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Devi Ahilya Vishwavidyalaya, MP
B.Com - Indore GEN First Year
syllabus

Business Organization and Communication

BUSINESS ORGANIZATION AND COMMUNICATION

UNIT I:

Business Organization:

Definition, concept, characteristics, objectives, significance, components, functions, business, ethics, social responsibilities of business, Promotions of business: Meaning, functions, Stages, of Promotions, Forms of Business Organization: Detailed Study of Sole Proprietorship and Partnership.

UNIT II:

Company Organization:

Meaning, Definition, Formation of Private and public company, merits and demerits, types of companies cooperative organization-need, meaning, significance and its merits-Demerits. Public Enterprises-Concept, Meaning, Characteristics, Objectives and Significance, Multinational, Co-operations. (MNC'S).

UNIT III:

Communication:

Introduction, Definition, nature, objectives, Importance of communication to manager, Elements of Communication, Feedback, Dimension and Direction of Communication, Means of Communication-Verbal Communication SWOC Analysis.

UNIT V:

Non-Verbal Communication, Body language, Paralanguage, Sign language, Visual Audio Communication, Channel of Communication, Channel of Communication, Barriers in Communication, Written Business Communication - Concept, Advantages, Disadvantages, Importance. Need and kinds of business Letters, Essentials if an

effective business letter.

UNIT V:

Modern forms of communication – Fax, Emails, Video conferencing
International Communication for Global business, Group Business,
Group Communication Network, Preparation of Business Survey
Report.

Recommended Books:

1. Dr. Ramesh Mangal (English) (Business Communications, Universal Publication, Agra.
2. Mehta D and Mehta N.K – A Hand Book of /communication Skill Practices – Radha Publication, New Delhi
3. Jain K – Himalaya Publishing House Mumbai
4. Shashi k Gupta – Kalyani Publishing, New Delhi
5. Nolkha R.C – RBD Publishing house, Jaipur.

Macro Economics

Title of paper Macro economic

Unit-1 Macro economics- concept , nature, importance , limitation, difference between micro and macro economics

Unit-2 National income – meaning definition and concept methods of measuring national income in india and its problem.

Unit-3 Theories of wages interest and employment.

Unit-4 Monetary theories- quantity theory of money modern theory of money keyne's theory of money and price..

Unit-5 Recent industrial policy , industrial growth in phase II and III disinvestment foreign direct investment.

Suggested readings-

M.C bais

Financial Accounting

Title of the paper : Financial Accounting

Unit - 1

Concept of Double Entry System, Accounting Concepts and

Conventions Preparation of Journals, Sub division of Journal, Preparation of Ledger and Trial Balance, Final accounts with Adjustments, Revenue Recognition.

Unit - 2

Introduction to Indian Accounting Standards, Detail study of accounting standard - 6 and 10, Branch Accounts, Departmental Account, Accounting for Depreciation.

Unit - 3

Royalty Accounts, Accounting of Non Profit Making Organisation, Research: development Coasts, long term construction contracts.

Unit - 4

Joint Venture Accounts, Consignment and Investment Account, Foreign Exchange Transaction, Investments, Government grants (A Brief Study)

Unit - 5

Partnership Accounts - Dissolution with Insolvency of Partner, Amalgamation of Partnership Firms, Conversion of Partnership Firm into Joint Stock Company.

Recommended Books

1. Gupta R.L. and Radhaswamy. M, Sultan chand & Sons, New Delhi.
2. Shukla M. C. Grewal T. S and Gupta S.C., S. Chand & Sons. New Delhi.
3. Shukla S. M., Sahitya Bhawan Publication, Agra.
4. Murti Guru Prasad, Himalaya Publishing House, Mumbai.
5. Jain and Narang, Kalyani Publisher, New Delhi.
6. S. N. Maheswari, Vikas Publishing House, New Delhi.
7. Sharma and Gupta, RBD Publishing House, Jaipur.
8. Khatik S. K., Jitendra Saxena K, Extol Publication, Bhopal.
9. Gangwar Sharda, Himalaya Publishing House, Agra.

Micro Economics

Title of paper Micro economic

Unit-1 Micro economics, definition, meaning, inductive and deductive methods, importance and limitation of microeconomics

Unit-2 Law of demand-meaning, definition, characteristics, types of demand , exceptions of law of demand.

Unit-3 Elasticity of demand-concept, definition , importance , types and measurement of elasticity of demand, production function (with one and two variable) economics- internal and external

Unit-4 Factor and production - land, labour , capital, organization and enterprises , cost and revenue analysis.

Unit-5 Market structure- concept, definition, characteristics, classification, price determination under perfect and imperfect competition , marginal productivity theory of distribution.

Suggest books:-

1. Modern micro economics koustsohjarji A. macmillan new delhi.
2. D.N Dwivedi - vikas publishing house new delhi

Business Law

Title of the paper : Business Law

Unit - 1

Indian Contract Act 1872-Definitions, Nature of Contract, Offer & Acceptance, Capacity of Parties to Contract, Free Consent and Consideration, Expressly declared void agreement, Performance of contracts.

Unit - 2

Breach of Contract, Remedies for breach of Contract, Indemnity and Guarantee Contracts, Special Contracts - Bailment, Pledge and Agency.

Unit - 3

Negotiable Instrument Act, 1881 - Definition, Features, Promissory note, Bill of Exchange and Cheques, Holder and Holder in Due Course, Crossing of Cheques, Types of Crossing, Dishonour and Discharge of Negotiable Instruments.

Unit - 4

Consumer Protection Act 1986 - Main Provisions, Consumer Disputes, Consumer Disputes Redressal Agencies, MRTP Act. - Meaning, Scope, Importance and Main Provisions.

Unit - 5

Foreign Exchange Management Act 2000 (FEMA) - Objectives and Main Provisions, Introduction to Intellectual Property Right Act - Copyright, Patent and Trademark.

Recommended Books

1. Singh Avatar, Eastern Book Company Law.
2. Kuchal M. C., Vikas Publishing House, New Delhi.
3. Bulchandani K. R., Himalya Publishing House, Mumbai. (Both Medium)
4. R. N. S. Pillai & V. Bhagvati, S. Chand. & Company, New Delhi.

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