभाषा, राजभाषा और संपर्कभाषा

HEN 101

Foundation Course in Hindi and English

2. Foundation Course in English

Unit 1 : Vocabulary and Usage

Unit 2 : Structures of Sentences and their Transformations

Unit 3 : Reading Comprehension

Unit 4 : Communication : Oral and written Unit 5 : Translation from English to Marathi and Vice versa

Unit 1 : Vocabulary and Usage

Enriching Word-power, Word Formation, Words related to various walks of life, Synonyms, Antonyms

Unit 2 : Structures of Sentences and their Transformations

Three Basic Patterns of a Sentence, Kinds of Sentences, Subject-Verb Relationship, Tenses, Simple, Compound and Complex Sentences, Let us Sum Up, Answers to the

Unit 3 : Reading Comprehension

Importance of Reading, Kinds of Reading, How to Read, What is Reading Comprehension, Developing Reading Habit, Model Passage, Let us Sum

Unit 4 : Communication : Oral and Written

Introduction, Oral Communication, Written Communication

Unit 5: Translation from Marathi to English and vice versa

भाषांतर शास्त्र आणि कला, Model Passages : Translated into Marathi, Model Passages : Translated into

MAR 102

मराठी भाषेचा अधिष्ठान अभ्यासक्रम
पुस्तक पहिले

भाषिक विनिमय : तत्त्व आणि व्यवहार

घटक १ : भाषा:सामाजिक अभिसरण आणि मराठीचार्शब्दसंग्रह

घटक २ : विविध जीवनक्षेत्रांतील भाषेचे उपयोजन

घटक ३ : भाषेची निवेदनपरता:स्वरूप व प्रकार

घटक ४ : भाषेची नियमव्यवस्थाआणि लेखनपद्धती

राजकारणातील भाषा : प्रा. ग. प्र. प्रधान, अंधेरनगरी निपाणी:
अनिल अवचट, आरोग्यदायी दिनचर्या : डॉ. गर्गदेंनी डहाणूकर
अर्थकारण, धर्मकारण, आरोग्य आणि विज्ञान, धर्मनिष्ठा आणि
विज्ञाननिष्ठा : डॉ. सदा क-हाडे

घटक १: भाषा : सामाजिक अभिसरण आणि मराठीचा
शब्दसंग्रह

भाषाभिवृद्धीची सामाजिक दृष्टी : श्री. म. माटे, भाषेतुन दिसणारी
स्त्री : आशा मुंडले, पन्ना गट द्या' : वि. वा.

घटक २ : विविध जीवनक्षेत्रांतील भाषेचे उपयोजन

घटक ३ : भाषेची निवेदनपरता : स्वरूप व प्रकार

सुंदर पत्र : साने गुरुजी , गजनिशी : विठ्ठल गमजी शिंदे, भाषण :
आचार्य प्र. के. अत्रे, कीर्तन : श्री संत गाडगे महाराज

घटक ४ : भाषेची नियमव्यवस्था आणि लेखनपद्धती
मराठी भाषेचे व्याकरण, मराठीचे लेखनविषयक निबम,
विगमचिन्हांची

पुस्तक तिसरे

भाषिक सर्जनशीलता : स्वरूप आणि प्रकार

घटक १ : सर्जनशीलता : अर्थ व स्वरूप

घटक २ : भाषिक सर्जनशीलता: विविध अंगे

घटक ३ : वैचारिक लेखन:संकल्पना व प्रकार

घटक ४ : ललित साहित्य स्वरूप आणि प्रकार

घटक १ : सर्जनशीलता : अर्थ व स्वरूप

सर्जनशीलता म्हणजे काय?, सर्जनशीलतेचा घटकांगे, वाडमयान
मर्जनशीलतेच

घटक २ : भाषिक सर्जनशीलता:विविध अंगे ,

भाषेची सर्जनशीलता म्हणजे काय?, भाषिक सर्जनशीलतेची
घटकांग

घटक ३ : वैचारिक लेखन : संकल्पना आणि प्रकार

वैचारिक लेखनाचे स्वरूप, वैचारिक लेखनाच

घटक ४ : ललित साहित्य : स्वरूप आणि प्रकार

ललित साहित्य म्हणजे काय?, ललित साहित्याचे विविध

BACHELOR OF COMMERCE - ENGLISH (G02)

**SECOND YEAR
COM 208**

Accountancy Part - I

Book 1: Bank Reconciliation Statement, Bill of Exchange and Depreciation

Book 2: Accounts of Partnership Firm

Book 3: Accounts of Partnership and Non-Profit Making Association

Unit 5 (B): Partnership Final Accounts (Different Adjustments, Provisions and Appropriations)

Unit 5 (C): Partnership: Production Account, Trading Account, Profit and Loss Account and Balance Sheet

Book 1: Bank Reconciliation Statement, Bill of Exchange and Depreciation

Unit 1 Bank Reconciliation Statement

Unit 2 Trade Bills: Bill of Exchange

Unit 3: Depreciation

Book 3: Accounts of Partnership and Non-Profit Making Associations

Unit 6: Accounts of Admission of a Partner

Unit 7: Retirement of a Partner

Unit 8: Dissolution of a Partnership

Unit 9: Accounts of Non-Profit Association

Book 2: Accounts of Partnership Firm

Unit 4: Partnership

Unit 5 (A): Partnership Final Accounts (Trial Balance)

Book One

Bank Reconciliation Statement, Bill of Exchange and Depreciation

Unit 1: Bank Reconciliation Statement

Meaning of a Bank Reconciliation Statement, Reasons for Difference in Bank Balance as per Cash Book and as per Pass Book, Need and Importance of Preparing a Bank Reconciliation Statement, Process for Preparing a Bank Reconciliation Statement, Procedure of Preparation of Bank Reconciliation Statement, Specimens of Bank Reconciliation Statement, Specimen Illustrations, Preparing a Bank Reconciliation Statement when a Bank Overdraft is given

Unit 2: Trade Bills: Bill of Exchange

Bill of Exchange, Books of Accounts of Bills of Exchange, Accounting Treatment of Bills of Exchange, Accommodation Bill, Illustrations

Unit 3: Depreciation

Depreciation, Fixed Instalment Method, Reducing Balance Method, Annuity Method, Depreciation Fund Method, Depreciation Fund, Insurance Policy Method, Revaluation Method

Book 2

Accounts of Partnership Firm

Unit 4: Partnership

Definition of Partnership, Features of Partnership, Kinds of Partnership, kinds of Partners, Partnership Agreement, Registration of Partnership, Partnership Accounts

Partnership Act, Deed and Various Adjustments., Difference between Final Accounts of Sole Trader and Partnership, Revision of adjustments, Some special important adjustments

Unit 5 (A): Partnership Final Accounts (Trial Balance)

Partnership Agreement, Partnership Accounts, Partnership Trial Balance, How to Prepare Trial Balance?

Unit 5 (C): Partnership: Production Account, Trading Account, Profit and Loss Account and Balance Sheet

Specimen Manufacturing Account, Specimen Trading Account, Specimen Profit and Loss Account, Specimen Profit and Loss Appropriation Account, Specimen Balance Sheet, Specimen Examples, Final Accounts: Some Important Points

Unit 5 (B): Partnership Final Accounts (Different Adjustments, Provisions and Appropriations)

Book Three

Accounts of Partnership and Non-Profit Making Associations

Unit 6: Accounts of Admission of a Partner

Admission of New Partner in a Partnership Firm, Capital in the form of cash and kind, Profit

Distribution on Admission of a New Partner, Goodwill, Revaluation of Assets and Liabilities, Adjustment of Reserve Fund and Losses, To Decide

the Capitals of Partners in their Profit Sharing Ratio,
Problems and Solutions on Admission of a Partner

Unit 7: Retirement of a Partner

Retirement of a Partner, Retirement of Partner:
Accounting Entries, Repayment to Retired Partner,
Death of a Partner

Unit 8: Dissolution of a Partnership

Types of Dissolution, Settlement of Accounts
on Dissolution, Transferring Accumulated Profits and
Losses, Insolvency of Partner, Account Settlement

Unit 9: Accounts of Non-Profit Association

Accounts of Non-Profit making Associations,
Accounts of Professional Persons

**COM 210
BUSINESS LAW**

Book 1: Indian Contract Act and Negotiable Instruments Act

Book 2: Sale of Goods Act and Factories Act

Book 3: Industrial Disputes and Payment of Wages Act

Book 1: Indian Contract Act and Negotiable Instruments Act

Unit 1: Indian Contract Act, 1872: Part - 1

Unit 2: Indian Contract Act, 1872: Part - 2

Unit 3: Negotiable Instruments Act, 1881: Part - 1

Unit 4: Negotiable Instruments Act, 1881: Part - 2

Book 2: Sale of Goods Act and Factories Act

Unit 5: Sale of Goods Act 1930: Part - I

Unit 6: Sale of Goods Act 1930: Part - 2

Unit 7: Factories Act 1948: Part - 1

Unit 8: Factories Act 1948: Part - 2

Book 3: Industrial Disputes and Payment of Wages Act

Unit 9: Industrial Disputes Act, 1947

Unit 10: Consumer Protection Act, 1986

Unit 11: Payment of Wages Act, 1936

Unit 12: Minimum Wages Act, 1948

Book One

Indian Contract Act and Negotiable Instruments Act

Unit 1: Indian Contract Act, 1872: Part - 1

What is an Act/ Law?, Place/Status of Law, About Indian Contract Act, What is a Contract?, Legal Proposal and Acceptance, Legal Relationship, Persons Competent to Contract, Free Consent, Consideration, Lawful Object

Unit 2: Indian Contract Act, 1872: Part-2

Void Agreements, Contingent Contract, Other Essentials for Performance of a Contract, Performance of Contract, Mutual Promise, Discharge of Contract, Quasi Contracts

Unit 3: Negotiable Instruments Act, 1881: Part - 1

Negotiable Instruments - Definition & Features, Promissory Note, Bill of Exchange, Cheque, Bearer and Order Instruments, Due Date, Pay Date and

Negotiable Instruments, Parties of Negotiable Instruments and their Rights and Duties, Holder of Instrument and Holder in Due Course, Transferability of Instruments, Assignment and Endorsement.

Unit 4: Negotiable Instruments Act, 1881: Part-2

Presentment of a Negotiable Instrument, Payment of Negotiable Instrument, Discharge of Parties from Responsibilities, Dishonour of Negotiable Instruments, Noting and Protesting Negotiable Instrument, Crossing of Cheques, Presumptions about Negotiable Instrument, Special Provisions Relating to Hundis, Penal Provisions

Book Two

Sale of Goods Act and Factories Act

Unit 5: Sale of Goods Act 1930: Part - 1

What is Sale of Goods Act?, Definition of Agreement to Sell, Essential Conditions in a Contract for Sale, Agreement to Sell and Sale [Section 4(3)], Difference between Sale and Agreement to Sell, Price of Goods, Conditions and Warranties, Implied Conditions and Warranties, Types of Goods, Transfer of Rights in Property, Rights of Buyer and Seller

16), Unpaid Seller (Section 45), Penal Provisions in the Sale of Goods Act Sale of Goods by Auction

Unit 7: Factories Act 1948: Part - 1

Factory Establishment, Registration, Licensing and Renewal, Machinery Implementing Factories Act, Provisions Related to Health, Provisions Related to Safety

Unit 6: Sale of Goods Act 1930: Part - 2

What is Delivery of Goods?, Types of Delivery of Goods, Rules Regarding Dispatch (Delivery) of Goods, Delivery of Improper Goods, Delivery of Goods to the Carrier, Acceptance of Goods (Section 41-42), Principle of Buyer Beware and Exceptions to the Rule (Section

Unit 8: Factories Act 1948: Part - 2

Labour Welfare, Working Hours and Holidays, Employment of Women and Young Persons, Rules Regarding Leave and Wages to Workers, Special and Penal Provisions in Factories Act, 1948

Book Three

Industrial Disputes and Payment of Wages Act

Unit 9: Industrial Disputes Act, 1947

Unit 10: Consumer Protection Act, 1986

Unit 11: Payment of Wages Act, 1936

Unit 12: Minimum Wages Act, 1948

Definitions, Machinery for Settlement of Industrial disputes, Reference of Dispute to the Appropriate Authorities, Legal Provisions as to 'Strike' and 'Lock-out', Lay-off and Retrenchment, Provisions Regarding 'Closure of a Factory, Other Important Provisions

Unit 10: Consumer Protection Act, 1986

Unit 9: Industrial Disputes Act, 1947

Rights of the Consumers, Need to Protect Consumers, How to Protect Consumers?, The Consumer Protection Act, 1986, Some Decisions of the Consumer Protection Forums

Unit 11: Payment of Wages Act, 1936

Wages, Deductions, Implementation of the Payment of Wages Act

Unit 12: Minimum Wages Act, 1948

Wages, The Minimum Wages Act, 1948, Fixing of Minimum Rates of Wages (Sections 3 and 4), Implementation of the Act, Schedule

COM 212

Business Organisation and Administration

Book 1: Commercial Organisation, Localisation and Small Scale Industries
Book 2: Industry: Size, Combination and Capital
Book 3: Industrial Relations and Management

Book 1: Commercial Organisation, Localisation and Small Scale Industries

Part 1: Unit 1: Commercial Organisation - Types
Unit 2: Process of Industrialisation and Factors Deciding the Process
Unit 3: Progress of Industrialisation and Regional Imbalances
Part 2: Unit 1: Localisation
Unit 2: Decentralisation
Unit 3: Small Scale Industries: Importance
Unit 4: Small Scale Industries: Policy

Book 2: Business: Size, Combination and Capital

Part 1: Unit 1: Size of Business Unit
Unit 2: Business Combination in India
Part 2: Unit 1: Business Capital and its Planning
Unit 2: Fixed Capital and Working Capital
Unit 3: Different Methods of Raising Capital
Unit 4: Different Firms Providing Capital

Book 3: Business Relations and Management

Part 1: Unit 1: Industrial Relations in India
Unit 2: Scientific Management
Unit 3: Rationalisation
Part 2: Unit 1: Personnel Management
Unit 2: Marketing Management
Unit 3: Financial Management
Unit 4: Production Management

Book One

Commercial Organisation, Localisation and Small Scale Industries

Part 1

Unit 1: Commercial Organisation - Types
Commercial Organisations, Sole Trading Concern, Partnership Firms, Joint Stock Company, Co-operative Societies, Government Companies, Joint Sector

Unit 2: Process of Industrialisation and Factors Deciding the Process
Meaning of Industrialisation, Definitions of Industrialisation, Importance of Industrialisation and its Advantages, Deciding Factors of Industrialisation, Problems of Industrialisation, Solutions to the Problems of Industrialisation

Unit 3: Progress of Industrialisation and Regional Imbalances
Journey of Industrialisation in India, Regional Imbalances, Reasons of Regional Imbalances, Solutions on Regional Imbalances, Government Policy

Part 2

Unit 1: Localisation
Meaning of Localisation, Importance and Advantages of Localisation, Factors Deciding Location

Unit 2: Decentralisation
Decentralisation, Need for Decentralisation, Basic Facilities, Government Policy

Unit 3: Small Scale Industries: Importance
Importance of Small Scale Industries, Definition of Small Scale Industries, Importance of Small Scale Industries in Economy

Unit 4: Small Scale Industries: Policy
Government Policy Regarding Small Scale Industries Prior to Independence, Government Policy After Independence, Concessions of Maharashtra Government, Supply of Finance to Small Scale Industries, Financial Problems of Small Scale Industries

Book Two

Industry: Size, Combination and Capital

Part I

Unit 1: Size of Business Unit

Primary Concepts of Size of Industry, Factors Affecting Size of Industry, Advantages and Disadvantages of Large Scale Industry,

Advantages of Small Scale Industry, How much to Produce?, What should be the Optimum Production ?, Factors Affecting Optimum Size of Industry, Possibility of Optimum Size

Unit 2: Business Combination in India

Definitions of Industrial Combination, Objectives of Industrial Combination, Reasons of Industrial Combination, Methods of Industrial Combination, Advantages of Industrial Combination, Disadvantages of Industrial Combination, Forms of Industrial Combination, Movement of Industrial Combination in India

Part II

Unit 1: Business Capital and Its Planning

Capital, Capital Planning, Size of Capital, Structure of Capital

Unit 2: Fixed Capital and Working Capital

Fixed Capital, Fluctuating/Working Capital, Capitalisation, Optimum Capitalisation, Over Capitalisation, Under Capitalisation

Unit 3: Different Methods of Raising Capital

Various Methods of Capital Raising, Reinvestment of Profits, Deposits, Commercial Banks, Special Institutions Supplying Capital, Stock Exchange, Foreign Capital

Unit 4: Different Firms Providing Capital

Need of Special Financial Institutions, State Financial Corporations, Industrial Finance Corporation of India, International Reconstruction and Development Bank

Book Three

Industrial Relations and Management

Part I

Unit 1: Industrial Relations in India

Industrial Relations, Background, Industrial Dispute: Causes and Measures, Industrial Dispute Redressal System

Unit 2: Scientific Management

Meaning and Concept, Principles of Scientific Management, Taylor's Contribution to Scientific Management, Advantages of Scientific Management, Disadvantages of Scientific Management

Unit 3: Rationalisation

Origin and Meaning, Objectives of Rationalisation, Main Principles of Rationalisation, Rationalisation and Scientific Management, Advantages of Rationalisation, Objections to Rationalisation, Rationalisation in India

Part II

Unit 1: Personnel Management

Nature and Scope of Personnel Management, Organisation of Personnel Department, Selection of the Employees, Training of the Personnel, Motivation through Incentives, Raising of Morale

Unit 2: Marketing Management

Marketing Perspective, Marketing Research, Advertisement, Classification of Markets Pricing Policy, Distribution Policy

Unit 3: Financial Management

Financial Management, Financial Functions, Sources of Capital, Merits and Demerits of the Sources of Capital, Various Problems Related to Finance

Unit 4: Production Management

Production Planning, Production Control, Routing and Scheduling, Dispatching and Follow-up, Materials Management

ECO 201
Business Economics

Book 1: Business Organisations and Demand Analysis

Book 2: Supply and Market Conditions

Book 3: Labour-Market and Capital Investment

Book 1: Business Organisations and Demand Analysis

Part-I Unit 1 (A): Some Basic Concepts: Plant, Firm and Industry
Unit 1 (B): Objectives of Firms
Unit 1 (C): Factors Influencing Decisions Making of a Firm
Unit 2 (A): Size of Firm: Measure and Determinants
Unit 2 (B): Small Scale Industry: Nature, Importance and Problems

Part-II Unit 1 (A): Concept of Demand and Nature
Unit 1 (B): Changes in Demand and the Law of Demand
Unit 2 Elasticity of Demand
Unit 3: Demand Forecasting

Book 2: Supply and Market Conditions

Part-I Unit 1: Production
Unit 2 (A): Cost of Production
Unit 2 (B): Break Even Point
Unit 3 Elasticity of Supply

Part-II Unit 1 (A): Basic Concepts

Unit 1 (B): Price Determination under Perfect Competition

Unit 2 (A) Monopoly

Unit 2 (B): Monopolistic Competition

Unit 3 (A): Oligopoly

Unit 3 (B): Price Determination

Book 3: Labour Market and Capital Investment

Part-I Unit 1: Perfect and Imperfect Competition
Unit 2: Wage Determination and Payment System
Unit 3: Trade Unions
Unit 4: Industrial Disputes

Part-II Unit 1 (A): More Acquaintance with the Concept of Capital
Unit 1 (B): Discussion of Demand for Capital: New Investment and Replacement
Unit 1 (C): Rates of Interest and Demand for Investment
Unit 1 (D): Risk, Uncertainty and Investment Decisions
Unit 2 (A): Internal and External Sources
Unit 2 (B): Capital Market
Unit 2 (C): Institutions Supplying Capital in India

Book One
Business Organisations and Demand Analysis

Part - I

Unit 1 (A): Some Basic Concepts: Plant, Firm and Industry
Plant, Firm, Industry

Unit 1 (B): Objectives of Firms
Maximum Profit, Maximum Sale or Turnover, Minimum Cost of Production, Business Survival, Self-Reliance, Business Empire, Social Development

Unit 1 (C): Factors Influencing Decisions Making of a Firm
Finance, Government Policy, External Factors

Unit 2 (A): Size of Firm: Measure and Determinants

Unit 1 (A): Concept of Demand and Nature
What is Demand, Individual Demand and Market Demand, Autonomous Demand and Derived Demand, Individual Demand Schedule and Demand Curve, Market Demand Schedule and Demand Curve, Relation between Market Demand and Total Revenue, Determinants of Demand

Unit 1 (B): Changes in Demand and the Law of Demand

Nature of Growth of a Firm, Size of a Firm, External Economies and Internal Economies, Internal Economies, Growth of a Firm and its Benefits, Optimum Firm, Five Factors which Determine Optimum Size, Co-ordination of Optimum Sizes, Economies of Optimum Size of a Firm, Limitations on Size of a Firm, Small Size Firms, Need of Decentralisation within a Firm

Unit 2 (B): Small Scale Industry: Nature, Importance and Problems
Small Scale Industry, Tiny Industry and Cotton Industry and their Nature, Importance of Small Scale Industry, Problems of Small Scale Industries

Part - II

Changes in Demand, Effects of Changes in Price and Income on Demand, Two Basic Approaches of Law of Demand, Consumer's Surplus

Unit 2: Elasticity of Demand

Elasticity of Demand: Concept, Types of Elasticity of Demand, Methods of Measuring Elasticity of Demand, Advertisement and Elasticity of Demand, Determinants

of Elasticity of Demand, Importance of Elasticity of Demand

Unit 3: Demand Forecasting

Concept of Demand Forecasting, Factors of Demand Forecasting, Types of Demand Forecasting, Methods of Demand Forecasting

MGM 105
Management Science

Book 1: Management and its Nature

Book 2: Management: Development and Functions

Book 3: Management Functions

Book One

Management and its Nature

Unit 1: Management: Meaning, Importance, Need, Features and Scope

Unit 2: Study of Management Thoughts

Unit 3: Responsibility of Management and Levels of Management

Industrial Revolution and Management, Stages of Management Development and Management Thought, Management – Ownership, Professionalisation of Management: Need, Scope

Unit 1: Management: Meaning, Importance, Need, Features and Scope

Business, Administration, Management and Origin of Management, Importance of Management, **Difference between Administration and Management**, Management: Thought Processes, Nature of Management, Features of Management, Scope of Management

Unit 3: Responsibility of Management and Levels of Management

Concept of Social Responsibility, Features of Social Responsibility, Awareness about Social Responsibility, Responsibilities of Different Constituents of Management, Social Values and Business Morale, Levels of Management, Number of Levels, Higher Level Management, Middle Level Management, Lower Level Management, Scientific Management, Rationalisation and Mechanisation or Automation

Unit 2: Study of Management Thoughts

Book Two

Management: Development and Functions

Unit 4: Development of Management

Unit 5: Management Function: Planning

Unit 6: Management Function: Decision Making

Unit 4: Development of Management

Concept of Management Development, Need for Development of Management, Management Development: A Continuous Process, Principles of Management Development, Methods of Management Development, Problems in Management Development, Management Education and Training, Development of Indian Management, Effect of Open Economic Policies and Globalization on Management, Introduction to Japanese Management Techniques and Quality Management

Unit 5: Management Function: Planning

Concept, Nature of Planning, Objectives of Planning, Importance of Planning, Components of Planning, Steps of Planning, Advantages of Planning, Limitations of Planning

Unit 6: Managerial Function: Decision Making

Concept of Decision Making, Features of Decision Making, Importance of Decision Making, Process of Decision Making, Types of Decisions, Principles of Decision Making, Obstacles in Decision Making Process, Techniques of Decision Making

Book Three

Management Functions

Unit 7: Management Function: Organization

Unit 8: Management Functions: Direction and Co-ordination

Unit 9: Management Functions: Motivation and Control

Organization, Organizing Process, Departmentation, Organization Structure, Organization and Authority

Unit 8: Managerial Functions: Direction and Co-ordination

Direction, Leadership, Communication, Co-ordination

Unit 7: Management Function: Organization
Meaning, Concept, Importance of Organization, Scope of Organization, Basic Principles of

Unit 9: Managerial Functions: Motivation and Control

Motivation, Control

MGM 225

Business Communication

Book 1: Principles and Media of Communication

Book 2: Verbal and written Communication

Book 3: Effective Communication and Human Relations

Book 1: Principles and Media of Communication

Unit 1: Communication Process

Unit 2: Principles of Communication

Unit 3: Media of Communication

Unit 4: Modern Methods and Tools (Means) of Communication

Book 2: Verbal and written Communication

Unit 5 (A): Importance and Types of Written Communication

Unit 5 (B): Types of Letter Writing

Unit 5 (C): Reports

Unit 6: Verbal Communication

Book 3: Effective Communication and Human Relations

Unit 7: Barriers to Communication

Unit 8: Effective Communication

Unit 9: Communication and Human Relations

Unit 10: Importance of Communication in Managerial Efficiency

Book One

Principles and Media of Communication

Unit 1: Communication Process

What is Communication?, Features of Communication, How Communication Process Takes Place?, Elements of Communication, What is meant by Communication from Business Point of View?, Objectives of Communication, Importance of Communication in Business, Interactions and Discussions Amongst Employees of the Business Organisations

Unit 2: Principles of Communication

Principles of Communication, Scope of Communication, Types of Communication, Use of Communication in Business and Efficiency of the Manager in Communication

Unit 3: Media of Communication

Media of Communication, Importance of Non-verbal Communication, Important Elements of Body Language, Methods of Non-verbal Message, Selection of Medium for the Communication, Use of Written Medium, Use of Oral Medium

Unit 4: Modern Methods and Tools (Means) of Communication

Historical and Modern Methods of Communication, Development / Progress of Modern Means of Communication, Modern Means of Communication

Book Two

Verbal and Written Communication

Unit 5 (A): Importance and Types of Written Communication

Importance of Written Communication, Types of Written Communication

Unit 5 (B) Types of Letter Writing

Professional Correspondence, Official Correspondence, Semi-official Correspondence, Confidential Correspondence

Unit 5 (C): Reports

Importance and Need for Writing Reports, Preparing a Report, Layout of a Report, Language of a Report, Other Factors Required for Writing a Report, Types of Reports

Unit 6: Verbal Communication

Verbal Communication, Meetings: Needs, Meaning, Importance and Types, Organisation of Meetings, Conducting Meetings, Discussions, Questions-Answers, and Presentation of Technical Information

Book Three

Effective Communication and Human Relations

Unit 7: Barriers to Communication

What is meant by Barriers?, Stages of Communication where the barriers are felt?, Who are responsible for Barriers?, Variety of Barriers, Types of Barriers, Distortion: deliberate and non-deliberate, Conducive environment and attitude for communication

Unit 8: Effective Communication

What is meant by Effective Communication?, Importance of Effective Communication, Style and Procedure of Effective Communication, What is to be done for Effective Communication?, Skills required for Effective Communication

Unit 9: Communication and Human Relations

Individual, society, and group, What is a group?, Social relations and individual behaviour,

Interpersonal relations, Communication for behavioural control and guidance, Impact of individual behaviour on interpersonal relations, (a) Whether personality and interpersonal relations are inter dependent ? (b) What is the mutual relationship of personality and interpersonal behaviour?, Manifestation, Communication for desired change

Unit 10: Importance of Communication in Managerial Efficiency

Managerial efficiency, Importance of communication in managerial efficiency, Managerial communication with various elements, Individual skills for effective communication

MGM 224

Managerial Economics

Book 1 : Managerial Economics : Nature and Concepts

Book 2 : Markets and Price Determination

Book 3 : Principles of Business Firms and Investment Analysis

Book 1 : Managerial Economics : Nature and Concepts

Unit 1 (A) : Managerial Economics : Nature, Objectives and Scope

Unit 1 (B) : Economical Analysis

Unit 1 (C) : Methods of Economic Analysis

Unit 1 (D) : Basic Concepts

Unit 2 (A) : Nature of Managerial Decisions

Unit 2 (B) : Methods of Studying Managerial Economics

Unit 2 (C) : Some Basic Concepts : Plant, Firm, and Industry

Unit 2 (D) : Size of the firm

Unit 2 (E) : Business Decisions

Unit 3 : Concept of Demand

Unit 4 : Demand Analysis

Unit 5 : Elasticity of Demand

Unit 6 : Demand Forecasting

Book 2 : Markets and Price Determination

Unit 7 : Cost of Production : Concept, Types and Curves

Unit 8 : Production Function

Unit 9 : Break-even Point of Production

Unit 10 : Supply

Unit 11 : Market Conditions and Price-Output Decisions

Unit 12 : Market Structure Analysis – 1

Unit 13 : Market Structure Analysis – 2

Unit 14 : Price Determination Techniques

Book 3 : Principles of Business Firms and Investment Analysis

Unit 15 : Firm : The Basic Concept

Unit 16 : Behavioural Theory of Firm

Unit 17 : Business Behaviour of firm

Unit 18 : Profit - Concept and Analysis

Unit 19 : Capital Budgeting

Unit 20 : Risks, Certainty and Uncertainty

Unit 21 : Decisions of public Investments

Book 1

Managerial Economics : Nature and Concepts

Unit 1 (A) : Managerial Economics : Nature, Objectives and Scope

Managerial Economics: Definitions and Nature, Managerial Economics: Objectives, Managerial Economics: Scope, Managerial Economics: A Branch of Economics

Unit 1 (B) : Economical Analysis

Economics : Definitions, Economic Problem, Unlimited Ends, Limited Means of Alternative Uses, Methods of Solving Economical Problem, Economic Activities

Unit 1 (C) : Methods of Economic Analysis

Micro and Macro Analysis, Static and Dynamic Analysis, Positive and Normative Approaches, Partial and General Equilibrium

Unit 1 (D) : Basic Concepts

Scarcity: Concept, Element of Time : Market Period, Short Period, Long Period and Secular Period, Assumptions of Economic Theory

Unit 2 (A): Nature of Managerial Decisions

Economic Nature of Managerial Decisions, Internal Factors Influencing Managerial Decisions, External Factors Influencing

Unit 2 (B) : Methods of Studying Managerial Economics

Statement of the Problem, Collecting Data Relating to the Problem, Analysing the Information Relating to the Problem, Choosing the Right Alternative

Unit 2 (C) : Some Basic Concepts : Plant, Firm, and Industry

The Plant, A Firm, An Industry

Unit 2 (D) : Size of the Firm

Cottage Industries, Tiny Industry, Small Industry, Large Industry

Unit 2 (E) : Business Decisions

Production Decisions, Financial Decisions, Personnel Decisions, Marketing Decisions, Expansion Decisions

Unit 3 : Concept of Demand

Importance of Demand Analysis, Concept of Demand, Specification of Demand, Demand Function and Demand Curve, Changes in Demand, Types of Demand, Demand for Product, Sources of Demand, Aggregative Concepts of Demand

Unit 4: Demand Analysis

Cardinal Utility Approach, Equi-Marginal Utility, Indifference Curve Approach, Marginal Rate of Substitution, Consumer's Equilibrium, Price Effect, Income Effect, The Substitution Effect, Revealed Preference Approach, Recent Trends in Theory of Demand, Exceptional Demand Curve

Unit 5 : Elasticity of Demand

Elasticity of Demand: Meaning, Types of Elasticity of Demand, Measurement of Elasticity of Demand, Factors Determining Elasticity of Demand, Managerial Uses of Elasticity of Demand, Empirical Demand Estimates

Unit 6 : Demand Forecasting

Concept of Demand Forecasting, Need for Demand Forecasting, Types of Demand Forecasting, Stages in Demand Forecasting, Factors in Demand Forecasting, Methods of Demand Forecasting, Accuracy of Demand Forecasting

Book Two

Markets and Price Determination

Unit 7 : Cost of Production : Concept, Types and Curves

Cost of Production Concept, Concept of Cost and Managerial Decisions, The Principal Costs of Firms and Managerial Decision : A Relation, Types of Costs and their Differences, Cost Curves, Economies of Scale, Firms and Optimum Level of Production, Applicability of the theory of Production

Unit 8 : Production Function

Production Function : Concept, Production Function : Types, Short Run and Long Run Production Function, Production Function with One Variable Factor, Law of Variable Proportions, Production Function with Two Variable Inputs, Least Cost Combination of Input Production Function with All Variable Factors

Unit 9 : Break-even Point of Production

Meaning of Break-even Point, Break-even Point : Explanation, Break-even Point : Importance

Unit 10 : Supply

Meaning and Law of Supply, Elasticity of Supply, Factors Determining the Elasticity of Supply, Elasticity of Supply : Practical Significance

Unit 11 : Market Conditions and Price-Output Decisions

Factors Affecting Prices of Goods, Objectives of Firms, Classification of the Market Structure,

Factors Determining the Nature of Competition in the Market, Entrance of the Firms in the Market : Obstacles, Importance of Government Policy in Industrial Development

Unit 12 : Market Structure Analysis (1)

Perfect Competition : Definition and Features, Perfect competition: Price Determination and Equilibrium, Taxations and Spatial Distributions, Effects of Control on Price and Production, Monopolistic Competition : Definition and Features, Advertisements and Product Differentiation, Monopolistic Competition : Price Determination and Equilibrium, Situation in India

Unit 13 : Market Structure Analysis (2)

Monopoly : Meaning and Features, Monopoly : Classification, Monopoly Market : Price Determination, Do We Find Monopoly in Reality?, Price Discrimination : Conditions for Success, Duopoly, Oligopoly : Meaning and Features, Oligopoly : Price Determination, Regulation of Monopoly

Unit 14 : Price Determination Techniques

Price Determination in Case of Multiple Goods, Decision of Price Determination: Responsible Factors, Price Determination Methods, Elasticity of Demand and Price Determination, Price Determination and Objectives of Firms, Price Determination of Factors of Production

Book Three

Principles of Business Firms and Investment Analysis

Unit 15 : Firm : The Basic Concept

Market, Business Firm, and Industry, The Theories for Firms, Economists' Theories of Firms, Criticism on Economists Principle

Unit 16: Behavioural Theory of Firm

Simon's Theory of Satisfying Behaviour, Reactions Simon's Theory, Cyert and March's Behavioural Theory of Firm, Process of Decision Making : Cyert and March's Argument, Argument of Cyert and March Regarding Behavioural Theory, Evaluation of Behavioural Theory of Firm

Unit 17 : Business Behaviour of Firm

Baumol's Theory of Sales Maximization, Marris' Model of Managerial Enterprise, Williamson's Managerial Utility Function, Comment on Managerial Theory

Unit 18 : Profit : Concept and Analysis

Concepts of Profit, Functions of Profit, Measurement of Profit, Economic Theories of Profit, Planning and Controlling Profit, Profit Related Policies

Unit 19 : Capital Budgeting

Concepts of Capital Budgeting, Techniques of Capital Budgeting

Unit 20 : Risks, Certainty and Uncertainty

Concepts of Risk and Uncertainty, Risk, Uncertainty, Decision making under Risk and Uncertainty

Unit 21: Decisions of Public Investments

Significance of Public Investment Decision, Public Investment vs. Private Investment, Types of Public Investment Decisions, Organisational Framework for Public Investment Decisions, Determinants of Public Investment, Social Benefit : Cost Analysis, Public Investment Appraisal Techniques :Uses and Abuses

**Third Year
COM 209**

Accountancy Part – 2

Book 1: Investment and Farm Accounts
Book 2: Company Accounts and Insurance Company Accounts
Book 3: Banking Company Accounts

Book 2: Company Accounts and Insurance Company Accounts
Unit 1: Company Accounts - 1
Unit 2: Company Accounts - 2
Unit 3: Insurance Company Accounts - 1
Unit 4: Insurance Company Accounts - 2

Book 1: Investment and Farm Accounts
Unit 1: Investment Accounts
Unit 2: Hire Purchase System
Unit 3: Installment Purchase System
Unit 4: Farm Accounts - 1
Unit 5: Farm Accounts - 2

Book 3: Banking Company Accounts
Unit 1: Banking Company Final Accounts
Unit 2: Introduction to Computerised Banking Final Accounts

Book One

Investment and Farm Accounts

Unit 1: Investment Accounts
Investment, Investment Account, Share Underwriter, Share Underwriter's Account

Installment Purchase System, Comparison between Hire Purchase System and Installment Purchase System, Accounting of Installment Purchase System

Unit 2: Hire Purchase System
Hire Purchase System, Features of Hire Purchase System, Definition of Hire Purchase System, Advantages and Disadvantages of Hire Purchase System, Limitations of Hire Purchase System, Points to be Considered for Success of Hire Purchase System, Hire Purchase System in India, Hire Purchase System and Accounting Method

Unit 4: Farm Accounts - 1
Agriculture Business and Animal Husbandry, Dairy Farming, Poultry Farming, Fishery, Farm Accounting

Unit 3: Installment Purchase System
Installment Purchase System: Meaning, Features of Installment Purchase Method, Merits and Demerits of

Unit 5: Farm Accounts - 2
Cash Book / Ledger of Agricultural Industry, Trial Balance of Agricultural Industry, Final Accounts of Agricultural Industry, Objectives and Nature of Farm Accounting, Balance Sheet

Book Two

Company Accounts and Insurance Company Accounts

Unit 1: Company Accounts - 1
Definition of Company, Features of Company, Formation of a Company, Types of Companies, Capital of a Company, Types of Capital, Definition of Share, Features of Shares, Types of Shares

Unit 3: Insurance Company Accounts - 1
Insurance: concept, Types of Insurance Business, Books of Accounts to be kept as per Insurance Act

Unit 2: Company Accounts - 2
Allotment of Shares, Calls on Shares, Methods of Issue of Shares, Share Capital Transactions, Forfeiture of Shares and Reissue of Forfeited Shares

Unit 4: Insurance Company Accounts - 2
Revenue Account, Profit and Loss Account, Profit and Loss Appropriation Account, Revenue Account (Life Insurance), Balance Sheet

Book Three

Banking Company Accounts

Unit 1: Banking Company Final Accounts
Nature and Definition of Banking Company, Capital and Reserve Fund of Banking Company, License of Banking Business, Accounts, Balance Sheet and Audit of Banking Business, Co-operative Banks and Banking Regulation Act, 1949, Cash Liquidity or Liquid Assets, Non-Performing Assets (NPA), Recording of Banking Transactions, Slip System of Ledger, Trial Balance of Banks, Final Accounts of Banking Company

Computer in Accounting, Development of Programme, Use of Computer, Difference between Traditional Accounting System and Computerised Accounting System

Unit 2: Introduction to Computerised Accounting
Definition of Computer, Structure of Computer, Types of Computers, Characteristics of Computer, Role of

COM 220

Indian Economic Environment

Book 1: Economic Environment

Book 2: Agriculture, Industry and Service Sector

Book 3: Economic Policy and Planning

Book 1: Economic Environment

Unit 1: Environment

Unit 2: Economic Environment

Unit 3: Natural Resources in India

Book 2: Agriculture, Industry and Service Sector

Unit 4: Agricultural Output

Unit 5: Industry

Unit 6: Infrastructure Development

Book 3: Economic Policy and Planning

Unit 7: Economic Policies in India

Unit 8: Policies Regarding Population, Human Resources Development and Labour

Unit 9: Planning in India

Book One

Economic Environment

Unit 1: Environment

Environment: Meaning and Definition, Types of Environment, Various Factors in Environment, Management of Environment, Environment, Man and Development, Environment and Quality of Economic Development

Unit 2: Economic Environment

Concept of Economic Environment, Factors of Economic Environment, Importance of Economic Environment, Economic Environment in India,

Economic Planning in India, Changes in Economic Environment in Planning Phase, Economic Development in Planning Phase, Failure of Planning and Economic Environment

Unit 3: Natural Resources in India

Natural Resources, Forest Resources in India, Water Resources in India, Energy Resources in India, Mineral Resources in India, Other Natural Resources

Book Two

Agriculture, Industry and Service Sector

Unit 4: Agricultural Output

Size of Land Holding, Utilisation of Land, Cropping Pattern, Agricultural Productivity

Unit 5: Industry

Development and Problems of Small Industries during Post Independence Period, Development and Problems of Large Industries during Post

Independence Period, Review of Industrial Policy during Post Independence Period

Unit 6: Infrastructure Development

Infrastructure and Economic Development, Energy, Electricity, Transport System and Development, Communication System

Book Three

Economic Policy and Planning

Unit 7: Economic Policies in India

Monetary Policy, Fiscal Policy, Policy Regarding Foreign Trade and Foreign Capital

Unit 8: Policies Regarding Population, Human Resources Development and Labour

Population Policy, Policy Regarding Human Resources Development (H.R.D.), Labour Policy

Unit 9: Planning in India

Five-Year plans in India: The Background, Brief Review of Five-Year plans, Achievements of Planning, Failures of Planning

COM 221

Costing Auditing and Taxation

Book 1: Auditing

Book 2: Cost Accounting

Book 3: Income Tax

Book 1: Auditing

Unit 1: Auditing: Definition, Nature, Objectives and Advantages

Unit 2: Errors, Mistakes and Frauds in Books of Accounts

Unit 3: Types of Audit and its Classification

Unit 4: Audit Programme, Audit Note Book, Internal Check and Internal Audit

Unit 5: Checking and Vouching

Unit 6: Verification and Valuation of Assets and Liabilities

Unit 7: Company Auditor: Qualification, Disqualification and Appointment

Book 2: Cost Accounting

Unit 1: Cost Accounting

Unit 2: Comparison between Financial Accounting and Cost Accounting

Unit 3: Cost Unit and Cost Centre

Unit 4: Elements of Cost and Cost Sheet

Book 3: Income Tax

Unit 1: The Income Tax Act, 1961

Unit 2: Definitions in Income Tax Act, 1961 and Capital and Revenue Expenditure

Book One

Auditing

Unit 1: Auditing: Definition, Nature, Objectives and Advantages

Auditing, Definitions and Meaning of Auditing, Nature and Scope of Auditing, Importance of Auditing, Objectives of Auditing, Advantages of Auditing

Unit 2: Errors, Mistakes and Frauds in Books of Accounts

Types of Errors, Methods of Detecting Errors, Care and Caution to be taken by an Auditor while Detecting the Errors, Frauds, Prevention of Errors and Frauds

Unit 3: Types of Audit and its Classification

Types of Audit, Types of Auditing According to the Nature of Audit Work, Difference between Continuous Audit and Annual Audit, Interim Audit, Difference between Continuous Audit and Interim Audit, Audit of Cash Account, Balance Sheet Audit, Detailed Audit, Cost Audit, Joint Audit, Propriety Audit, Special Audit

Unit 4: Audit Programme, Audit Note

Book, Internal Check and Internal Audit

Audit Programme: Definition and Meaning, Audit Note Book, Audit Working Papers, Importance of Internal Check in Internal Control, Internal Audit

Unit 5: Checking and Vouching

Routine Checking, Vouching

Unit 6: Verification and Valuation of Assets and Liabilities

Meaning of Verification of Assets, Valuation

Unit 7: Company Auditor:

Qualification, Disqualification and Appointment

Qualification of an Auditor, Disqualification of an Auditor, Appointment of an Auditor, Remuneration of an Auditor, Status of a Company Auditor, Removal of an Auditor, Precautions to be taken for Appointment of an Auditor, Qualities of an Auditor

Book Two

Cost Accounting

Unit 1: Cost Accounting

Introduction to Costing, Concepts of Costing, Definition of Costing, Objectives of Costing / Cost Accounting, Advantages of Costing, Objections to Cost Accounting and their Remedies

Points to be considered while using Cost Accountancy, Similarity between Financial Accounting and Cost Accounting, Comparison between Financial Accounting and Cost Accounting, Adaptation of Financial Accounts and Cost Accounts

Unit 2: Comparison between Financial Accounting and Cost Accounting

Unit 3: Cost Unit and Cost Centre

Meaning of Cost Unit, Industries and Cost Units, Factors to be considered while Selecting a

Suitable Cost Unit, Cost Centre: Meaning, Types of Cost Centre, Cost Centres in an Industry, Objectives of Cost Centre, Other Types of Cost Centre

Unit 4: Elements of Cost and Cost Sheet

Elements of Cost, Material, Direct Material and Indirect Material, Labour, Direct Labour and Indirect Labour, Expenses, Direct Expenses and Indirect Expenses, Methods of Costing, Classification of Cost, Cost Sheet

Book Three Income Tax

Unit 1: The Income Tax Act, 1961

Definition and Meaning of Taxation, Features of Taxation, Types of Taxation, Scope and Objectives of Income Tax, Structure of Taxation in India, Features of Taxation Structure in India, Canons of Taxation, Tax Structure in India

Unit 2: Definitions in Income Tax Act, 1961 and Capital and Revenue Expenditure

Income: Definition and Concept, Person - Section 2(a), Assessee, Assessment Year and Previous Year, Agricultural Income, Exempted Income, Concept of Capital and Revenue Receipt and Expenditure, Difference between Capital Receipts and Revenue Receipts, Capital Income and Expenditure, Revenue Expenditure, Difference between Capital Expenditure and Revenue Expenditure

COM 222

Human Resources Management

Book 1: Human Resources

Book 2: Human Resources: Planning

Book 3: Human Resources: Development

Book 1: Human Resources

Unit 1(A): Meaning, Definitions and Objectives

Unit 1(B): Importance and Functions

Unit 2 (A): Meaning, Development and Characteristics of Organisation

Unit 2 (B): Types of Organisations and Evaluation

Unit 3 (A): Job Design, Enrichment and Techniques

Unit 3 (B): Job Analysis: Need and Process

Unit 4: Job Description, Clarity and Specification

Book 2: Human Resources: Planning

Unit 5: Manpower Planning

Unit 6: Recruitment of Employees

Unit 7: Employee Selection: Meaning, Process, Decision and Evaluation

Unit 8: Orientation and Placement

Book 3: Human Resources: Development

Unit 9: Training and Development

Unit 10: Performance Appraisal and Job Evaluation

Book One

Human Resources

Unit 1 (A): Meaning, Definitions and Objectives

Meaning in Brief, Nature, Organisational Scope, Meaning and Definition, Environmental Impact, Objects of Personnel Management, Development, Techniques and Systems of Development, General Approach, Assumptions, Need of Human Resource Management

Unit 1 (B): Importance and Functions

Industrial Relations, Changes in the Concept of Industrial Relations, Industrial Peace, Psychological Approach, Importance of Human Resource Management or Personnel Management, Advantages of Personnel Management, Limitations of Personnel Management, Functions of Personnel Management, Problems of Management, Future of Human Resource Management

Unit 2 (A): Meaning, Development and Characteristics of Organisation

Meaning, Scope and Importance, Benefits of Strong Organisations, Step in Organisation, Basic Principles of Organisation, Factors Involved in the Concept of Organisation, Difference between Conventional and Modern Concept of Organisation, Need of Organisation and Human Resources, Development of Organisation, Characteristics of Organisation Development, Objects of Organisation Development

Unit 2 (B): Types of Organisations and Evaluation

Unit 5: Manpower Planning

Importance of Manpower Planning, Meaning and Definition, Objectives, Need, Functions, Advantages, Problems and Limitations, Types, Process of Manpower Planning

Unit 6: Recruitment of Employees

Meaning and Definition, Object of Recruitment and its Importance, Policy of Recruitment, Sources of Recruitment, Techniques of Recruitment

Organisation Process, Formal and Informal Organisation, Departmentation, Span of Control, Delegation of Authority, Centralisation and Decentralisation, Organisational Structure, Types of Organisation, Organisational Charts, Modern Reforms in Organisational Structure

Unit 3 (A): Job Design, Enrichment and Techniques

Job Design, Alternatives in Job Design, Job Rotation, Job Enlargement, Job Enrichment, Techniques of Job Enrichment, Stages of Job Enrichment, Job Enrichment Guidelines

Unit 3 (B): Job Analysis: Need and Process

Need of Job Analysis, Job Concept, Job Analysis: Meaning, Process of Job Analysis, Contents of Job Analysis, Information Sources, Uses of Job Analysis, Tools and Techniques of Job Analysis, Advantages of Job Analysis

Unit 4: Job Description, Clarity and Specification

Job Description, Features of Job Description, Subject Matter of Job Description, Main Stages of Job Description, Job Specification, Information about Job Specification, Job Evaluation, Employee Analysis, Employee Specification

Book Two

Human Resources: Planning

Unit 7: Employee Selection: Meaning, Process, Decision and Evaluation

Selection: Meaning and Definition, Selection Process, Importance of Selection Process, Recruitment Agencies, Decision of Selection and Factors Affecting it, Evaluation of Selection Process

Unit 8: Orientation and Placement

Placement, Induction of New Employees, Meaning and Significance of Induction, Objectives of Induction,

Induction Process, Advantages of Induction Programme

Book Three
Human Resources: Development

Unit 9: Training and Development
Training, Development

Unit 10: Performance Appraisal and Job Evaluation
Performance Appraisal, Job Evaluation

COM 306

Banking and Finance - 1

Book 1: Banking Business

Book 2: Banking Business and Laws

Book 3: Types of Banks

Book 1: Banking Business

Unit 1: Commercial Banks: Meaning and Functions

Unit 2: Fundamentals of Banking Business, Credit Creation of Banks and Balance Sheet of a Bank

Unit 3: Opening and Operation of a Bank Account

Book 2: Bank Business and Laws

Unit 1: Commercial Banks: Meaning and Functions

Origin of the Word Bank and Evolution of Banking Business, Definition of a Bank, Indigenous Bankers, Primary Functions of a Bank, Secondary Functions of Banks, New Services Provided by Modern Banks

Unit 2: Principles of Banking Credit Creation and Balance Sheet of the Bank

Unit 4: Assets used for creating a Charge & Modes of Creating a Charge

What is Creating of a Charge?, Modes of Creating a Charge: Lien, Pledge, Mortgage, Hypothecation, Types of Assets Eligible to Create Charge, Precautions While Extending Loans Against Securities

Unit 5: Reforms in the Indian Commercial Banking System

Unit 7 (A): Regional Rural Banks

Need of Regional Rural Banks, Structure and Organisation of RRBs, Progress of RRBs, Drawbacks and Measures of RRBs

Unit 7 (B): Indian Cooperative Banks

Primary Agricultural Cooperative Credit Societies (PACS), District Central Cooperative Banks (DCCBs), State Cooperative (Apex Cooperative) Banks (SCBs), Urban Cooperative Banks (UCBS), Cooperative Credit Societies (CCS),

Unit 4: Assets used for Creating a Charge and Modes of Creating a Charge

Unit 5: Reforms in the Indian Commercial Banking System

Unit 6: Laws Relating to Banking

Book 3: Types of Banks

Unit 7 (A): Regional Rural Banks

Unit 7 (B): Indian Cooperative Banks

Unit 8 (A): Reserve Bank of India

Unit 8 (B): Reserve Bank of India and Credit Control

Book One

Banking Business

Principles of Banking, Process of Credit Creation, Balance Sheet of a Bank

Unit 3: Opening and Operation of a Bank Account

Opening and Operation of a Bank Accounts, Types of Cheques and Methods of Remittance, Bank Customers and Precautions taken by the Bankers While Dealing with them

Book Two

Bank Business and Laws

Indian Commercial Banking: Structure, Report of the Narasimham Committee (1991), Important Changes in the Indian Banking Sector After 1991-92, Narasimham Committee - 2 (1998)

Unit 6: Laws Relating to Banking

Banking Regulation Act, 1949, Negotiable Instruments Act, 1881, Deposit Insurance and Credit Guarantee Corporation Act, 1962, Foreign Exchange Management Act, 1999

Book Three

Types of Banks

State Agricultural and Rural Development Banks (LDBs)

Unit 8 (A): Reserve Bank of India

Evolution of a Central Banking in India, Organisation and Management, Functions of RBI

Unit 8 (B): Reserve Bank of India and Credit Control

Objectives of Credit Control, Quantitative Credit Control: Bank Rate Policy, Open Market

Operations, Variations in Cash Reserve Ratio,
Qualitative Credit Control

COM 307

Banking and Finance – 2

Book 1: Financial Markets

Book 2: Financial Institutions - 1

Book 3: Financial Institutions - 2

Book 1: Financial Markets

Unit 1: Money Market

Unit 2: Capital Market

Unit 3: Foreign Exchange Market

Book 2: Financial Institutions - 1

Unit 1: Money Market

Money Market: Meaning, Importance of Money Market, Features of Money Market, Sub-markets in Money Market, Nature of Indian Money Market, Limitations of Indian Money Market, Developmental Changes in Indian Money Market

Unit 2: Capital Market

Capital Market: Meaning, Difference between Money Market and Capital Market, Importance of Capital Market, Functions of Capital Market, Nature of Transactions in Capital Market, Constituents of Capital

Unit 4: Development Banks

Industrial Finance Corporation of India (IFCI), State Finance Corporations, Industrial Credit and Investment Corporation of India, Industrial Development Bank of India (IDBI), National Bank for Agricultural and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), 'Export-Import Bank of India, National Housing Bank

Unit 7: Financial Institutions other than Banks

Meaning of the Term 'Financial Institutions other than Banks', Structure of Financial Institutions other than Banks, Banks and Financial Institutions other than Banks, Investment Trusts, Housing Finance Institutions, Mutual Fund, Financial Companies, Chit Fund, Leasing Companies, Merchant Banking Companies, Factoring Agencies, Provident Fund, Companies Supplying Venture Capital, Hire Purchase Finance Company, Other Small Scale Financial Institutions other than Banks, Control over Financial Institutions other than Banks

Unit 4: Development Banks

Unit 5: International Financial Institutions

Book 3: Financial Institutions – 2

Unit 6: Institutions Related to Financial Market

Unit 7: Financial Institutions other than Banks

Unit 8: Loan Project, Sanctioning of Loan and Recovery of Loan

Book One

Financial Markets

Market, Nature of Indian Capital Market, Limitations of Indian Capital Market, Developmental Changes in Indian Capital Market

Unit 3: Foreign Exchange Market

Foreign Exchange Market: Meaning, Importance of Foreign Exchange Market, Features of Foreign Exchange Market, Participants in the Foreign Exchange Market, Transactions in the Foreign Exchange Market, Indian Foreign Exchange Market

Book Two

Financial Institutions - 1

Unit 5: International Financial Institutions

Need for International Financial Institutions, International Monetary Fund, International Bank for Reconstruction and Development, International Finance Corporation, Asian Development Bank

Book Three

Financial Institutions - 2

Unit 6: Institutions Related to Financial Market

Securities and Exchange Board of India (SEBI), SEBI and Regulation of Securities Market, SEBI and Investors' Interest Protection, Credit Rating Institution, Indian Credit Rating CRISIL, Depository Institution

Unit 8: Loan Project, Sanctioning of Loan and Recovery of Loan

Loan Proposal and Project Report, Project Evaluation, Loan Recovery

MGM 308

Marketing Management - 1

Book 1: Marketing

Book 2: Marketing Mix

Book 3: Marketing Information

Book 1: Marketing

Unit 1: Market and Marketing

Unit 2: Marketing Environment

Unit 3: Marketing Management and Planning

Unit 4: Market Segmentation and Target Marketing

Book 2: Marketing Mix

Unit 5: Marketing Mix

Unit 6: Marketing of Services

Book 3: Marketing Information

Unit 7: Marketing Information System

Unit 8: Marketing Research

Unit 9: Marketing Control

Book One

Marketing

Unit 1: Market and Marketing

Meaning and Definition of Market, Meaning and Definition of Marketing, Difference between Market and Marketing, Importance of Marketing, Concept of Marketing, Origin and Development of Marketing Concept, Essential Factors of Modern Marketing, Social Marketing, Global Marketing

Unit 2: Marketing Environment

Meaning of Marketing Environment, Nature and Scope of Environment

Unit 3: Marketing Management and Planning

Meaning of Marketing Management, Functions of Marketing Management, Meaning of Marketing

Planning, Importance of Marketing Planning, Objective of Marketing Planning, Marketing Planning Process, Essentials of Effective Planning, Types of Marketing Planning, Problems in Marketing Planning

Unit 4: Market Segmentations and Target Marketing

Meaning of Market Segmentation, Expenditure of Market Segmentation, Base of Market Segmentation, Essentials of Effective Market Segmentation, Advantages of Market Segmentation, Target Marketing, Strategy for Marketing Target, Selection of Marketing Strategy

Book Two

Marketing Mix

Unit 5: Marketing Mix

Marketing Mix: Definition & Meaning, Product, Classification of Products, Product Innovation, Development Strategies of New Product, Price of a Product, Product Distribution, Sales Promotion

Unit 6: Marketing of Services

Meaning of Services, Reasons for Development of Services Industry, Marketing of Services: Meaning and its Need, Difference between Product and Services, Characteristics of Services, Importance of Marketing of Services, Marketing of Some Special Services, Classification of Services, Marketing of Services and Marketing Mix

Book Three

Marketing Information

Unit 7: Marketing Information System

Meaning of Marketing Information System, Components of Marketing Information System, Functions of Marketing Information System

Research, Process of Marketing Research, Advantages of Marketing Research, Limitations of Marketing Research

Unit 8: Marketing Research

Concept of Marketing Research, Objectives of Marketing Research, Components of Marketing Research, Need of Marketing Research, Scope of Marketing Research, Types of Marketing

Unit 9: Marketing Control

Meaning of Marketing Control, Objectives of Marketing Control, Scopes & Techniques of Marketing Control, Marketing Control Process, Importance of Marketing Control, Essentials of Effective Marketing Control System.

MGM 309

Marketing Management – 2

Book 1: Advertisement

Book 2: Salesmanship

Book 3: Consumer Satisfaction

Book 1: Advertisement

Unit 1: Advertisement

Unit 2: Advertising Campaign

Unit 3: Advertisement Organisation

Book 2: Salesmanship

Unit 4: Sales Forecasting

Unit 1: Advertisement

Advertisement: Meaning, Definition, Nature and Scope, Advertisement and Personal Selling, Advertisement and Sales Promotion Schemes, Advertisement and Publicity, Advertisement and Public Relations, Advertising Message, Advertising Message Structure, Advertising Message Content, Message Format, Types of Advertisements, Theme of Advertisement, Advertisement Layout, Advertisement Copy, Essentials of Good Advertisement, Disadvantages of Advertisement

Unit 2: Advertising Promotion

Unit 4: Sales Forecasting

Meaning of Sales Forecasting, Importance of Sales Forecasting, Objectives of Sales Forecasting, Factors Affecting the Sales Forecast, Logical Sequence for Forecasting, Sales Forecasting Period and Types of Forecasting, Procedure of Forecasting, Methods and Techniques of Forecasting, Limitations of Forecasting

Unit 5: Salesmanship and Sales Promotion

Meaning of Salesmanship, Areas of Salesmanship, Benefits of Salesmanship, Meaning of Sales Promotion, Sales Promotion: Importance / Necessity,

Unit 7 (A): Consumer Behaviour

Consumer Behaviour: Definition and Meaning, Importance of Consumer Behaviour, Consumers Buying Process, Factors Affecting Consumer Buying Process, Determinants of Consumer Behaviour

Unit 7 (B): Organisational Buying Behaviour

Organisational Buying Behaviour: Meaning and Definition, Features of an Organisational Buying Behaviour, Organisational Buying Process, Factors Affecting on Organisational Buying Process

Unit 8: Customer / Consumer Satisfaction Management

Unit 5: Salesmanship and Sales Promotion

Unit 6: Management of Sales Executives

Book 3: Consumer Satisfaction

Unit 7 (A): Consumer Behaviour

Unit 7 (B): Organisational Buying Behaviour

Unit 8: Customer / Consumer Satisfaction Management

Unit 9: Marketing Audit

Book One Advertisement

Meaning of Advertising Promotion, Planning of Advertising Promotion, Advertising Budget, Advertising Media - Types and Selection, Evaluation of Advertising Promotions

Unit 3: Organisation of Advertising Agency

Organisation of Advertising Department, Functions of Advertising Department, Advertising Manager and his Functions, Advertising Agency, Advertising Agency - Customer / Client Relation, Advertising Agency and Media Relations, Selection of Advertising Agency, Advantages of Advertising Agency and its Future

Book Two Salesmanship

Methods, Types, Forms and Mediums of Sales Promotion, Sales Promotion Programme, Fixing Sales Promotion Objectives, Implementation of Sales Promotion Programmes

Unit 6: Management of Sales Executives

Hiring of Salesmen: Idea, Selection of Salesmen: Idea, Training of Salesmen, Remuneration of Salesmen, Motivation of Salesmen, Supervision and Evaluation of Salesman's Work

Book Three Consumer Satisfaction

Meaning and Importance of Consumer Satisfaction, Consumer / Customer Service: Meaning and Scope, Customer's Objections / Complaints or Grievances, Methods of Settlement of Consumer's Objections or Grievances

Unit 9: Marketing Audit

Marketing Audit - Meaning and Definition, Features of Marketing Audit, Process of Marketing Audit, Important factors of Marketing Audit