

# H L COLLEGE OF COMMERCE (ESTD. 1936)

## F Y B COM SYLLABUS (YEAR: 2014-2015)

PROFESSOR NAME	SEMESTER - I		SEMESTER - II	
	SUBJECT	TOPICS	SUBJECT	TOPICS
Prof P M Parmar	<b>Basic Statistics Paper-I</b>	(1) Matrix Algebra	<b>Operation Research</b>	(1) Transportation Problem (2) Assignment Problem
Prof H S Doshi		(1) Association of Attributes (2) Demographic Statistics		(1) PERT and CPM Techniques
Dr P B Shah		(1) Linear Correlation (2) Business Forecasting		(1) Linear Programming Problem (2) Replacement Problems
Prof S S Shah & Prof B M Patel	<b>Accountancy-I</b>	(1) Consignment Accounts (2) Insurance claims for stock and fixed assets	<b>Accountancy-II</b>	(1) Joint Venture Account
Prof M S Bhavsar & Prof Saroj T Gamit		(1) Branch Accounts (2) Accounts from Incomplete Records (3) Insurance claims for loss of profits		(1) Investment Account (2) Hire Purchase Account (3) Computerised Accounting
Prof S S Shah & Prof S T Gamit	<b>Financial Accounting-I</b>	(1) Company Final Accounts	<b>Financial Accounting-II</b>	(1) Capital Reduction (2) Sub-division / Consolidation of shares
Dr N S Bhavsar		(1) Redemption of preference shares (2) Issue of Bonus shares (3) Profit prior to incorporation		(1) Underwriting of shares & debentures (2) Revenue Accounts of general Insurance Company
Prof B M Patel		(1) Issue and forfeiture of shares (2) Piecemeal distribution of cash (3) Book building, Bid and Buy back		(1) Redemption of debentures (2) Purchase of business by a company (3) Indian Accounting Standards
Prof H B Chokshi	<b>Fundamentals of Business Economics - I</b>	(1) Basic concepts & definitions (2) Imperfect competition, Product pricing & factor pricing	<b>Fundamentals of Business Economics - II</b>	(1) National Income Accounts (2) Business cycle and Inflation
Miss Rupal Rajput & Ms Hardikajadav & Ms Rasilaben		(1) Demand analysis (2) Production, cost & revenue analysis		(1) Money & Credit (2) Keynesian Economic theory
Prof V M Bhatt	<b>Human Resource Management</b>	(1) Human Resource Management (2) Human Resource Planning in a Corporate Sector (3) Recruitment & Selection	<b>Fundamentals of Marketing Management</b>	(1) Main functions of Marketing - Branding - Pricing - Advertising
Prof Sandip K Parmar		(1) Training and Development (2) Performance Appraisal (3) Promotion (4) Transfer (5) demotion (6) Morle		(1) Marketing (2) Consumer Behaviour - Market Segmentation (3) Ethical issue in Marketing research (4) Marketing Research
Prof Khyati Kothari		(1) Human Resource Development (2) Job Design (3) Quality of work Life, (3) Quality circles		_____
Dr M S Kelshikar	<b>General English Text &amp; Composition</b>	<b>English Medium :</b> <b>Lesson : 1,2,3,4.</b> <b>Gujarati Medium :</b> <b>Lesson : 1,2,3 ,Essay; 8</b>	<b>English Medium :</b> <b>Lesson: 5,6,7,8</b> <b>Gujarati Medium Lesson:4,5,6</b>	
Prof Y D Shastri		<b>English Medium :</b> <b>Poems : 1,2,3,4 - Grammar; Do, have be, tenses</b> <b>Gujarati Medium :</b> <b>Lesson :Essay 7</b>		<b>English Medium:</b> <b>Poems: 5,6,7,8</b> <b>Gujarati Medium :All 4 poems</b> Grammar Modal Auxiliaries , preposition ,articles, types of sentences
Prof K V Vachcharajani		Comprehension of passage ,Paragraph writing		Dialogue writing, developing a story
<b>Note :</b>	<b>For Eng. Med. Text : Journey through words.</b> <b>For Guj. Med. Text : Golden Leaves.</b>		<b>Note :</b>	* Hewings, Martin. Advanced Grammar in Use. * Ur. Penny. Grammar Practice Activities

PROFESSOR NAME	SEMESTER - I		SEMESTER - II	
	SUBJECT	TOPICS	SUBJECT	TOPICS
Ms Dhruati Raval	Commercial Communication	(1) Vocabulary (2) Precis writing		<b>vocabulary</b>
Prof K V Vachcharajani		(1) Introduction to Communication (2) Definition of Communication (3) Forms of Communication (4) Process of Communication (5) Objectives of Communication (6) Feedback (7) Oral Communication (8) Written Communication		(1) Essentials of business letter writing(unit1) (2) Inquiry letters,reply letters(unit2)
Prof Y D Shastri		(1) Uses and Limitations of Verbal and Non Verbal Communication (2) Tips for attending Interview (3) Difference between Oral & Written Communication (4) Guidelines for drafting the effective Job Application (5) Techniques for writing Resume / CV (6) Drafting Job Application (7) Tips for facing interview		(1) Order letters and their execution(unit 3) Email writing , complain and adjustment (unit 4) (2)
Prof H R Bharucha	Internet and Web Page Development Using HTML	(1) Introduction to Internet (2) Applications of Internet (3) Introduction to HTML (4) Web Page Development Using HTML	Internet and Web Page Development Using HTML & Dreamweaver	1. Flash 2. Animation & Event – orientation using Flash 3. DreamWeaver 4. Web Page Development Using DreamWeaver
Prof H R Bharucha	Soft Skill Course Personality Development	(1) Introduction to Personality (2) Communication skills and Personality Development (3) Techniques in Personality development I (4) Techniques in Personality Development II	Leadership Development	UNIT- I Concept of leadership UNIT-II Theories of leadership UNIT-III Leadership styles of Indian managers. UINIT-IV Leadership ethics UNIT-V Leadership Development Leadership Developmental Mechanisms
Ms Shraddha Soni	Foundation Course	(1) Life Insurance Services	Environment Studies	

**1<sup>st</sup> Internal Exams** of the academic year 2014-15 will be commence from 6th October, 2014.

**Diwali vacation** 19/10/2014 to 08/11/2014 **(both days inclusive)**

**2nd Internal Exams** of academic year 2014-15 will be conducted as per Gujarat University guidelines.