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## Other university B.Com - G GEN Level 1 syllabus

### **Environmental Science**

1. Composition of Earth Crust.
2. Composition of atmosphere.
3. Atmospheric Structure.
4. Green house effect/Global warming.
5. Ozone depletion
6. Acid rain
7. Forest conservation.
8. Sustainable Ecosystem.
9. Impact of population pressure on India's environment.
10. Radio activity (Nuclear disaster).
11. Noise Pollution
12. The Earth Summits

### **Business Communication-II**

#### **Business Communication - II**

##### **1 Presentation Skills**

**Presentations:** (to be tested in tutorials only) 4 Principles of Effective Presentation  
Effective use of OHP  
Effective use of Transparencies  
How to make a Power-Point Presentation

##### **2 Group Communication**

**Interviews:** Group Discussion Preparing for an Interview, Types of Interviews - Selection, Appraisal, Grievance, Exit

**Meetings:** Need and Importance of Meetings, Conduct of Meeting and Group Dynamics Role of the Chairperson, Role of the Participants, Drafting of Notice, Agenda and Resolutions

**Conference:** Meaning and Importance of Conference Organizing a Conference

**Modern Methods:** Video and Tele - Conferencing

**Public Relations:** Meaning, Functions of PR Department, External and Internal Measures of PR

### **3 Business Correspondence**

**Trade Letters:** Order, Credit and Status Enquiry, Collection (just a brief introduction to be given)

**Only following to be taught in detail:-**

Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, promotional leaflets and fliers Consumer Grievance Letters, Letters under Right to Information (RTI) Act

### **4 Language and Writing Skills**

**Reports:** Parts, Types, Feasibility Reports, Investigative Reports

**Summarisation:** Identification of main and supporting/sub points Presenting these in a cohesive manner

## **Business Law (Business Regulatory Framework) - I**

### **Business Law - Business Regulatory Framework - I**

#### **1 Law of Contract 1872**

- (a) Nature of Contract
- (b) Classification of Contracts
- (c) Offer and Acceptance
- (d) Capacity of Parties to Contract
- (e) Free Consents
- (f) Consideration
- (g) Legality of Object
- (h) Agreement Declared Void
- (i) Performance of Contract
- (j) Discharge of Contract
- (k) Remedies for Breach of Contract
- (l) Indemnity
- (m) Guarantee
- (n) Bailment and Pledge
- (o) Agency

#### **2 Sale of Goods Act 1930**

- (a) Formation of Contract of Sale
- (b) Goods and their Classifications

- (c) Price, Conditions and Warranties
- (d) Transfer of Properties in Goods
- (e) Performance of Contract of Sales
- (f) Unpaid Seller and his Rights
- (g) Sale by Auction
- (h) Hire Purchase Agreement

### **3 Negotiable Instrument Act 1881**

- (a) Definition of Negotiable Instruments
- (b) Features of Negotiable Instruments
- (c) Promissory Note
- (d) Bill of Exchange and Cheque
- (e) Holder and Holder in due Course
- (f) Crossing of a Cheque
- (g) Types of Crossing
- (h) Dishonour and Discharge of Negotiable Instruments

### **4 Consumer Protection Act 1986**

- (a) Salient Features
- (b) Definition of Consumers
- (c) Deficiency in Service
- (d) Defects in Goods

## **Business Economics II**

### **Business Economics II**

#### **Introduction to Macroeconomic Data and Theory**

- Macroeconomics: Meaning, Scope and Importance.
- Circular flow of aggregate income and expenditure: closed and open economy models
- The Measurement of national product: Meaning and Importance - conventional and Green GNP and NNP concepts - Relationship between National Income and Economic Welfare.
- Short run economic fluctuations : Features and Phases of Trade Cycles
- The Keynesian Principle of Effective Demand: Aggregate Demand and Aggregate Supply - Consumption Function - Investment function - effects of Investment

Multiplier on Changes in Income and Output

## **Money, Inflation and Monetary Policy**

- Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money
- Demand for Money : Classical and Keynesian approaches and Keynes' liquidity preference theory of interest
- Money and prices : Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach
- Inflation: Demand Pull Inflation and Cost Push Inflation - Effects of Inflation- Nature of inflation in a developing economy.
- Monetary policy : Meaning, objectives and instruments, inflation targeting

## **Constituents of Fiscal Policy**

- Role of a Government to provide Public goods- Principles of Sound and Functional Finance
- Fiscal Policy: Meaning, Objectives - Contra cyclical Fiscal Policy and Discretionary Fiscal Policy
- Instruments of Fiscal policy : Canons of taxation - Factors influencing incidence of taxation - Effects of taxation Significance of Public Expenditure - Social security contributions- Low Income Support and Social Insurance Programmes - Public Debt - Types, Public Debt and Fiscal Solvency, Burden of debt finance
- Union budget -Structure- Deficit concepts-Fiscal Responsibility and Budget Management Act.

## **Open Economy : Theory and Issues of International Trade**

- The basis of international trade :Ricardo's Theory of comparative cost advantage - The Heckscher - Ohlin theory of factor endowments- terms of trade - meaning and types
- Factors determining terms of trade - Gains from trade - Free trade versus protection

- Foreign Investment : Foreign Portfolio investment- Benefits of Portfolio capital flows- Foreign Direct Investment - Merits of Foreign Direct Investment - Role of Multinational

corporations

- Balance of Payments: Structure -Types of Disequilibrium - Measures to correct disequilibrium in BOP.

- Foreign Exchange and foreign exchange market : Spot and Forward rate of Exchange - Hedging, Speculation and Arbitrage -Fixed and Flexible exchange rates- Managed flexibility

## **Business Mathematics**

### **Business Mathematics**

#### **1 Elementary Financial Mathematics**

- Simple and Compound Interest: Interest compounded once a year, more than once a year, continuous, nominal and effective rate of interest
- Annuity-Present and future value-sinking funds
- Depreciation of Assets: Equated Monthly Installments (EMI)- using flat interest rate and reducing balance method.
- Functions:Algebraic functions and the functions used in business and economics, Break Even and Equilibrium point.
- Permutation and Combination: (Simple problems to be solved with the calculator only)

#### **2 Matrices and Determinants**

- Matrices: Some important definitions and some important results. Matrix operation (Addition, scalar multiplication , matrix multiplication, transpose of a matrix)
- Determinants of a matrix of order two or three: properties and results of Determinants
- Solving a system of linear equations using Cramer's rule

- Inverse of a Matrix (up to order three) using ad-joint of a matrix and matrix inversion method

- Case study: Input Output Analysis

### **3 Derivatives and Applications of Derivatives**

- Introduction and Concept: Derivatives of constant function, logarithmic

functions, polynomial and exponential function

- Rules of derivatives: addition, multiplication, quotient

- Second order derivatives

- Application of Derivatives: Maxima, Minima, Average Cost and Marginal Cost.

Total revenue, Marginal revenue, Average revenue. Average and Marginal

profit. Price elasticity of demand

### **4 Numerical Analysis [Interpolation]**

- Introduction and concept: Finite differences - forward difference operator -

Newton's forward difference formula with simple examples

- Backward Difference Operator. Newton's backward interpolation formula with

simple examples

## **Financial Accounting (Special Accounting Areas) - II**

### **Financial Accounting - Special Accounting Areas - II**

#### **1 Accounting from Incomplete Records**

Introduction

Problems on Preparation of Final Accounts of Proprietary Trading Concern (Conversion Method)

#### **2 Consignment Accounts**

Accounting for Consignment Transactions

Valuation of Stock

Invoicing of Goods at Higher Price

(Excluding Overriding Commission, Normal/Abnormal Losses)

#### **3 Branch Accounts**

Meaning / Classification of Branches

Accounting for Dependent Branch Not Maintaining Full Books

Debtors Method



Stock and Debtors Method

#### **4 Fire Insurance Claims**

Computation of Loss of Stock by Fire

Ascertainment of Claim as per the Insurance Policy

Exclude: Loss of Profit and Consequential Loss

### **English (First Language) 1**

#### **Unit 1 (SHORT STORY) Dinakar**

TEXT

A Snake in the Grass - RK Narayan

Reading Comprehension

Satavahana Kingdom

Grammar

Spelling Rules

Vocabulary

Words Often Misspelt

Pronunciation

Reading out a passage properly with punctuation pointers (audio support)

Language Games

Twenty Quiz Items

Conversation Practice

Talking about Weather

Soft Skills

Effective Communication

#### **Unit 2 (PROSE) E S Rao**

TEXT

On Saying Please - A.G. Gardinar

Reading Comprehension

Vemulavada

Grammar

Framing Interrogatives

Vocabulary

Words in different forms, Content and Structural / Grammatical

Words

Pronunciation

Intonation (audio support)

Language Games

Tongue Twisters

Conversation Practice  
Talking about Sports and Games  
Soft Skills  
Teamwork

### **Unit 3 (POETRY) Rambhaskar Raju**

TEXT

If You Forget Me - Pablo Neruda  
Reading Comprehension  
The Elagandala Fort  
Grammar  
Verb Forms in 12 Tenses  
Vocabulary  
Important Irregular Verbs in 5 Forms  
Pronunciation  
Tone Groups (audio support)  
Language Games  
Euphemisms / Indianisms  
Conversation Practice  
Talking about Careers  
Soft Skills  
Decision Making

### **Unit 4 (SHORT FICTION) Ramesh**

TEXT

After the Sunset - Bhoopal  
Reading Comprehension  
Right to Information Act  
Grammar  
Conversion  
Vocabulary  
Connectors  
Pronunciation  
Conversations (audio support)  
Language Games  
Hangman / Word Endings  
Conversation Practice  
Talking about Leaders  
Soft Skills  
Creativity / Thinking Out of the Box

### **Unit 5 (PROSE) Praveen Kumar**

TEXT



Man's Peril - Bertrand Russell  
Reading Comprehension  
Digital India  
Grammar  
Errors of Concord and Articles  
Vocabulary  
Collocations  
Pronunciation  
Stress Shift (audio support)  
Language Games  
Spiderweb / Word Families  
Conversation Practice  
Talking about Vegetables  
Soft Skills  
Work Ethics

## **Unit 6 (POETRY) Shobha Rani**

TEXT

Be The Best - Douglas Malloch  
Reading Comprehension  
Good Governance  
Grammar  
Errors of Verbs of Perception and Prepositions  
Vocabulary  
Phrases  
Pronunciation  
Words Often Mispronounced (audio support)  
Language Games  
Word Jumble  
Conversation Practice  
Talking about Social Media  
Soft Skills  
Interpersonal Relations

## **Computer Concepts and Application - I**

**Computer Concepts and Application - I**

**Course Code - 114 (B)**

**No. of Credits :- 03**

**Unit 1 Introduction to Computer and Operating system**

## **Introduction to Computer**

Definition, Block Diagram, Computer Hierarchy, (Classification),  
Characteristics of Computer

## **Computer System Hardware**

Computer Memory

Input and Output Devices

## **Definition - Software**

Software Types - System Software, Application Software

## **Definition of Operating System**

Types of Operating Systems,

Functions of Operating Systems

## **Working with Windows Operating System:**

Introduction, The Desktop, Structure of Windows, Windows Explorer,  
File and Folder Operations, The Search, The Recycle Bin, Adding or  
Removing New Programs using, Control Panel, Applications in  
windows (Paint, Notepad, WordPad, and Calculator)

## **Introduction to Free and Open Source Software**

**Definition of Computer Virus**, Types of Viruses, Use of Antivirus  
software.

## **Unit 2 Office automation tools**

Definition of Information Technology (IT)

Benefits of Information Technology (IT)

Applications of Information Technology (IT)

### **Office automation tools**

**MS-Word:** Introduction, Starting MS-Word, MS-Word Screen and its  
Components, Elementary Working with MS-Word

**MS-Excel:** Introduction, Starting MS-Excel, Basics of Spread sheet,  
MS-Excel Screen and Its Components, Elementary Working with MS-  
Excel

**MS-PowerPoint:** Introduction, Starting MS-PowerPoint, Basics of  
PowerPoint, MS-PowerPoint Screen and Its Components, Elementary  
Working with MS PowerPoint

**Data Processing:** Files and Records, File Organization (Sequential,  
Direct/Random, Index )

## **Unit 3 Introduction to Computer Network**

Introduction

Importance of Networking

Computer Network (LAN, WAN, MAN)

Network Components (Hub, Switch, Bridge, Gateway, Router, Modem)

Network Topology, Wireless Network

Internet and Internet application

Introduction, Internet evolution, Working of Internet, Use of Internet

Overview of World Wide Web (Web Server and Client)

Introduction to Search engine and Searching the Web, Downloading files, Introduction to Web Browsers, Working with E-mail (creation and use of the same)

Introduction to Internet Security

Security, Privacy, Ethical Issues & Cyber Law

## **Unit 4 Computer applications in Commerce**

### **Computer Applications in Business - Need and Scope**

Computer Applications in various fields of Commerce: Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, e-governance

### **E-Commerce**

Defining e-Commerce, Main Activities of Electronic Commerce, Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Communication, Process Management, Service Management, Transaction Capabilities;

## **FOREIGN TRADE OF INDIA**

### **BCH 103 FOREIGN TRADE OF INDIA**

**Unit -I:** Introduction - Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

**Unit-II:** Foreign Trade of India - Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

**Unit -III:** Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in

financing of foreign trade, STC, MMTTC, SEZ and EPZ. Export promotions.

**Unit -IV:** Strategy for Trade Policy in India - General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements - Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

**SUGGESTED READINGS:**

- 1) Jaiswal Bimal & Singh A.K. - Foreign Trade of India
- 2) Salvi P.G. - New Directions on India's Trade policy.
- 3) Cherrunilam F. - International Trade Export Management
- 4) Varshney R.L. - India's Foreign Trade

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