



❖ PROGRAM OUTCOMES (PO) OF THE UNDER-GRADUATE COURSES OFFERED (BBA)

PO1 - Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.

PO2 - Upon completion of the BBA program the students will have general idea of operations in business.

PO3 - Upon completion of the BBA program, the individual will have specialized skills to deal with area specific issues of concern.

PO4 – Upon completion of the BBA program, the individual will be able to apply technological knowhow for business advancements.

PO5 - Upon completion of the BBA program, the individual will be capable of analyzing, investigating and solving critical business issues.

❖ Program Specific Outcome (PSO): (BBA)

PSO1: Understand of the corporate world.

PSO2: Analyze the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.

PSO3: Determine conceptual and analytical abilities required for effective decision making.

PSO4: Understand the dynamic and complex working environment of Business.

PSO5: Understand the problems faced by the business sector in the Current scenario.





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 1st year

Semester: 1st

Course Title: Micro Economics

Course Code: FMB210101

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept Macro Economics and its applications in management

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Define and comprehend fundamental microeconomic concepts such as supply and demand, elasticity, utility, and market structures.
2. Examine how consumers make choices, considering factors like preferences, budget constraints, and utility maximization.
3. Explore the decision-making processes of firms, including production costs, revenue maximization, and profit optimization.

Course Outcome:

1. To provide students' knowledge of Micro Economic concepts and inculcate an analytical approach to the subject matter.
2. To arouse the student's interest by showing the relevance and use of various economic theories.
3. To apply economic reasoning to solve business problems.
4. To understand how the concepts of microeconomics help them take economic decisions in real life.

Content

Unit	Description in detail	Credit	Weightage
I	<p>Introduction:</p> <ul style="list-style-type: none"> - Definitions of Economics: Scarcity and Growth definitions - Introduction to Micro Economics: Definition, Scope, Importance and Limitations of Micro Economics 	1	25 %





	<ul style="list-style-type: none"> - Important Concepts: Economic goods and Free Goods, Price and Value, Want and Demand, Production Possibility Curve - Economic Systems: Planned Economy, Free Market Economy and Mixed Economy 		
II	<p>Theory of Demand:</p> <ul style="list-style-type: none"> - Meaning of Demand and Determinants of Demand – Demand Function - Law of Demand, Expansion and Contraction of Demand, Increase and Decrease in Demand, Usefulness of Law of Demand, Exceptions to the Law of Demand - Utility Analysis: Concept of Utility, Law of Diminishing Marginal Utility, Derivation of Demand Curve on the basis of the Utility analysis , Consumer’s Surplus 	1	25 %
III	<p>Theory of Supply:</p> <ul style="list-style-type: none"> - Meaning of Supply, Determinants of Supply, Expansion and Contraction of Supply, Increase and Decrease in Supply - Demand and Supply as determinants of Price - Meaning of Market, Types of Market and their important features: Perfect Competition, Monopoly, Monopolistic Competition and oligopoly 	1	25 %
IV	<p>Theory of Distribution:</p> <ul style="list-style-type: none"> - Marginal Productivity Theory of Distribution - Rent: Concepts of Differential Rent and Scarcity Rent, Economic and Contract Rent, Quasi Rent, Pure Rent and Quasi Rent Wages: Concepts of Time Wages, Piece Wages, Money wages, real Wages, factors determining real Wages. Interest: Gross and Net Interest. Components of Gross Interest Profit: Theories of profit – risk, uncertainty, innovation 	1	25 %

Reference Books:

1. Micro Economic Theory by R. Cauvery (S.Chand Publication.)
2. Micro Economics by M.John Kennedy (Himalaya Publication)
3. Modern Micro Economics by H.L Ahuja (S Chand Publication)
4. Modern Economic Theory by K.K Dewett (S. Chand Publication)
5. Elementary Theory by K.K. Dewett & J.D.Verma. (S.Chand Publication.)
6. Principles of Economics by D.M.Mithani (Himalaya Publication)

Suggested Readings:

Faculty of Commerce & Management

Gokul College of commerce & Management



University Campus, State Highway-41, Siddhpur - 384151, Dist. Patan, Gujarat, INDIA

E: dean.fac.com@gokuluniversity.ac.in W: www.gokuluniversity.ac.in M: +91 95109 73861



- 1) Modern Economic Theory by K.K Dewett (S. Chand Publication)
- 2) Elementary Theory by K.K. Dewett & J.D.Verma. (S.Chand Publication.)
- 3) Principles of Economics by D.M.Mithani (Himalaya Publication)

Online Resources:

- 1) <https://www.pdfdrive.com>
- 2) www.slideshare.net

Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2				2	2			1	1
CO 2		3		1			1	1		
CO 3						2		1		1
CO 4		1		2			3		1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 1st

Course Title: Principle Of Management-I

Course Code: FMB210102

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept of Principle of management and its applications in Commerce.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Define and explain the concept of management, its functions, and its role in organizations.
2. Explore the historical development of management theories and their relevance to contemporary organizational practices.
3. Identify and describe the key functions of management, including planning, organizing, leading, and controlling.

Course Outcome:

1. Prepares the students with better managerial abilities and development of managerial skills.
2. Provides detail knowledge about the Management process and various functions of management.
3. Have a conceptual knowledge about the planning and decision making.
4. Identify and apply appropriate management techniques for managing business.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Management and Planning Management: Meaning and process of management. Planning: Meaning; planning process; planning premises; types of plans – based on breadth and use.	1	25 %
II	Forecasting, Decision making Forecasting: Meaning; techniques of forecasting – Historical analogy method, survey method, business	1	25 %





	barometers, time series analysis, regression analysis, significance and limitations of forecasting Decision making: Meaning; decision making process; techniques of decision making – Decision Tree, PERT and CPM.		
III	Organizing – Part 1 A. Introduction - Meaning of organizing; principles of organizing. B. Departmentation – Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise. C. Delegation – Meaning; elements of delegation; principles of effective delegation. D. Centralization and decentralization – Meaning; factors affecting degree of centralization and decentralization.	1	25 %
IV	Organizing – Part 2 Types of organizations A. Formal organizations: Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms) B. Informal organizations: Meaning; benefits; problems.	1	25 %

Reference Books:

1. L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6TH edition.
2. Karminder Ghuman and K. Aswathapa; Management – Concept, Practice and Cases; Tata McGraw Hill; 1st edition (2010)
3. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.

Suggested Readings:

1. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition

Online Resources:

- 3) <https://www.pdfdrive.com>
- 4) www.slideshare.net

Practical / Activities:

1. Quiz using Google Forms or Quizzes
2. Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2	2		1	1
CO 2		2		1				3		
CO 3	2		1			2				1
CO 4	2	3		2					1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 1st

Course Title: Forms Of Business Organization **Course Code:** FMB210103

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept business organization and its applications in Business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Identify different forms of business organization.
2. Explain features, merits and limitations of different forms of business organizations.
3. Distinguish between various forms of organizations.

Course Outcome:

1. Identify Different Forms of Business Organization.
2. Distinguish Between Various Forms of Organizations.
3. Discuss the factors determining choice of an appropriate form of Business organization.
4. Evaluate the various elements affecting the business environment.

Content

Unit	Description in detail	Credit	Weightage
I	Joint Stock Company Meaning; definition under the Company's Act 1956; types; difference between Public Ltd. and Pvt. Ltd. companies; formation procedure (promotion, incorporation, subscription and commencement); detailed study of Memorandum of Association, Articles of Association, Prospectus and Statement in lieu of Prospectus	1	25 %
II	Company Management I. Director – meaning; definition under Company's Act 1956; position; qualifications and disqualifications of a director; number of directors; powers, duties and liabilities of directors.	1	25 %





	<p>ii. Managing Director – definition under Company’s Act 1956; position; appointment and disqualifications; remuneration to Managing Director.</p> <p>iii. Company Secretary – definition under Company’s Act 1956; position, qualifications; appointment; powers and duties of a Company Secretary.</p>		
III	<p>Company Meetings, Resolutions and Minutes: Company meetings - Meaning; types I. Shareholders meetings – statutory meeting; AGM and EGM; provisions regarding quorum, agenda, time and place of holding the meetings, notice; purpose of holding these meetings; business transacted at these meetings. ii. Board Meetings – provisions regarding time, place, notice, quorum, agenda; purpose of holding board meetings.</p>	1	25 %
IV	<p>Business Combinations: Business Combinations - Meaning; causes/reasons of combinations; economies (benefits) and diseconomies (evils) of combinations; types – horizontal, vertical forward and backward, lateral convergent and divergent, circular; forms – associations, federations, partial and total consolidations.</p>	1	25 %

Reference Books:

- 1) M C Shukla; Business Organization and Management; S. Chand Publication; 18th edition.
- 2) Fundamentals of Business Organisation & Management by Y.K.Bhushan (Sultan chand & Sons)

Suggested Readings:

- 1) Fundamentals of Business Organisation & Management by Y.K.Bhushan (Sultan chand & Sons)

Online Resources:

- 5) <https://www.pdfdrive.com>
- 6) www.slideshare.net

Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3	2			1		1	1
CO 2		2			2			1		
CO 3	2		1			3	3	1		1
CO 4	2	3			1				1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 1st

Course Title: BUSINESS COMMUNICATION-I

Course Code: FMB210104

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept of Business communication and its applications in Commerce.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Understand the fundamental principles of communication and their application in a business context.
2. Learn how to analyze the needs and expectations of different audiences in business communication.
3. Develop strong written communication skills, including clarity, conciseness, coherence, and correctness.

Course Outcome:

1. Provides students with basic understanding of the concepts of business, communication and public relation.
2. Develops critical understanding of different practices associated with business communication.
3. The students will penetrate the communication skills used in business world.
4. It will enable them to enhance them verbal communication using modern technology.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Communication: Definition of Communication Process of Communication Aims or Objectives of Communication ➤ Knowledge	1	25 %





	<ul style="list-style-type: none"> ➤ Information ➤ Report ➤ Counseling ➤ Motivation ➤ Request ➤ Order ➤ Warning ➤ Suggestion ➤ Advice ➤ Complaint ➤ Raising morale ➤ Instruction ➤ Persuasion <p>The Seven C's of the Effective Communication</p> <ol style="list-style-type: none"> 1. Completeness 2. Conciseness 3. Consideration 4. Concreteness 5. Clarity 6. Courtesy 7. Correctness <p>Forms of Communication:</p> <p>Verbal communication</p> <ol style="list-style-type: none"> 1 Oral Communication 2 Written Communication 3 Communication through listening and reading 4 Advantages and limitations of verbal Communication <p>Non verbal Communication</p> <ul style="list-style-type: none"> ➤ Importance of non verbal Communication ➤ Types of non verbal Communication ➤ Body language ➤ Para language ➤ Time and space language ➤ Sign language ➤ Advantages and Limitations of non verbal Communication 		
II	<p>Letter writing techniques</p> <p>Understanding the basics of letter writing</p> <p>(A) Physical appearance Paper</p> <p>Quality Color Size Continuation sheet Typing On</p> <p>conventional type writer On computers</p> <p>(B)Advantages of typing on computer</p> <p>Margin</p> <p>Folding</p> <p>Envelop</p>	1	25 %





	<p>Sizes Window envelop Superscription Structure of letter and essential parts of letter</p> <ol style="list-style-type: none"> 1. Heading 2. Date 3. Reference number 4. Confidential and personal notes 5. Inside address 6. Attention line 7. Salutation 8. Subject 9. Body of the letter 10. Complimentary close 11. Signature 12. Post script 13. Enclosures 14. Identification initial 15. Carbon notation Style or format of the letter 16. The full block form 17. The semi block form 18. The modified block form <p>Principles of effective letter writing</p>		
III	<p>Types of letters Inquiry letters Solicited inquiry Unsolicited inquiry Routine inquiry Inquiry for a special purpose or favor Reply to inquiry letter Circumstantial reply Order letter Order letter by the buyer Acknowledgement of orders Reply to order letter Execution of orders Cancellation of orders</p>	1	25 %
IV	<p>Words often misspelled and confused*** A List of commonly confused and misused words*** COMMONLY CONFUSED WORDS</p> <ol style="list-style-type: none"> 1) Accept /Except 2) Advice (Noun) /Advise (Verb) 3) Adverse /Averse 4) Affect (Verb);/Effect (Noun); 5) Aisle /Isle 6) Allude /Elude 7) Allusion /Illusion False Idea 8) Already /All Ready 9) Altar /Alter 	1	25 %





10) Altogether /All Together 11) Angel /Angle 12) Accent /Ascent Assent Consent, Agreement 13) Beside /Besides 14) Boar /Bore 15) Board /Bored 16) Born /Borne 17) Brake /Break 18) Buy /By 19) Canvas /Canvass 20) Capital /Capitol 21) Choose /Chose 22) Coarse /Course 23) Complement /Compliment 24) Corps /Corpse Dead Body 25) Dairy /Diary 26) Descent /Dissent 27) Dessert /Desert 28) Device /Devise 29) Dew /Due 30) Die /Dye 31) Elicit /Illicit 32) Eminent /Imminent 33) Fair /Fare 34) Farther /Further 35) Formally /Formerly 36) Hear /Here 37) Heard /Herd 38) Hoard /Horde 39) Knew /New 40) Later /Latter 41) Lead /Led 42) Lessen /Lesson 43) Loose /Lose 44) Meat /Meet 45) Moral /Morale 46) Patience /Patients 47) Peace /Piece 48) Peak /Peek 49) Personal /Personnel 50) Plain /Plane 51) Precede /Proceed 52) Presence /Presents 53) Principal (Adj.); (Noun) /Principle 54) Quiet /Quite 55) Rain /Reign		
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56) Raise /Raze 57) Reverend /Reverent 58) Right /Rite 59) Road /Rode 60) Scene /Seen 61) Sight /Site 62) Stationary /Stationery 63) Than /Then 64) Their /There 65) Through /Thorough 66) Waist /Waste 67) Waive /Wave 68) Weak /Week 69) Weather /Whether		
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Reference Books:

1. Sehgal, M.K., Vandana Khetarpal, *Nature and scope of Business Communication*, Excel Books: Delhi, 2003. Print.
2. Rai, Urmila, S.M.Rai, *Business Communication*, Himalaya Publishing House: Delhi, 2002. Print.
3. Rao, Babu, *Communication Today*, Himalaya Publishing House: Delhi, 2003. Print.
4. Kaul, Asha, *Effective Business Communication*, Prentice Hall of India: Delhi, 2005. Prin

Suggested Readings:

1. Rao, Babu, *Communication Today*, Himalaya Publishing House: Delhi, 2003. Print.
2. Kaul, Asha, *Effective Business Communication*, Prentice Hall of India: Delhi, 2005. Prin

Online Resources:

- 7) <https://www.pdfdrive.com>
- 8) www.slideshare.net

Practical / Activities:

3. Quiz using Google Forms or Quizzes
4. Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		3		1		1	1
CO 2		2		1		3	1	1		
CO 3	2		1					1		1
CO 4	2	3		2	3		2		1	





Program: Bachelor's of Business Administration. **Subject / Branch:** Management

Year: 1ST year

Semester: 1st

Course Title: Financial Accounting-I

Course Code: FMB210105

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept of financial accounting and its applications in Commerce.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Understand the framework of accounting systems and the Generally Accepted Accounting Principles
2. Prepare necessary financial statements related to different business entities.
3. Construct financial statements for understandability and relevance of stakeholders.

Course Outcome:

1. Creates awareness about company accounts with provision of various companies act.
2. Students will have complete knowledge of Indian as well as International Accounting Standards
3. With advanced knowledge of accounting, business world will be ready to absorb students
4. Acquire the basic concept of accounting terms.

Content

Unit	Description in detail	Credit	Weightage
I	Piecemeal Distribution Of Cash: Piecemeal Distribution Of Cash: Meaning Theory And Practical And Profit (Or Loss).	1	25 %
II	Prior To Incorporation: Meaning, Time Ratio, Sales Ration Base Practical.	1	25 %
III	Issue And Forfeiture Of Shares: (Pro-Rata) Concepts Of Potential Equity Shares , Sweat Equity Shares	1	25 %





IV	Redemption Of Redeemable Preference Shares: Under Section 80 Of Companies Act 1956 & Issue Of Bonus Share As Per Statutory Provisions Enforce On 31 st March Of Immediate Preceding Academic Year.	1	25 %
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Reference Books:

1. Dr. Shardha Gangwar “ Financial accounting”
2. M.P Gupta & B.M Agrawal “ Grewal’s Accounting”
3. Dr. S.N Maheshwari & Dr. S.K Maheshwari “Problems & Solutions In Advance Accounting”

Suggested Readings:

1. M.P Gupta & B.M Agrawal “ Grewal’s Accounting”
2. Dr. S.N Maheshwari & Dr. S.K Maheshwari “Problems & Solutions In Advance Accounting”

Online Resources:

- 9) <https://www.pdfdrive.com>
- 10) www.slideshare.net

Practical / Activities:

- 3) Quiz using Google Forms or Quizzes
- 4) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2	2		3	1
CO 2		2		1				2		
CO 3	2		1			2	2			1
CO 4	2	3		2					2	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 1ST

Course Title: Computer Application – I

Course Code: FMB210106

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept of Computer Application II and its applications Various Field.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Give students an in-depth understanding of why computers are essential components in business, education and society.
2. Provide hands-on use of Microsoft Office applications Word, Excel and PowerPoint.
3. Completion of the assignments will result in MS Office applications knowledge and skills

Course Outcome:

1. Students will proficiently use common office software for creating and editing documents, spreadsheets, and presentations.
2. Participants will demonstrate the ability to design and develop simple computer programs using fundamental programming concepts.
3. Learners will gain practical knowledge in troubleshooting and maintaining computer systems, enhancing their skills in basic IT support.
4. Understand an operating system and its working, and solve common problems related to operating systems

Content

Sr No.	Subject Content	Teaching Hours	Weightage (%)
1	Introduction to Computers, Operating System, Windows & its Utilities _ Computer system components, Input devices, Output devices, storage	10	25





	<p>devices, computer storage elements, types of computer, Applications of computers, advantages of using computer</p> <p>_ Operating System</p> <ul style="list-style-type: none"> o Computer software categories o Introduction to operating system o Types of User Interfaces o Functions of Operating Systems o Types of Operating Systems o Examples of Operating system o Booting Process <p>_ Windows</p> <ul style="list-style-type: none"> o Introduction to Windows, features of Windows, various versions o Components Of Windows <ul style="list-style-type: none"> - Desktop, icon, My computer, My documents, Network Neighborhood, Recycle bin, start menu, taskbar, Windows Explorer o Control Panel <ul style="list-style-type: none"> - Date & time, display, mouse, user accounts, add & remove programs <p>_ Files and Folders</p> <p>Creating Folder</p> <p>Folder Operations (copying , moving and deleting)</p> <p>Creating files & file operations</p> <p>Creating Shortcuts</p> <p>_ System Tools</p> <p>Disk Defrag</p> <p>_ Internet and Outlook</p> <p>What is Internet</p> <p>Most popular internet services</p> <p>Functions of Internet like email, WWW, FTP, Usenet, IRC, instant messaging, Internet Telephony</p> <p>How Internet works</p> <p>Connecting to Internet</p> <p>Managing emails</p> <p>Using address book</p> <p>Working with task list</p> <p>Scheduling appointments</p> <p>Reminders</p> <p>Events</p> <p>Journals</p>		
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	Notes		
2	<p>MS Word & Introduction to Excel</p> <ul style="list-style-type: none"> _ Creating, navigating and editing Word documents _ Formatting text of a document _ Formatting, viewing and printing a document _ Inserting and removing page breaks _ Insert Header and footers _ Viewing a document _ Page set up of a document _ Printing a document _ Working with tables and graphics _ Working with objects _ Mail merge and labels _ Spelling and grammar tools _ Autocorrect _ Auto text _ Auto format _ Inserting endnotes and footnotes _ Working with columns _ Inserting comments _ Creating index and tables from the content of document _ Counting words _ Macros _ Saving document with passwords. _ Introduction To Excel _ Concept of workbook, worksheet, workspace _ Types of data _ Formatting workbook _ Conditional formatting _ Sorting Data 	10	25
3	<p>MS PowerPoint</p> <ul style="list-style-type: none"> _ Creating , browsing & saving Presentation _ Editing & formatting slides _ Linking multiple slides using hyperlinks and advance buttons _ Using slide layouts _ Adding notes to the slides _ Editing and formatting slides _ Working with slide masters _ Inserting objects on the slide 	10	25





	<ul style="list-style-type: none"> _ Animating objects _ Slide transitions _ Choosing preset animations _ Triggering animations _ Applying sound effects to animation effects _ Playing videos _ Rehearsing timings _ Slide show _ Slide show options(using pen pointer, highlighter) _ Pack &go _ Custom Show 		
4	<p>Advanced Excel (10 hours)</p> <ul style="list-style-type: none"> _ Data validation _ Data filter (Auto & Advance) _ Charts _ What if analysis _ Goal seek _ Scenario _ Protecting Worksheet _ Types of error _ Functions and formulas <p>1. Mathematical Round, ceil floor, fact, subtotal, sum , sum if 2. Logical AND, OR, NOT, if 3. Statistical Min, max, avg, count if 4. Text Concatenate, Exact, find, left, right, len, lower, upper, trim 5. Lookup Hlookup, Vlookup 6. Date and Time Date, day, days360, hours, minute, now, second, time, today, year</p>	10	25

Reference Books:

- 1) Schaum's Outline of Programming with C: B. Gottfried, 2nd Edition, 1996, Tata McGraw Hill.
- 2) The C Programming Language: B.W. Kerninghan, D.M. Ritchie, 2nd Edition, 1995, PHI

Suggested Readings:

- 1) Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications
- 2) Office 2003 in simple steps- Dreamtech Press.





Online Resources:

- 11) <https://www.pdfdrive.com>
- 12) www.slideshare.net

Practical / Activities:

- 5) Quiz using Google Forms or Quizzes
- 6) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	1	3		2	2			1	1
CO 2		3		1			3	1		
CO 3	2		1			2		1		1
CO 4	2	3		3			3		1	





Program: Bachelor's of Business administration **Subject / Branch:** Management

Year: 1ST year

Semester: 2ND

Course Title: Macro Economics

Course Code: FMB220101

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept Macro Economics and its applications in Commerce.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

Course Objective:

1. Provide an introduction to the fundamental concepts and principles of macroeconomics.
2. Understand the methods used to measure and analyze national income, output, and expenditure.
3. Explore the determinants of economic growth and the factors that contribute to or hinder the expansion of an economy.

Course Outcome:

1. To familiarize the students with the basic concept of Macro Economics and its application.
2. To aware students about Gross National Product (GNP), Net National Product (NNP), Income at Factor cost or National Income at Factor Prices ,Per Capita Income.
3. To Study the relationship among broad aggregates.
4. To apply economic reasoning to solve the problems of the economy.

Content

Unit	Description in detail	Credit	Weightage
I	<p>Introduction to Macro Economics: Definition, Scope, Importance and Limitations of Macro Economics</p> <p>National Income (NI) Accounting: Meaning of NI and Circular Flow of NI (in Four sector economy) Stock and flow concept, NI at Current Price and NI at Constant Price</p>	1	25 %





	Various concepts of NI (GNP, GDP, NNP, NDP), Personal Income, Disposable Income Methods for measurement of NI Difficulties in measurement of NI		
II	Theory of Income and Employment Keynes' consumption function Investment function Keynesian theory of Income and employment Investment multiplier Interest rate theory - Liquidity Preference Theory	1	25 %
III	Money Definition and Functions Stocks of Money (M1, M2, M3 and M4) Credit creation by Commercial Banks Inflation Meaning of Inflation, Deflation, Stagflation and Causes of inflation, Measures to Control Inflation Business cycle Meaning, characteristics and phases	1	25 %
IV	Monetary policy Meaning, Objectives and Tools Fiscal policy Meaning, Objectives and Tools Balance of Payments Meaning, Structure, Causes of Disequilibrium and Methods of Correcting Disequilibrium	1	25 %

Reference Books:

- 1) Macro Economics by D.M.Mithani (Himalaya Publication)
- 2) Macro Economics by R. Cauvery (S.Chand Publication.)

Suggested Readings:

- 1) Richard T. Froyen (2005): Macroeconomics, 2nd Edition, Pearson Education Asia, New Delhi.

Online Resources:

- 13) <https://www.pdfdrive.com>
- 14) www.slideshare.net

Practical / Activities:

- 7) Quiz using Google Forms or Quizzes
- 8) Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2		1	2	
CO 2		2		1			1		2	
CO 3	2		1			2			3	
CO 4	2	3		2			3			1



— Faculty of Commerce & Management —
Gokul College of commerce & Management





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 2ND

Course Title: Business Environment

Course Code: FMB220102

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept Business Environment and its applications in commerce.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Provide an overview of the concept of the business environment and its significance in shaping organizational strategies and operations.
2. Identify and analyze the various components of the business environment, including economic, social, technological, political, legal, and ecological factors.
3. Analyze the impact of economic factors such as inflation, interest rates, and economic growth on business operations and decision-making.

Course Outcome:

1. To make the students aware about the Business and Business Environment.
2. To develop entrepreneurial awareness among students.
3. To motivate students to make their mind set for thinking entrepreneurship as career.
4. Students would describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Business Environment Concept, Definition & Importance of Business Environment, Internal & External environment of business Economic Environment	1	25 %





	Reforms in Indian Money Market, Primary Capital Market & Secondary Capital Market.		
II	<p>Union Budget: Concept, Main constituents of Budget, Various types of Budgetary Deficits.</p> <p>Price & Distribution controls: Objectives, Price controls; Direct Vs Indirect, Administered prices, Dual pricing, Subsidization, Public Distribution System.</p> <p>Privatization: Concept, Ways of privatization, Disinvestment process in India. Exit Policy.</p>	1	25 %
III	<p>Global Environment Globalization: Definition, Meaning & indicators of Globalization Foreign Investment Flows: Concepts of FDI, FPI & Role of Foreign Investments. Introduction of GATT, Origin & Objectives of WTO, Impact of WTO on Indian Economy. MNCs: Meaning of MNC & TNC, Benefits from MNCs, Problems brought by MNCs. EXIM Policy (Latest)</p>	1	25 %
IV	<p>Social Environment Meaning of Social Responsibility Business & various social responsibility of Business. Business Ethics: Meaning & Its importance Consumerism: Concept, Consumer Rights & Consumerism in India Technological & Natural Environment Concept of Technology & Innovation, Sources of Technology Dynamics Concept of Natural Environment & its impact on Business</p>	1	25 %

Reference Books:

- 1) Economic environment of business by H.L. Ahuja, S. Chand
- 2) Business Environment: Text & Cases, Francis Cherunilam, Himalaya Publishing House, Edition:

Suggested Readings:

- 1) Essentials of Business Environment, K.Ashwathappa, Himalaya Publishing House, 6th Edition:
- 2) Indian Economy, S.K.Misra & V.K.Puri, Himalaya , Edition:25th
- 3) Indian Economy, Ruddar Datt & K.P.M Sundharam, S.Chand & Company Ltd.,57th Edition





Online Resources:

- 15) <https://www.pdfdrive.com>
- 16) www.slideshare.net

Practical / Activities:

- 9) Quiz using Google Forms or Quizzes
- 10) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3	3			1		1	1
CO 2		2			3		1			
CO 3	2		1			2				1
CO 4	2	3						1	1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 1ST Year

Semester: 2ND

Course Title: Growth & Structure Of Industries **Course Code:** FMB220103

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) From A Recognized Education Board.

Rationale: The course aims to familiarize the students with concept of Growth & Structure of industries and its applications in Industries.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Provide a comprehensive understanding of various industries, their role in the economy, and their significance in the business environment.
2. Analyze historical and contemporary trends in the growth of different industries, including factors influencing their development.
3. Assess the economic contribution of industries in terms of output, employment, and income generation at the regional, national, and global levels.

Course Outcome:

1. Explain The Growth and Structural Composition Of Indian Industry As It Evolved Over Time.
2. Critically Describe the Phase-Wise Developmental Performance Of The Indian Industry.
3. Indicate the direction of industrial development envisaged in the initial years of planning with a thrust on import substitution leading to a phase of controlled regime.
4. To explain the growth and structural composition of Indian industry as it evolved over time

Content

Unit	Description in detail	Credit	Weightage
I	Introduction: Meaning of industry and industrialization, Significance of industrialization in India, Factors hampering India National Income (NI) Accounting.	1	25 %





	<p>Location of Industries: Meaning and importance of location, Weber's theory of location and factors affecting location, Agglomeration and Deglomeration, Dynamics of industrial location</p>		
II	<p>Public Sector in Indian Economy: Role of PSUs in India, Performance of PSUs and Problems of PSUs, Private Sector in Indian Economy: Role of Private Sector in India, Performance of Private Sector in the Post Liberalization phase in India, Problems of Private Sector, Growth and Contribution Of Service Sector in India:</p>	1	25 %
III	<p>Small Scale and Cottage Industries: Meaning, characteristics and classification (cottage, modern SSI and tiny units), Importance of SSI in Indian economy, Problems faced by SSIs, Policy measures for SSIs (Government Assistance to SSIs, Industrial Estates, DICs, Policy of reservation for SSIs), the industrial policy 1991 and SSIs, Financial Institutions for SSI (NSIC, SIDBI, SFCs, SIDC)</p>	1	25 %
IV	<p>Industrial Policy: a) An outline of the industrial policies in the pre-reform (1991) period. B) Provisions of the industrial policy after 1991 Policies for Industrial Sickness: Meaning of industrial sickness, causes of industrial sickness in India, Government's measures for sick industrial units Indian Industries and the Energy problem: Sources of Energy, Energy Crisis and Measures to solve Energy Crisis</p>	1	25 %

Reference Books:

1. Indian Economy (28th Revised Edition) by Mishra & Puri (Himalaya Publication)
2. Industrial Economy of India by S.S.M Desai & N. Bhalerao
3. Indian Economy by Datt & Sundharam (S.Chand Publication)

Suggested Readings:

Indian Economy (28th Revised Edition) by Mishra & Puri (Himalaya Publication)





Online Resources:

<https://bsshaheducation.in/product/growth-and-structure-industries/>

Practical / Activities:

- 11) Quiz using Google Forms or Quizzes
Breakout room activity – Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		1	2	3		1	1
CO 2		2		1		2	1	1		
CO 3	2		1			2	2	1		1
CO 4	2	3		2	3		3		1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 2ND

Course Title: Business Communication-II

Course Code: FMB220104

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: Students will get idea about the hurdles of the language.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Understand the fundamental principles of communication, emphasizing clarity, accuracy, and appropriateness in a business context.
2. Develop strong written communication skills, including proficiency in composing emails, memos, reports, and other business documents.
3. Cultivate a professional and appropriate tone in written and oral communication, considering the audience and purpose.

Course Outcome:

1. To make the students aware about the business communication.
2. To understand the process and importance of communication.
3. To develop awareness regarding new trends in business communication, various media of communication and communication devices.
4. To extend business communication skills through the application and exercises.

Content

Unit	Description in detail	Credit	Weightage
I	SEGMENT COURSE CONTENT No. of Lectures TEXT: 12 Wings of Fire-Abridged-(Students Edition) By- Dr. A.P.J. Kalam	1	25 %
II	COMMUNICATION: Barriers to Effective Communication Physical Barriers Noise Time and Distance Semantic Barriers Interpretation of Words	1	25 %





	<p>Technical Jargon Idioms and Phrases Psycho-Sociological Barriers Status Block Closed mind Emotion Group Identification Poor Communication Skills State of Health Cultural Barriers</p>		
III	<p>Sales letters: (5 hours) objectives of sales letter Types of writing a sales letters Job Applications: (8 hours) Collection letters: (5 hours) Definition of collection letters Essential points for drafting collection letters Stages of collection letters Notification stage Reminder stage Strong reminder stage Inquiry and discussing stage Warning and threat stage Thanking customer for timely payment Reply to complaint regarding faulty bill</p>	1	25 %
IV	Vocabulary (Foreign Words)	1	25 %

Reference Books:

- 1) Rai. U.S., S.M.Rai *Business Communication*. Himalaya Publication, Mumbai.
- 2) Ramon, Meenakshi, *Business Communication*. Prakash Sing OUP, New Delhi. "Oxford Business English Dictionary, OUP, New Delhi

Suggested Readings:

- 1) Sharma, R.C. *Business Correspondence and Report Writing*. Krishna Mohan Tata McGrawhill Publishing Co.
- 2) Korlahalli, J.S., Rajendrapal. *Essentials of Business Communication*. Sultan Chand and Sons. New Delhi
- 3) Kaul, Asha. *Business Communication*. Prentice Hall Of India Pvt Ltd., New Delhi.





Online Resources:

- 17) <https://www.pdfdrive.com>
- 18) www.slideshare.net

Practical / Activities:

- 12) Quiz using Google Forms or Quizzes
- 13) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2			1	1
CO 2		2		1			1	1		
CO 3	2		1			2		1		1
CO 4	2	3		2			3		1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 2ND

Course Title: Financial Accounting-II

Course Code: FMB220105

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept Financial Accounting II and its applications in Accounting.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Provide an overview of the role and importance of financial accounting in business and the broader economy.
2. Introduce fundamental accounting concepts and principles, such as the accounting equation, accrual basis accounting, and the matching principle.
3. Understand the preparation and interpretation of key financial statements, including the income statement, balance sheet, and cash flow statement.

Course Outcome:

1. Students will have complete knowledge of Indian as well as International Accounting Standards.
2. With advanced knowledge of accounting, business world will be ready to absorb students.
3. Exemplify to prepare and analyses the financial statements.
4. Acquire the basic concept of accounting terms.

Content

Unit	Description in detail	Credit	Weightage
I	Purchase of Business By company : (Accounting treatments in the books of Company)	1	25 %
II	(A) Underwriting of shares and Debentures : Computation for fixing the liabilities Of underwriters.	1	25 %
III	(A) Capital Reduction:	1	25 %



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	Excluding Preparation of scheme of internal resolution (B) Sub division / Consolidation of shares, conversion of shares into stock and its conversion.		
IV	(A) Indian Accounting Standards AS-2 Valuation of Inventories AS-6 Depreciation Accounting AS-10 Accounting for fixed assets (B) Redemption of Debentures : Own debentures from open market	1	25 %

Reference Books:

- 1) Dr. Maheshwari, S. N. Advance Accountancy. Vols. Vol-1 and Vol-2. New Delhi: Vikash Publisher House Pvt. Ltd.
- 2) Gupta, R. L. Advance Accountancy. Vols. vol-1 and vol-2. New Delhi: Sultanchand & Sons.

Suggested Readings:

- 1) Rana, T. J. Advance Accountancy-2. Ahmedabad: B.S. Shah Prakashan.

Online Resources:

- 19) <https://www.pdfdrive.com>
- 20) www.slideshare.net

Practical / Activities:

- 14) Quiz using Google Forms or Quizzes
- 15) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1				2	2			1	1
CO 2		2	2	3			1	1		
CO 3	2		1	1	3	2		1		1
CO 4		3	3				3		1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 1ST year

Semester: 2ND

Course Title: Computer Application –II

Course Code: FMB220106

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept of Computer Application II and its applications Various Field.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Give students an in-depth understanding of why computers are essential components in business, education and society.
2. Provide hands-on use of Microsoft Office applications Word, Excel and PowerPoint.
3. Completion of the assignments will result in MS Office applications knowledge and skills

Course Outcome:

1. Use the features available in Windows
2. Work with System Tools and use Accessibility Features of Windows
3. Create documents using MS Word
4. Learn basic word processing, Spreadsheet and Presentation Graphics Software skills.

Content

Unit	Description in detail	Credit	Weightage
I	Advanced word-I a) checking spelling & grammar b) Auto correct & auto text c) opening & closing toolbars d) using tabs 1. Defining Tabs using rulerbar and mouse 2. Defining Tabs using Dialogbox e) Enhancing a Document	1	25 %





	<p>1. Page set up, page Break, Looking at a document in different views, Header & Footer, Zoom, Changing Case , Print Options .</p> <p>f) Tables</p> <p>1. Creating a table , Formatting a table , Auto Format ,Calculation in table and Sorting</p>		
II	<p>Advanced Word –II</p> <p>a) Using multiple columns , Format painter ,auto format</p> <p>b) Graphics , Drawing toolbar , word art , inserting Graphics</p> <p>c) Mail Merge: What is mail merge?</p> <p>d) Creating & printing merged letters</p> <p>e) Using mail merge to print envelop and mailing Labels</p>	1	25 %
III	<p>Web Design Using Flash</p> <p>a) Multimedia authoring software</p> <p>b) Advantages of Flash</p> <p>c) What is Animation?</p> <p>d) Parts of screen of Flash 8.0</p> <p>1.Stage</p> <p>2.Timeline</p> <p>3.Panel</p> <p>4.Toolbox</p> <p>5.Library Window</p> <p>e) Web Animation</p> <p>f) To Publish Animation</p>	1	25 %
IV	<p>Importance Terms Related to Computers</p> <p>Algorithm, Artificial intelligence, ASCII, ATM, Automated Office, Backup, BIOS, Bit, Byte, Boo, Bug ,Client /server, Encryption, Flow chart, GIGO, POST ,Password, Program, Modem, Web, Virus ,Configuration of a pc –Computer</p>	1	25 %

Reference Books:

- 3) Schaum's Outline of Programming with C: B. Gottfried, 2nd Edition, 1996, Tata McGraw Hill.
- 4) The C Programming Language: B.W. Kerninghan, D.M. Ritchie, 2nd Edition, 1995, PHI

Suggested Readings:

- 3) Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain , Wiley –India Publications
- 4) Office 2003 in simple steps- Dreamtech Press.





Online Resources:

- 21) <https://www.pdfdrive.com>
- 22) www.slideshare.net

Practical / Activities:

- 16) Quiz using Google Forms or Quizzes
- 17) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2			3	1
CO 2		2		1			3	1		
CO 3	2		1		3	2		1		2
CO 4	2	3		2			3		2	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 2nd

Semester: 3rd

Course Title: MARKETING MANAGEMENT

Course Code: FMB230101

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Marketing Management and its applications in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. To outline key marketing concepts and its application to different markets
2. To identify factors and processes essential for designing marketing strategy
3. To analyze and examine the implementation of marketing concepts and strategy to firms

Course Outcome:

1. To Outline Key Marketing Concepts and Its Application to Different Markets.
2. To Identify Factors and Processes Essential for Designing Marketing Strategy.
3. To Analyze and Examine the Implementation of Marketing Concepts and Strategy to Firms.
4. Formulate a marketing* plan that will meet the needs or goals of a business or organization.

Content

Unit	Description in detail	Credit	Weightage
I	Buyer Behavior : Consumers markets and Industrial Market : model of Consumer behavior, Factors influencing behavior, Buying behavior process characteristics of Industrial market, major influencing factor on industrial buying behavior types of buying decision and how to make buying decision.	1	25 %





II	Target Marketing : Market segmentation on different basis and target marketing strategies. Consumerism : Concept, Causes, consumer movement in India.	1	25 %
III	Advertising: Advertising goals, Determination of advertising Budget Simple and Dynamic models Competitive model, Adaptive models. Specification of the media schedule media planning, specification of copy and format.	1	25 %
IV	Issues and Developments in Marketing Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing	1	25 %

Reference Books:

- 1) Marketing Management by Philip Kotler.
- 2) Introduction to Marketing Management by Sherlekar
- 3) Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R.Krishnamoorthy
- 4) Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd

Suggested Readings:

- 1) Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R.Krishnamoorthy
- 2) Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd

Online Resources:

- 1) <https://www.pdfdrive.com>
- 2) www.slideshare.net

Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	1			1	1
CO 2		2		1		3	3	1		
CO 3	2		1		3	2	3	1		1
CO 4	2	3		2					1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 2nd

Semester: 3rd

Course Title: HUMAN RESOURCE & MANAGEMENT

Course Code: FMB230102

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Human resource and its application in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. To provide conceptual understanding of Management Concepts
2. To familiarize the students with the contemporary issues in Management
3. To understand and appreciate the human behaviour in organizations

Course Outcome:

1. Creates understanding of the importance of HRM in today's scenario.
2. Creates understanding of the various functions of HRM.
3. Enables creating strategies to improve HR quality.
4. Demonstrate knowledge of key HRM functions, such as recruitment, selection, training, performance appraisal, and compensation.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Management and Planning Management: Meaning and process of management. Planning: Meaning; planning process; planning premises; types of plans – based on breadth and use.	1	25 %
II	Forecasting, Decision making Forecasting: Meaning; techniques of forecasting – Historical analogy method, survey method, business barometers, time series analysis, regression analysis, significance and limitations of forecasting Decision making: Meaning; decision making process; techniques of decision making – Decision Tree, PERT and CPM.	1	25 %





III	<p>Organizing – Part 1</p> <p>A. Introduction - Meaning of organizing; principles of organizing.</p> <p>B. Departmentation – Meaning; bases of departmentation – function wise, product wise, territory wise, process wise and customer wise.</p> <p>C. Delegation – Meaning; elements of delegation; principles of effective delegation.</p> <p>D. Centralization and decentralization – Meaning; factors affecting degree of centralization and decentralization.</p>	1	25 %
IV	<p>Organizing – Part 2</p> <p>Types of organizations</p> <p>A. Formal organizations: Line; Functional; Line and staff; Committee (only the meaning, advantages and limitations of all the four forms)</p> <p>B. Informal organizations: Meaning; benefits; problems.</p>	1	25 %

Reference Books:

4. L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6TH edition.
5. Karminder Ghuman and K. Aswathapa; Management – Concept, Practice and Cases; Tata McGraw Hill; 1st edition (2010)
6. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.

Suggested Readings:

3. Koontz, Weirich & Aryasri, PRINCIPLES OF MANAGEMENT, Tata McGraw-Hill, NewDelhi,2004
4. Tripathi & Reddy, PRINCIPLES OF MANAGEMENT, Tata McGraw-Hill, New Delhi,2008
5. Laurie Mullins, MANAGEMENT AND ORGANISATIONAL BEHAVIOUR, Pearson, NewDelhi,2007

Online Resources:

- 23) <https://www.pdfdrive.com>
- 24) www.slideshare.net





Practical / Activities:

- 18) Quiz using Google Forms or Quizzes
- 19) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	1	3	2	1	
CO 2		2		1			1			
CO 3	2		1		3		2	1	2	2
CO 4	2	3		2		3				





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 2nd

Semester: 3rd

Course Title: COST ACCOUNTING-I

Course Code: FMB230104

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Cost Accounting and its applications in Accounting.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

Course Objective:

1. Define and comprehend the fundamental concepts and terminologies in cost accounting.
2. Differentiate between various types of costs, such as direct costs, indirect costs, fixed costs, variable costs, and overhead costs.
3. Analyze cost behavior and its implications for decision-making.

Course Outcome:

1. Aimed to familiarize the concept of cost accounting.
2. Helps to gather knowledge on preparation of cost sheet in its practical point of view.
3. To facilitate the idea and meaning of material control with pricing methods.
4. Understand basic cost concepts, such as direct costs, indirect costs, fixed costs, and variable costs.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to cost accounting Meaning and definition; Need for Cost Accounting; Advantage and limitations; Cost Accounting and Financial Accounting; Cost concepts and cost objects; Elements of cost and classification of costs; methods of costing; Techniques of costing (<i>with emphasis on Uniform costing</i>) ; Cost centre and Cost unit; Installation of good cost accounting system	1	25 %
II	Materials	1	25 %





	Definition of inventory; Materials and material control; Objectives of material control; Its necessity and advantages; Purchase and stores routine; Control of inventory through EOQ, determination of various stock levels, JIT and ABC system; Methods of pricings of issues of material – FIFO, LIFO, Base Stock price, Weighted average price, periodic weighted average price, standard price and replacement price.		
III	Labour Direct and Indirect Labour cost; Labour cost accounting and Labour records; Remuneration methods – Time wage system and piece wage system; Bonus systems (Individual and Group incentive plans) -Halsey Premium plan, Rowan Plan, Taylor’s differential piece rate system, Bedeaux Plan, Merrick’s multiple piece rate system, Gantt task & bonus system, Profit sharing and Co-partnership; Requisites of good wage incentive plan; Labour turnover; Cost of Labour turnover & its treatment; Concept of Idle time & its treatment; Over time premium; Casual worker & out worker; Holiday & Leave with pay; Cost of Apprentice; Employee welfare cost; Fringe benefits; Bonus and Gratuity.	1	25 %
IV	(A)Overheads including Activity based costing Definition; Classification of overheads; Techniques for segregation of Semi variable overheads; Cost allocation and apportionment; Basis of apportionment of Factory overheads and Re apportionment of service centre cost; Overhead absorption on the basis of Direct Material cost, Direct labour cost, Prime cost, Labour Hours and Machine Hours; Concept and Treatment in cost accounts of – Over absorption , Under absorption, Setting up time and Idle time; Absorption of Administration overheads and Selling & Distribution overheads (<i>In theory only</i>) B) Conceptual Understanding of Activity Based Costing.	1	25 %

Reference Books :

1. Yogesh Maheswari, Managerial Economics, Phi Learning, Newdelhi, 2005
Gupta G.S.
2. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyern & Harris.





3. Anagerial Economics, Cengage Learning, Newdelhi, 2005 Geetika, Ghosh & Choudhury.
4. Managerial Economics, Tata Mcgrawhill, Newdelhi, 2011

Suggested Readings:

- 1) Cost Accounting, By Dr P C Tulsian, S. Chand
- 2) Cost Accounting, By Dr Murthy & S Gurusamy, The McGraw Hill Companies

Online Resources:

- 25) <https://www.pdfdrive.com>
- 26) www.slideshare.net

Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2			1	1
CO 2		1		1			1	1		
CO 3	3		1		3	2		1		1
CO 4	3	3		2		1	3		1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 2nd

Semester: 3rd

Course Title: Introduction To Entrepreneurship

Course Code: FMB230106

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Introduction to Entrepreneurship and its applications in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Understand the concept of entrepreneurship and its role in the business world.
2. Differentiate between entrepreneurs and small business owners.
3. Develop an entrepreneurial mindset, emphasizing creativity, innovation, and risk-taking.

Course Outcome:

1. Understand the meaning of entrepreneurship and its different classifications.
2. Understand the importance of opportunity recognition and internal and external analyses to the success of a business venture.
3. Understand the components and importance of the business plan to entrepreneurial venture development and sustainability.
4. Understand the importance of the marketing plan to obtaining, maintaining and expanding an entrepreneur's reach to its target market.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction: What is Entrepreneurship? How has Entrepreneurship changed the world? Entrepreneurial DNA, traits and gap analysis. What are E-cells? Why join an E-cell? Entrepreneurial Success Stories.	1	25 %





II	<p>Understanding startups Introduction to types of startup, Your Great Idea, learning who can compete your idea and how. When to pivot your business idea to avoid failure. Importance of start-up team & Role of founders: No “I” concept, Team Formation, Qualities of a founder: Recruiter, Decider, Deal maker, Strategist</p>	1	25 %
III	<p>Case of Successful startups Understanding how startups like OYO, Ola, Air BnB, Face book, In shorts, Pay TM and relevant others</p>	1	25 %
IV	<p>Phases of Start-ups: Pre-company formation, Startup/Company Formation, Development Stage, Growth Stage, Preparation for exit Design Thinking Empathise, Define (the Problem), Ideate, Prototype, Test</p>	1	25 %

Reference Books:

- 1) Operation research and statistical analysis By P. K. Gupta and manmohan S.Chand.Co.
- 2) Quantitative techniques in management by Tata McGraw Publishing Company Limited, New Delhi.
- 3) Elements of Business Mathematics by Soni, Sharma & Saxena, Pitamber Publication Co.
- 4) Mathematics for Management by Bronson and Richard Bronson.

Suggested Readings:

- 1) Elements of Business Mathematics by Soni, Sharma & Saxena, Pitamber Publication Co.
- 2) Mathematics for Management by Bronson and Richard Bronson.

Online Resources:

- 3) <https://www.pdfdrive.com>
- 4) www.slideshare.net

Practical / Activities:

- 3) Quiz using Google Forms or Quizzes





4) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3			1			1	1
CO 2		2		1	1		3	1		
CO 3	2		1			2		1		1
CO 4	2	3		2			2		1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 2nd

Semester: 3rd

Course Title: CORPORATE ACCOUNTING

Course Code: FMB230106

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept corporate accounting and its application in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Explain the characteristics and legal structure of corporations.
2. Differentiate between various forms of business entities (sole proprietorship, partnership, and corporation).
3. Understand the issuance and accounting for different types of shares.

Course Outcome:

1. To give an exposure to the company final accounts.
2. To provide knowledge on Goodwill.
3. Students can get an idea about internal reconstruction.
4. Apply the double-entry accounting system, ensuring that each transaction has equal and opposite effects on at least two accounts.

Content

Unit	Description in detail	Credit	Weightage
I	Valuation of Goodwill Meaning of goodwill, Provision regarding goodwill in various accounting standards, Need for valuation of goodwill, Methods of valuation of goodwill, Arbitrary assessment, Average profit method (simple average, weighted average, annuity method), Super profit method, Capitalization of profit method (average profit and super profit)	1	25 %
II	Circumstances of valuation of shares Factors affecting valuation of shares, Methods of valuation of shares, Valuation of fully paid-up and	1	25 %





	partly paid-up equity shares and preference shares by net assets method, Valuation of fully paid-up and partly paid-up equity shares by yield-method, air value of fully paid-up and partly paid-up equity shares. Valuation of right, shares, Valuation of bonus shares		
III	<p>Bank Accounts</p> <p>Legal provisions(concepts only)</p> <p>Banking regulation act,1949,Business carried on by banks, on-Banking assets and its disposal Management of banks, Share capital, Creation of floating charge on properties, Statutory reserves, Cash reserve and statutory liquidity reserve, Restriction on acquisition of shares in other companies, Restriction on loan and advances, on-performing assets(NPA),Preparation of final accounts</p> <p>NOTE: - Only simple adjustments to be asked\ (2)Income statement or balance sheet to be asked with relevant schedules. Combined question of final account is not expected.</p>	1	25 %
IV	<p>Liquidation of Company</p> <p>Meaning of liquidation and winding up(concepts only),Method of liquidation(concepts only) Compulsory winding up by national law tribunal Voluntary winding up , Consequences of winding up (concepts only),Preferential payments Overriding preferential payment as per the companies (amendment)Act, 1985 section 529A,Powers and duties of liquidators ,Order of disbursement to be made by liquidators as per latest statutory revision Preparation of liquidator's final statement of account as per latest statutory revision</p>	1	25 %

Reference Books:

1. Corporate accounting (theory & practice): K L shah shree Niwas Publishing.
2. Corporate accounting: Dr S N Maheshwari & S K Maheshwari Vikas Publishing House.

Suggested Readings:

- 1) J.R.Monga, Basic Corporate Accounting, Mayur paperbacks, New Delhi
- 2) Nirmal Gupta, Chhavi Sharma, Corporate Accounting theory and practice, Ane books pvt Ltd
- 3) M.C. Shukla, T.S. Grewal and S.C. Gupta, Corporate Accounting , S.Chand And co., New Delhi

Online Resources:

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- 5) <https://www.pdfdrive.com>
- 6) www.slideshare.net

Practical / Activities:

- 5) Quiz using Google Forms or Quizzes
- 6) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2	3		2	2			1	1
CO 2		3		1			1	1		
CO 3		2				2		1		1
CO 4	2			2			3		1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 2ND year

Semester: 4TH

Course Title: Legal Aspects of Indian Business **Course Code:** FMB240101

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Organizational communication and its applications in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. Provide an overview of the Indian legal system, including the constitution, judiciary, and legislative framework.
2. Understand the sources of law in India.
3. Explore the principles of contract law in the Indian context.

Course Outcome:

1. Know rights and duties under various legal Acts.
2. Understand consequences of applicability of various laws on business situations.
3. Develop Critical Thinking Through The Use Of Law Cases.
4. Governs the incorporation, regulation, and dissolution of companies. It outlines the rights and duties of directors, shareholders, and auditors.

Content

Unit	Description in detail	Credit	Weightage
I	Indian Contract Act, 1872 (Fundamental Knowledge): Law of contracts: Essential elements, offer and acceptance, Classification of contract, Difference between void contract and voidable contract, Free Consent, Capacity to do contract.	1	25 %
II	Special Contract : Indemnity and guarantee, bailment, pledge, law of agency Discharge of Contract, Remedies for Breach of Contract;	1	25 %





III	The Companies Act 1956 (Basic elementary knowledge): Essential characteristics of a Company, Types of Companies, Memorandum and Articles of Association, Prospectus, Meeting.	1	25 %
IV	Law relating to employees: Factories Act 1948 , workmen's compensation Act 1923 , payment of wages Act 1936 and minimum wages Act 1948 , employee state insurance (E.S.I.) Act 1950 , provident fund (P.F.) Act 1952 , the child employee (prohibition and regulation) Act 1986.	1	25 %
V	Sale of Goods Act 1930: Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller. The Negotiable Instruments Act 1881 – Essentials of a Negotiable Instruments, Kinds of Negotiable Instrument, Holder and Holder in Due Course, Negotiation by Endorsements, Crossing of a Cheque and Dishonour of a Cheque		

Reference Books:

- Pathak, Akhileshwar, (2009), Legal Aspects of Business, 4th Edition, McGraw Hill Education.
- Kuchhal, M. C., (2006), Business Law, Vikas Publishing House, New Delhi.

Suggested Readings:

- Singh, Avtar, (2006), Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
- Bagrial, Ashok, (2008), Company Law, Vikas Publishing House.
- Kapoor, N. D., (2006), Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
- A.Ramaiyya, Guide to the Companies Act, 16th edition, Lexis Nexis Butterworths

Online Resources:

- 27) <https://www.pdfdrive.com>
- 28) www.slideshare.net





Practical / Activities:

- 20) Quiz using Google Forms or Quizzes
- 21) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1				2	2	2		1	1
CO 2		2		1			1			
CO 3	2		2		2	2			2	1
CO 4	1	2	2				3		1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 2ND year

Semester: 4TH

Course Title: Export Management

Course Code: FMB240102

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Export Management and its applications in Organization.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. To understand natures of export business
2. To understand international trade regulations
3. To be able to identify products and markets for export and draw the Export strategies

Course Outcome:

1. Identify major product decisions that are necessary for export markets in order to facilitate product adaptation to the markets in question.
2. Apply various exports procedures and formalities to run an export business.
3. Locate various sources of information, institutional infrastructure and incentives for exporters.
4. Modify products or services to meet the specific requirements of target markets

Unit	Description in detail	Credit	Weightage
I	Introduction- Customs Act – other acts relating to export/import – Formalities for commencing –obtaining export/import licenses –processing of export order - customs formalities – Export documentation – role of ECGC in export promotion – terms of shipment – Export Promotion council, commodity boards – Role and functions of	1	25 %





	Export Promotion council, Commodity boards, Directorates of commercial intelligence and statistics, Indian trade promotion organization, IIFT.		
II	Export: Types of exporters-Registration of exporters. Major Export from India –Licensing. Facilities available to EOU’S, SEZ’S, and Status holders duty drawback procedures other incentives.	1	25 %
III	Documentation - Performa invoice, commercial invoice and its attestation, packing list, Inspection, certificate, certificate of origin, GSP certification, shipping bills, A.R, A.R(4) forms, Mate receipts, GR-Forms or SDF, Marine insurance policy, ECGC policy, bill of exchange, bank certificate for Export B/L, AWB, Special Consular Invoice- bill of entry and airway bill.	1	25 %
IV	Foreign trade policies- EXIM Policy-Foreign trade policy -provisions Negative list Restricted list, Shipment of Export cargo: By sea, air, ICD, courier, land customs station and by Post - Procedure and Documents required for shipment of cargo - Multimodal transport -Procedure and documentation - Central Excise and Customs clearance of export cargo -Procedure and documents.	1	25 %

Reference Books:

- New Export Import Policy – Nabhi’s publications

Suggested Readings:

- Export Marketing –Francis Cherunilam
- Export Management –T.A.SBalagopal
- Export Import Procedure - Documentation andLogistics- C.Ramagopal
- Export Marketing-B.S.Rathor & J.S.Rathor

Online Resources:

- 29) <https://www.pdfdrive.com>
30) www.slideshare.net

Practical / Activities:





- 22) Quiz using Google Forms or Quizzes
- 23) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2	2	1	1	1
CO 2		2	2					1		
CO 3	2		3	3	3	2	2	2		1
CO 4	2	3							1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 2ND year

Semester: 4TH

Course Title: Taxation – II

Course Code: FMB240103

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Taxation and its applications in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) To gain knowledge about the direct tax laws in force for the relevant previous year and to provide an insight into procedural aspects for assessment of tax liability for various assesses.

Course Outcome:

1. Creates an understanding of the basic concept of Direct Tax and basic definition related to Direct Tax and assessee.
2. Provides learners an idea of the process and techniques of calculation of taxability and tax liability.
3. Explore advanced topics in individual income taxation, such as tax planning for high-net-worth individuals.
4. Understand the taxation of partnerships and limited liability companies (LLCs).

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Tax Management: concept of tax planning, tax avoidance and tax evasions, corporate taxation and dividend tax. Tax Planning for New Business: tax planning with reference to location, nature and form of organization of new business.	1	25 %
II	Income from Other Sources: computation of taxable income under the head(section 56 to 59)	1	25 %
III	Computation of income under: Profits and Gains of Business or Profession(Practical Sums Included) capital Gains (Practical Sums Included)	1	25 %

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IV	<p>GST (Goods and Service Tax): Concept ,Features and overview of GST, benefits and challenges ,GST tax slabs of India ,difference between old tax structure and GST structure Definitions: goods, service, taxable person, business and place of business and others.</p>	1	25 %
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Reference Books:

- 1) Indirect Taxes And Law By V.S Datey ,
- 2) Service Tax and Indirect Tax by CA Kashish Gupta
- 3) Goods and service Tax by Ravi Puliani And Mahesh Puliani

Suggested Readings:

- 1) Singhanar V.K: Students' Guide to Income Fax; Taxmann, Delhi.
- 2) 2Prasaci, Bhagwati: Income Tax Law & Practice: Wiley Publication, New Delhi.
- 3) Mehrotra H.C: Income Tax Law & Accounts ; Sahitya Bhawan, Agra.

Online Resources:

- 31) <https://www.pdfdrive.com>
- 32) www.slideshare.net

Practical / Activities:

- 24) Quiz using Google Forms or Quizzes
- 25) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		2		2	2			1	1
CO 2		1		1	3		3	1		
CO 3	2		2			2		1		2
CO 4	2	3		2		3	3		1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 2ND year

Semester: 4TH

Course Title: Cost Accounting –II

Course Code: FMB240104

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Cost Accounting and its applications in Accounting.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) To develop a detail understanding of the fundamental concepts associated with cost and costing under the broader domain of Cost Accounting Standards.
- 2) To attain in-depth knowledge about element-wise cost ascertainment with detail coverage of inventory management and control and apportionment of overhead costs.

Course Outcome:

1. Aimed to familiarize the concept of cost accounting.
2. Helps to gather knowledge on preparation of cost sheet in its practical point of view.
3. To facilitate the idea and meaning of material control with pricing methods.
4. Understand life cycle costing concepts, including costs incurred throughout the entire life of a product.

Content

Unit	Description in detail	Credit	Weightage
I	Single or Unit Costing: Components of total cost; Expenses that are not treated as cost in cost sheet; Imputed costs; Treatment of work-in progress; Defective materials; Sale of scrap; Defective product; Normal & abnormal Loss of materials; Treatment of Finished goods; Preparation of Historical cost sheet, Estimated cost sheet, Estimate for work order (Tender/Quotation).	1	25 %





II	Reconciliation of profit as per cost accounts with profits as per financial accounts: Reasons for disagreement in profits; Procedure for reconciliation; Preparation of Reconciliation Statement and Memorandum Reconciliation Account;	1	25 %
III	Operating Costing or Service Costing: Meaning of Operating Costing or Service Costing, Features of Operating Costing, Users of Service Costing, Cost Unit, Cost Analysis, Transport Costing, Hospital Costing, Staff canteen Costing. Practical Problems to be asked on Transport Costing, and Hospital Costing only	1	25 %
IV	Job, Batch and Contract costing: Definition and Features of Job costing; Pre requisites of Job costing; Source documents, procedure for recording under Job costing; Definition of Batch costing and its accounting procedure; Method of determination of economic batch quantity (EBQ); Definition of Contract costing; Difference between Job & Contract costing; Features of Contract costing; Work certified, work uncertified and Retention money; Method of valuation of work in progress; Profit on incomplete contracts; Accounting entries; Preparation of relevant ledger accounts and Final Accounts of a Contractor; Brief introduction of AS-7 (in theory only).	1	25 %

Reference Books:

- 1) N.S. Zad : Cost & Management Accounting Taxmann Publications Pvt. Ltd.
- 2) Deepak Jain : Cost & Management Accounting Taxmann Publications Pvt. Ltd.

Suggested Readings:

- 1) Cost Accounting: Principles & Practice, By M N Arora, Vikas Publishing House
- 2) Practical Costing, By N K sharma, Shree Niwas Publication
- 3) Cost Accounting, By Dr P C Tulsian, S. Chand
- 4) Cost Accounting, By Dr Murthy & S Gurusamy, The McGraw Hill Companies

Online Resources:

- 33) <https://www.pdfdrive.com>
- 34) www.slideshare.net

Practical / Activities:

- 26) Quiz using Google Forms or Quizzes

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27) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2	3	1		2
CO 2		2		1						
CO 3	2		1			2		1	2	1
CO 4	2	3		2			2			





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 2ND year

Semester: 4TH

Course Title: Business Research & Methodology **Course Code:** FMB240105

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Business Research Methodology and its applications in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

Objective Of This Course Is To Develop A Research Orientation Among The Scholars And To Acquaint Them With Fundamentals Of Research Methods. Specifically, The Course Aims At Introducing Them To The Basic Concepts Used In Research And To Scientific Social Research Methods And Their Approach. It Includes Discussions On Sampling Techniques, Research Designs And Techniques Of Analysis.

Course Outcome:

1. Understand advanced design, methodologies and analysis in business research methods, including key terms, classifications and systematic applications to the research data.
2. Generate ideas and identify core business problem and distil into a research problem based on the scope and objectives of the study.
3. Evident, analyze, and support the association of variables attributed in the conceptual model with theory and outcomes of the relevant published articles.
4. Conduct a comprehensive review of existing literature related to the research topic.





Content

Unit	Description in detail	Credit	Weightage
I	Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation.	1	25 %
II	The Design of Research: Research Design; Features of a Good design; Different Research Designs; Measurement in Research; Data types; Sources of Error. Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs- Probability & Non Probability sampling.	1	25 %
III	Processing & Analysis of Data - Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test	1	25 %
IV	Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report. Awareness of Software Packages Relevant to Management Research, Interpretation of Data and Drawing Inferences.	1	25 %

Reference Books:

- Research Methodology, C.R. Kothari
- Survey Methods, Fowler, Floyd, J. JR.
- Statistical Methods, Gupta, S.P.
- Management Research, Bennet, Roger
- Business Research Methodology, Luck & Rubin

Suggested Readings:

- Research Methodology, C.R. Kothari
- Business Research Methodology, Luck & Rubin

Online Resources:

- 35) <https://www.pdfdrive.com>
- 36) www.slideshare.net

Practical / Activities:

- 28) Quiz using Google Forms or Quizzes
- 29) Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2			1	1
CO 2		2		1	1		2	1		
CO 3	2		1			2		3		2
CO 4	2	3		2			3		1	2





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 2ND year

Semester: 4TH

Course Title: Production Management

Course Code: FMB240106

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Production Management and its applications in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

Course Outcome:

1. Recognizes the concept of production management.
2. Recognizes the effects of globalization to the production management.
3. Assesses the primary problems of production management.
4. Analyze and apply capacity planning techniques to match production capabilities with demand.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Production Management: Introduction; History of Production and Operations Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	1	25 %
II	Production and Process Design: Product Selection; Definitions of Product Design and Development: Need for Product Design and Development,	1	25 %



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	Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product Innovation, Characteristics of a Good Design, Reverse Engineering, Concurrent Engineering; Process Design — Meaning, Need, Factors and Types: Framework for Process Design, Process Planning Procedure, Relationship between Process Planning and other POM Activities, Type of Process Designs.		
III	Work Study: Work Study: Definition, Objectives, Significance and Advantages: Importance and Scope, Various Models, Work Study as a Science, Work Study and Productivity, Outline Process Chart, Importance of Work Study; Method Study: Definition, Objectives and Procedure: Objectives of Method Study, Method Study Procedure, Threbligs Work Measurement: Objectives of Work Measurement, Techniques of Work Measurement, Work Sampling Compared to Time Study	1	25 %
IV	JIT and Quality: Definition of Just-In-Time (JIT): Process of JIT; Quality: Costs of Quality, Characteristics of Quality, Quality of the Process, Seven Tools of Statistics, Quality Planning and Improvement Tools, Specification and Control Limits: Total Quality Management (TQM): Principles of TQM, Deming’s 14 Points; Six Sigma: Six Sigma Themes	1	25 %

Reference Books:

- 1) Production Management B Poom-D.B For Tarapolwala & Sons
- 2) Manufacutring Management –Moor –D.B Tarapolwala & Sons
- 3) Manufacturing organization & Management: Amire , Ritchej Hulley – Prantice Hall of india

Suggested Readings:

- 1) Pitfield, R. Ronald (1984): Business Organization, (London), M & E Books.

Online Resources:

- 37) <https://www.pdfdrive.com>
- 38) www.slideshare.net

Practical / Activities:

- 30) Quiz using Google Forms or Quizzes





31) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3			1	2	2			1	1
CO 2			1				1	1		
CO 3		2		2		2		1		1
CO 4	3		3				3		1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd

Semester: 5th

Course Title: BUSINESS STRETEGY AND ENTERPRENEUR

Course Code: FMB250101

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Business Strategy and Entrepreneur.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

1. The goals of this program are to inspire students and help them imbibe an entrepreneurial mind-set.
2. The students will learn what entrepreneurship is and how it has impacted the world and their country.
3. They will be introduced to key traits and the DNA of an entrepreneur, and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

Course Outcome:

1. Key concepts underpinning entrepreneurship and its application in the recognition and exploitation of product/ service/ process opportunities.
2. Key concepts underpinning innovation and the issues associated with developing and sustaining innovation within organizations.
3. Clearly define the vision and mission of the business. The vision outlines the long-term aspirations, while the mission articulates the purpose and values guiding the company.
4. Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to assess internal and external factors influencing the business.





Content

Unit	Description in detail	Credit	Weightage
I	Conceptual framework -Entrepreneurship -Development of Entrepreneurship -The conceptual model -A training model for entrepreneurship -Rural Entrepreneurship	1	25 %
II	Motivating the Entrepreneurship - Motivation Training -Personal Efficiency -Action Planning -Motivational and Imagery -Cultural values -Motivation Developments Strategies	1	25 %
III	Promoting a Small Scale Unit -The concept of Small Scale Industry -Registration Procedure and Associated Privileges -facilities to technocrats -Special Assistance to SC/ST	1	25 %
IV	Institutional Support to Entrepreneurs -Need for Institutional Support About NSIC, SIDO, SSIB, SSICS, SISI, DICs ,TCOs	1	25 %

Reference Books:

- 1) S.S. KHANKA 'Entrepreneurial development'. S. Chand New Delhi
- 2) Vasant Desai 'Dynamics of "Entrepreneurial development"
- 3) Neeta Baporikar "Entrepreneurial development" & Project management"
Himalaya Publishing"House, Mumbai

Suggested Readings:

- 1) Vasant Desai 'Dynamics of "Entrepreneurial development
- 2) S.S. KHANKA 'Entrepreneurial development'. S. Chand New Delhi

Online Resources:

- 7) <https://www.pdfdrive.com>
- 8) www.slideshare.net

Practical / Activities:

- 32) Quiz using Google Forms or Quizzes



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33) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	3		1		1
CO 2		2		1		3		1		
CO 3	2		1				2		2	1
CO 4	2	3		2				1		





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd

Semester: 5th

Course Title: INDUSTRIAL RELATION & LABOUR LAW

Course Code: FMB250102

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept industrial relation & Labour Law.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) This course intends to make students aware of the various actors as part of the industrial relations and understand the labor laws, issues and implications.

Course Outcome:

1. Students should able to elaborate the concept of Industrial Relations.
2. The students should able to illustrate the role of trade union in the industrial setup.
3. Students should able to elaborate Industrial Dispute settlement procedures.
4. Familiarize with and adhere to relevant labor laws and regulations applicable in the specific jurisdiction.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction of Industrial Relation. Meaning & definition, features, factors Affecting I. R, Approaches to IR. Objectives of I.R and human Relation, IR productivity, Various dimensions of I.R.	1	25 %
II	Industrial disputes Definition, objective & scope, Causes and Measures to Improve Industrial Relations Collective Bargaining: Meaning, Characteristics, need, importance Process Pre requisites	1	25 %

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III	Labour Court, Industrial Tribunal, National Tribunal Provision with respect to Strikes and Lockouts, Lay-off and retrenchment	1	25 %
IV	Factories Act 1948 Definitions, Objectives, Provision regarding Health, safety, welfare of workers, working hours of adult, offences & penalties	1	25 %

Reference Books:

- 1) Industrial Relation & labour Laws S.C Srivastava, Vikas Publishing House
- 2) Industrial Relation C.S Venkata Raman, Oxford Publication
- 3) Labour Law for Mangers B.D Singh Labour Law, Excel Book
- 4) Dynamic of Industrial Relation Dr Satish Memoria, S.V Gankar, Himalaya Publishing

Suggested Readings:

- 1) Industrial Relation & labour Laws S.C Srivastava, Vikas Publishing House
- 2) Industrial Relation C.S Venkata Raman, Oxford Publication

Online Resources:

- 9) <https://www.pdfdrive.com>
- 10) www.slideshare.net

Practical / Activities:

- 34) Quiz using Google Forms or Quizzes
- 35) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	2				1			1	1
CO 2			3	2	1		1	1		
CO 3	2				1			1		1
CO 4	2	3	1	1					1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd

Semester: 5th

Course Title: ORGANISATIONAL BEHAVIOUR **Course Code:** FMB250103

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concept organizational behaviors and its applications in business.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) To learn the basic concepts of Organizational Behaviour and its applications in contemporary organizations.
- 2) To understand how individual, groups and structure have impacts on the organizational effectiveness and efficiency.
- 3) To appreciate the theories and models of organizations in the workplace.

Course Outcome:

1. Students will be able to explain the concept of Organization Design and determine the factors that affect Organization Design.
2. Students will be able to identify the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values.
3. The students will be able to justify how organizational change and conflict affect working relationships within organizations.
4. Examination of how individuals interpret and make sense of their environment.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction& Concept of O.B :Meaning, Characteristic, nature, scope of Organizational behaviour; Need to understand human behaviour; Contributing disciplines to the field of O.B; O.B. Models; Challenges and opportunities of O.B. Interpersonal Behaviour Meaning nature &types: Biographical Characteristics of Individual Behaviour.	1	25 %





II	Individual behaviour Meaning factor influencing: Ability Meaning & types; Values Definition & significance; Attitudes- Meaning, features, types, components& Formation, Theories, Organization Related Attitude, Difference between Attitude and Behavior; Personality – Definition, features & determinants and Traits; Emotions; Learning-Theories and Reinforcement Schedules, Interpersonal Behavior: Johari Window;	1	25 %
III	Concept of Group: Meaning, Nature of Group Types of Groups, Stages Model /Process of Group Development, Advantages of Working in group Theories of Group Formation; Group Dynamics: concept, nature & components. Group Cohesiveness meaning & causes; Concept of Team: Meaning, Nature, need of work team, Types of Teams; Stages Model /Process of team Development, team Building and issues in effective Managing Teams. Team Vs. Group	1	25 %
IV	Conflict: meaning, source, types of conflict Process of conflict, Procedure for resolution of conflict Management Stress: Concept of stress, nature, symptoms' Causes& solution of stress. Stress Management: Individual stress, Organisational stress Organization Culture Meaning & features Resistance to Change& its levels.	1	25 %

Reference Books:

- 1) Hellriegel D. (2011), 'Organizational Behavior' (Thirteenth ed.), South Western Educational Publishing: USA
- 2) Pareek U. (2012), 'Understanding Organizational Behavior' (Third ed.), Oxford University Press, USA
- 3) Robbins S.P. (2010), 'Essentials of Organizational Behavior' (Tenth ed.), Pearson: Delhi
- 4) Schermerhorn J.R. (2010), 'Organizational Behavior' (Eleventh ed.), John Wiley & Sons, Inc.: USA

Suggested Readings:

- 1) Hellriegel D. (2011), 'Organizational Behavior' (Thirteenth ed.), South Western Educational Publishing: USA
- 2) Pareek U. (2012), 'Understanding Organizational Behavior' (Third ed.), Oxford University Press, USA





Online Resources:

- 11) <https://www.pdfdrive.com>
- 12) www.slideshare.net

Practical / Activities:

- 36) Quiz using Google Forms or Quizzes
- 37) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3	2		1	2		1	1
CO 2		2			2			1		
CO 3	2		1	1		2	1	1		1
CO 4	2	3			1		2		1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd

Semester: 5th

Course Title: Management Accounting I

Course Code: FMB250102

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Management Accounting – II.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) The main objective of managerial accounting is to assist the management of a company in efficiently performing its functions: planning, organizing, directing, and controlling

Course Outcome:

1. To enlighten the students thought and knowledge on management Accounting.
2. Helps to give proper idea on financial statement analysis in practical point of view.
3. To introduce the concept of fund flow and cash flow statement.
4. To provide knowledge about budget control keeping in mind the scope of the concept.

Content

Unit	Description in detail	Credit	Weightage
I	<p>Management Account: Meaning, Definition, Characteristics. Role of management accounting in decision making. Management accounting, Cost accounting, Financial accounting. Scope and Limitation of management accountancy.</p> <p>Analysis of Financial Statements Meaning, characteristics, Nature, Limitation of financial statement. Analysis and interpretation of financial statement.</p>	1	25 %
II	Interpretation & Analysis of financial statement.	1	25 %





	<p>Meaning, Importance and Limitation Gross profit Ratio Net Profit Ratio Current Ratio Stock Turnover Ratio Capital Gearing Ratio Expense Ratio Operating Ratio Liquid Ratio Proprietary Ratio Debt to Equity Ratio</p>		
III	<p>Cash flow Statement: Concept and significance of cash flow statement Sources and application of cash, Cash from operation Income and Expenditure method Net profit approach Difference between cash flow statement and fund flow statement Prepare cash flow as per AS-3</p>	1	25 %
IV	<p>Budgets and Budgetary Control: Cash budget: Meaning, Advantages, Disadvantages Methods of preparing cash budget. Flexible budget Meaning and type of flexible budget Classification of cost and utilities</p>	1	25

Reference Books:

- 1) Advanced accountancy : Rana, Dalal and other : sudhir Prakashan, Ahemedabad
- 2) Accountancy : Tulsian PC : S Chand New Delhi
- 3) Cost Accountancy : Tulsian PC : S Chand New Delhi

Suggested Readings:

- 1) Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
- 2) B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi

Online Resources:

- 39) <https://www.pdfdrive.com>
- 40) www.slideshare.net

Practical / Activities:



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- 38) Quiz using Google Forms or Quizzes
- 39) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2		2		1
CO 2		2		1			1		2	
CO 3	2		1			2		2		1
CO 4	2	3		2			3	2		3





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd

Semester: 5th

Course Title: Portfolio Management

Course Code: FMB250105

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of portfolio management and its applications in business Management.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) To acclimate the students on the concept of Portfolio Management.
- 2) To facilitate the students to know the techniques of Portfolio Management.

Course Outcome:

1. Enables a financial expert determine the value of assets in a portfolio.
2. Creates understanding of evaluation of securities with the help of certain fundamental business factors.
3. To acquire the conceptual understanding of Strategic Assets Allowances and the methods.
4. Discussing the Capital Asset Pricing Model (including SML and CML): assumptions, empirical evidence on CAPM (with numerical) and limitations

Content

Unit	Description in detail	Credit	Weightage
I	Introduction to Portfolio Management Meaning of Portfolio Management, Phases of Portfolio Management, and Role of Portfolio Management. □ Meaning of Investment, Characteristics of Investment, Objectives of Investment, Investment vs. Speculation, Investment vs. Gambling. Types of Investors, Investment Avenues □ Meaning of Risk, Elements of Risk, Measurement of Risk (Excluding Sums)	1	25 %
II	Fundamental Analysis □ Economy Analysis- Meaning and Key economic variables. □ Industry Analysis- Meaning, Concept of	1	25 %





	Industry, Industry Life Cycle, Industry Characteristics ☐ Company Analysis – Meaning, Financial Statements, Analysis of Financial Statements, Assessment of Risk		
III	Technical Analysis and Portfolio Analysis ☐ Meaning of Technical Analysis, Basic Principles of Technical Analysis, Price Charts, Trend and Trend Reversals, Chart Patterns, Market Indicators. ☐ Meaning of Portfolio Analysis, Expected Return of a Portfolio, Risk of a Portfolio, Reduction of Portfolio Risk through Diversification	1	25 %
IV	Portfolio Selection, Portfolio Revision and Portfolio Evaluation ☐ Meaning of Portfolio Selection, Feasible Set of Portfolios, Efficient Set of Portfolios, Selection of Optimal Portfolio ☐ Capital Asset Pricing Model ☐ Meaning of Portfolio Revision, Need for Revision, Constraints in Portfolio Revision, Portfolio Revision Strategies, ☐ Meaning of Portfolio Evaluation, Need for Evaluation, Evaluation Perspective, Measuring Portfolio Returns. Risk Adjusted Returns.	1	25 %

Reference Books:

- 1) Francis-Management of Investments, McGraw Hill.
- 2) Gurusamy S, Security Analysis and Portfolio Management, Vijay Nicole Imprints, Chennai

Suggested Readings:

- 1) V.K. Bhalla- Investment Management, S Chand & Co
- 2) Fisher & Jordan-Security Analysis & Portfolio Management, prentice Hall
- 3) Punithaathi Pandian- Security Analysis & Portfolio Management, Vikas Publishing House

Online Resources:

- 1) www.portfoliomanagement.in
- 2) www.sebi.gov.in
- 3) www.moneycontrol.com

Practical / Activities:

- 40) Quiz using Google Forms or Quizzes
- 41) Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2			1	2	2			1	1
CO 2			3				1	1		
CO 3			1	1		2		1		1
CO 4		2					3		1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd

Semester: 5th

Course Title: BANKING & INSURANCE

Course Code: FMB250106

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Banking & Insurance and its applications in Business Management.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) Understand the basic concepts of banking and functions of banking
- 2) Examine the banking scenario in India.
- 3) Understand the basic concepts of insurance and elaborate the kinds of business risks.

Course Outcome:

1. Make the students to aware of the fundamentals of banking and knowledge of banking operations.
2. Analysis the Role and organization structure of Indian banking system.
3. Explain risk management in insurance and understanding of the insurance mechanism.
4. Create the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements

Content

Unit	Description in detail	Credit	Weightage
I	Introduction: Indian Banking System, Reserve Bank of India-Legal framework and main functions Commercial Banking –public, private, foreign, co-operative sector Different types of bank accounts Banker Customer relationship Customer Service in Banking KYC Norms and Anti-money Laundering Indian Banking System.	1	25 %
II	Banking Technology : Technology in banks ,Payment and settlement system in banks – New age clearing	1	25 %





	,national gateways ,international gateways, Retail banking, Treasury management ,priority sector lending .		
III	Marketing of Banking & Insurance : marketing of banking & insurance services, contemporary issue in banking and insurance , History and development of insurance , Risk management and role of insurance ,Legal aspects of essentials of insurance contracts ,classification of insurance IRDA.	1	25 %
IV	Life Insurance : Meaning ,Type of Plans, Benefits of Life insurance , Brief about Public and Private Sector Organization offering insurance Products and Non Life Insurance : Meaning ,Type of Plan Health insurance , Micro Insurance : Meaning ,Models and future of Micro insurance	1	25 %

Reference Books:

- 1) Banking Theory and Practice, K C Shekhar and Lekshmy Shekhar, Vikash Publishing Co.
- 2) Principles of Insurance Management, Neelam C Gulati, Excel Book.
- 3) Modern Banking D. Muraleedharan , Prentice Hall Publishing Company.

Suggested Readings:

- 1) Principles of Insurance Management, Neelam C Gulati, Excel Book.

Online Resources:

- 13) <https://www.pdfdrive.com>
- 14) www.slideshare.net

Practical / Activities:

- 42) Quiz using Google Forms or Quizzes
- 43) Breakout room activity - Sum solving

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2				1
CO 2		2					1			
CO 3	2					2		1		1
CO 4	2	3					3		1	





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 3RD year

Semester: 6TH

Course Title: Personnel Management

Course Code: FMB260101

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of personnel management and its applications in business Management.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) The course aims to familiarize the students with concepts of personnel management and its applications in business Management.

Course Outcome:

1. Enhance personal management skills for improved productivity and well-being.
2. Learn effective time and task management skills to enhance productivity
3. The students develop understanding about the nature and scope of business organizations & their relevance in today's society.
4. The course delivers tools and techniques, which help the students to address the issues associated with people management in the best possible way, maintaining a balance between the interest of business and the society at large.

Content

Unit	Description in detail	Credit	Weightage
I	Personnel Management Meaning, characteristics, objectives and significance of personnel management, advantages and disadvantages of personnel management. Job description, job specification and job analysis with its suitable format.	1	25 %
II	Manpower Planning	1	25 %





	Definition, characteristics of manpower planning, objectives, types of manpower planning, factors affecting to manpower planning, advantages and limitations of manpower planning.		
III	Labour absenteeism and Labour turnover Meaning, causes of absenteeism, effect and remedies of labour absenteeism, causes of labour turnover, effects of labour turnover, and remedies for reduction of labour turnover.	1	25 %
IV	Employee Development Meaning of training, advantages of employee training, types of training, methods of training, employee wages: meaning and types of wages, various wage system, ideal wage system, stimulating wage system, comparison of individual incentives and group incentives.	1	25 %

Reference Books:

- 1) C.B. Memoria and V.S.P Rao, Personnel management (text & cases), Himalaya Publishing house.
- 2) J.P.Mahajan and Ravindra Singh, Human Resources Management, vikas publishing.
- 3) V.S.Rao, human resource management, vikas publishing.

Suggested Readings:

- 1) Dale, Yoder Personnel Management & Industrial Relations.
- 2) Northcott Personnel Management Principles & Practices.
- 3) Filippo Personnel Management.

Online Resources:

- 1) <https://www.pdfdrive.com>
- 2) www.slideshare.net

Practical / Activities:

- 1) Quiz using Google Forms or Quizzes
- 2) Breakout room activity - Sum solving





Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2			1	1
CO 2		2		1			1	1		
CO 3	2	3	1		1			2	2	3
CO 4				1		3		3		





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd year

Semester: 6th

Course Title: Auditing

Course Code: FCB260102

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2 from a recognized education board.

Rationale: Students will get idea about the Auditing.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) To ensure that the financial statements are prepared in accordance with the applicable financial reporting framework
- 2) To verify that the entity is in compliance with relevant laws and regulations that may have a material effect on the financial statements.
- 3) To detect and prevent material misstatements due to fraud or error in the financial statements.

Course Outcome:

1. Acquire the basic knowledge of auditing, objectives of auditing, audit program, audit note book, working paper, voucher, vouching, verification, valuation.,
2. Develop the analytical skills in conducting share capital and share transfer audit, Vouching Vs Verification Vs Valuation.
3. Evaluate the methods of depreciation, Rights, duties & liabilities of an auditor, various types of auditing.
4. Apply critical thinking skills and solve auditing problems through the use of case studies.

Content

Sr No.	Subject Content	Credit	Weightage
1	<p>Company Audit</p> <ul style="list-style-type: none"> ➤ Importance of Memorandum, articles, prospectus, minute book, preliminary contract ➤ Issue of shares at premium and at discount, issue of right shares, issue of bonus shares, issue of shares for the consideration other than cash 	1	25 %



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	<ul style="list-style-type: none"> ➤ Redemption of preference shares and debentures, conversion of debentures in to shares, forfeiture of shares Audit of share transfer 		
2	<p>Auditor's Report and Certificate</p> <ul style="list-style-type: none"> ➤ Meaning and importance of auditor's report ➤ Difference between auditor's report and certificate ➤ Kinds of auditor's report ➤ Specimen of qualified report ➤ Use of words "True and Fair" In the report CARO – 2003 	1	25 %
3	<p>Divisible profit and depreciation</p> <ul style="list-style-type: none"> ➤ Divisible profit ➤ Meaning and importance of profit ➤ Determination of profit and its problem ➤ Debatable points regarding divisible profit (Depreciation, capital gain, capital loss, past revenue lost, past profit and transfer to reserve) ➤ Auditor's duty regarding divisible profit ➤ Depreciation ➤ Provisions of the company law <ul style="list-style-type: none"> ○ Auditor's duty 	1	25 %
4	<p>(A) Investigation</p> <ul style="list-style-type: none"> ➤ Meaning and need, difference between audit and investigation ➤ Investigation in following cases. ➤ For purchase of business ➤ For granting loan ➤ In case of declining profit <p>(B) Audit program of.</p> <ul style="list-style-type: none"> ➤ Hospitals run by public charitable trust, Educational institutes Manufacturing company 	1	25 %

Reference Books:

- 1) Principles of Auditing By Rick Stephan Hayes, Roger Dassen, Arnold Schilder, Philip Wallage
- 2) Fundamentals of Auditing By S. K. Basu [Pub.:Dorling Kindersley (India) Pvt. Ltd., New Delhi 110017]
- 3) Auditing Principles and Techniques By S. K. Basu [Pub.:Dorling Kindersley (India) Pvt. Ltd., New Delhi 110017]
- 4) Contemporary Auditing By Kamal Gupta [Pub.: Tata McGraw-Hill Education]





5) Auditing: Principles and Practice By Ravinder Kumar, Virendra Sharma
[Pub.: PHL Learning Pvt. Ltd.]

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1			2		2		3		
CO 2		1	2	3						
CO 3	2		1			2		1		1
CO 4	2	3		2			3		1	





Program: Bachelor's of Business Administration **Subject / Branch:** Management

Year: 3rd

Semester: 6th

Course Title: Stock Exchange Communication and Insurance

Course Code: FMB260103

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2 from a recognized education board.

Rationale: Students will get idea about the Stock Exchange Communication and Insurance.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) Explain the functions and operations of stock exchanges, including the buying and selling of securities.
- 2) Identify and describe the roles of various participants in the stock market, such as brokers, investors, market makers, and regulators.
- 3) Analyze methods of stock valuation, including fundamental analysis, technical analysis, and market indicators.

Course Outcome:

1. To Understand the Stock and Commodity Markets Positions.
2. Know the process of opening Demat A/C.
3. Categorize different commodities and match the commodities with the commodity exchange.
4. Classify different kinds of derivatives and trade.

Content

Sr No.	Subject Content	Credit Weightage	Credit Weightage
1	Insurance Correspondence Letters - (a) Claiming full benefits due to the death of the policy holder by the nominee. (b) Claiming Medical Re-imburement on the policy (c) Intimating the changes of nomination	1	25%





2	Drafting- a) Drafting Invitation for Tender (b) Drafting Auction Notice	1	25%
3	Comprehension of Stock Market Report- The passage should be of about 250 words aiming at testing the students understanding of happenings and movements of stock market	1	25%
4	Stock Exchange Terms & Abbreviations – (1) Bear (2) Bear Covering (3) Bear Hammering (4) Blue Chip (5) Boom (6) Brokers (7) Bull (8) Bull Liquidation (9) Bull Support (10) Circuit Filter (11) Deflation (12) Demat Account (13) Dividend (14) Flat Market (15) Inflation (16) IRDA (17) Jobber (18) Liquidity Crisis (19) Nifty (20) Nose Dive (21) Opening Bell (22) Preference Shares (23) Repo Rate (24) Reverse Repo Rate (25) Right Issue (26) SEBI (27) Segment (28) Sensex (29) Spurt (30) ULIPS	1	25%

Reference Books:

- 1) "A Random Walk Down Wall Street" by Burton G. Malkiel
- 2) "Crucial Conversations: Tools for Talking When Stakes Are High" by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
- 3) "The Essentials of Risk Management" by Michel Crouhy, Dan Galai, and Robert Mark

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2			1	1
CO 2		2			1			3		
CO 3	2			1			2			
CO 4	2	3		2			3		1	





Program: Bachelor of Business Administration

Subject /Branch: Management

Year: 3RD

Semester: 6TH

Course Title: International Marketing

Course Code: FMB260104

Course Type: Core Compulsory

Course Credit: 04

Pre-Requisite: 10+2 from a recognized education board.

Rationale : The course aims to familiarize the students with concept of International Marketing.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
4	0	0	Mid	CE	70	100
			20	10		

Course Objective:

- 1) To impart knowledge, with respect to concepts, principles of International Marketing of a firm/organization under different market conditions.
- 2) To apply marketing strategies in international market.

Course Outcome:

1. Analyse the environmental variables that influence international marketing
2. Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints
3. Discuss the more typical management decisions and problems faced, highlighting those peculiar to the international arena
4. Produce a comprehensive international marketing plan

Content

Unit	Description in detail	Credit	Weightage
I	International Marketing: Meaning, Distinction between national and International marketing, International Marketing decision. International marketing environment.	1	25 %





II	International Pricing: International Pricing objectives, Factors affecting to International Pricing, International Pricing methods, Information required for International Pricing, Steps for International Pricing, International Pricing terms: F.O.B, F.O.R, F.A.S. C.I.F.	1	25 %
III	International Market Promotion and personal selling: tools of International Market promotion, Personal selling: meaning, methods of personal selling in international marketing, process of personal selling, International sales force management, training of sales force, remuneration of sales force.	1	25 %
IV	International packing and Labeling: Packing in International Marketing, International standards for packing, , packing in Developing countries, measures to reduce packing cost, Developing in packing. Labeling Meaning, types, Advantages and Disadvantages of Labeling.	1	25 %

Reference Books:

- 1) S.C.Jain, International Marketing, CBS publication.
- 2) Charullium, International Marketing, HimalayaPublishing House.
- 3) P.K.Vasudev, International Marketing:,Excel books.
- 4) Marketing Management, KumarPrakasan.

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2		3		2	2			1	1
CO 2				1	1		1	1		
CO 3	1		1			2		1		1
CO 4		1			3		2			





Program: Bachelor's Of Business Administration **Subject / Branch:** Management

Year: 3RDyear

Semester: 6TH

Course Title: Project Work

Course Code: FMB160105

Course Type: Core

Course Credit: 04

Pre-Requisite: 10+2(Commerce) from a recognized education board.

Rationale: The course aims to familiarize the students with concepts of Project Work and its applications.

Teaching Examination Scheme:

Teaching (Hours/week)			Examination Scheme			
Lecture	Tutorial	Practical	Internal		External	Total
			Mid	CE		
4	0	0	20	10	70	100

Course Objective:

- 1) Learn the objective of this project is to provide opportunity for the students to implement their skills acquired in the previous semesters to practical problems/problems faced by industry/development of new facilities.

Course Outcome:

1. students will acquire practical skills in planning, executing.
2. Participants will develop a comprehensive understanding of project methodologies.
3. Develop a comprehensive business plan for a new business idea.
4. Develop HR policies and procedures for a fictional or existing company.

Content

Unit	Description in detail	Credit	Weightage
I	Introduction: In this chapter Selection and relevance problem, historical background of the problem, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be covered by the candidate.	1	25 %
II	- Research Methodology This chapter will include Objectives, Hypothesis, Scope of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, limitations of the study, significance of the study etc.	1	25 %
III	Literature Review: This chapter will provide information about studies done on the respective issue. This would assists students to undertake further study on same issue.	1	25 %





IV	Data Presentation and Data Analysis: This chapter is the core part of the study. The analysis pertaining to collected data will be done by the students. The application of selected tools or techniques will be used to arrive at findings. In this table of information, presentation of graph etc can be should be provided by the students.	1	25 %
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➤ **PROJECT WORK TITLES**

- 1) Role of concepts, conventions and postulates for evaluation of accounting.
- 2) Role of accounting standards.
- 3) Relevance of introduction of International Financial Reporting standards.
- 4) A comparative study on segmental reporting in Indian corporate.
- 5) Mandatory disclosure practices of Indian companies.
- 6) Indian companies and voluntary disclosure.
- 7) Income tax act and personal tax planning.
- 8) Corporate tax planning and management.
- 9) Short term liquidity analysis of selected Indian companies.
- 10) Profitability analysis of selected nationalized banks of India.
- 11) Profitability analysis of selected Private Banks of India.
- 12) Profitability analysis of selected Foreign Banks of India.
- 13) A comparative study of profitability between nationalized and private banks.
- 14) Profitability evaluation of selected Indian companies.
- 15) A study on solvency status of selected Indian companies.
- 16) Corporate governance and Indian companies.
- 17) Accounting and I C A I
- 18) Investors protection and SEBI
- 19) Working capital and textile industry.
- 20) Working capital and chemical industry.
- 21) Working capital and pharmaceutical industry.
- 22) Working capital and FMCG industry.
- 23) An evaluative study on merger and acquisition in India.
- 24) Accounting tools for performance evaluation and their relevance.
- 25) A study on emerging issues in Accounting.
- 26) A comparative study on existing structure of financial statements and structure proposed by MCAs.
- 27) Emergence and necessity of Forensic Accounting.
- 28) Financial performance evaluation of small scale industry in Gujarat.
- 29) Analysis of Dividend policy of selected Indian companies





- 30) Analysis of capital structure of selected Indian companies
- 31) Analysis of ROI (Return on Investment) of selected Indian companies
- 32) Economic Value Added as Technique of performance evaluation
- 33) Corporate governance & global practices
- 34) Indian accounting standards and IFRS
- 35) Study of Corporate social responsibility practices in India
- 36) Study of inflation accounting practices in India
- 37) Study of human resource accounting practices in India

Course Outcomes	Expected Mapping with Program Outcomes									
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1		3		2	2	2		1	1
CO 2		2						1		
CO 3	1		2			3		3	1	3
CO 4	2	3		1	1		3		1	

