

SEMESTER II

CORE PAPERS

CC 106 Fundamentals of Business Economics - II

Objective: The main objective of this paper is to introduce the students of commerce to the basic concepts and tools of macro economics.

Outcome: The student, after studying this paper, will get a clear understanding of various concepts used in macroeconomic. He will be able to understand the importance and relevance of various macroeconomic aggregates used for measuring economic development.

Unit : 1 National Income Accounts

Concepts of GDP and NDP- Sectoral Composition of National Income - GDP at Factor Price and Constant Prices- Concept of GNP and NNP, Factor Cost and National Income-Per Capita income, Disposable Income and Personal Disposable Income- Measurement of National Income – Difficulties in measuring National Income- Trends in India's GDP and Per capita GDP since Independence- Concept of GDP Deflator.

Unit :2 Money and Credit

Meaning and Evolution of Money- Commodity to Fiat Money - Definition of Money- Functions of Money – Demand for Money - Quantity Theory of Money- Fisher's Equation of Exchange- Cambridge Theory and relationship between these two – Supply of Money – Determinants of Money Supply- Components of Money Supply- RBI's Approach;M1, M2, M3, M4- High Powered Money - Concepts of Credit- Types of Credit- Methods of Credit Creation – Instruments of Credit Control Bank rate – Direct operations – Repo rate – CRR and SLR – Credit Rationing.

Unit : 3 Keynesian Economic Theory

Simple Classical Model for income Determinations- Criticisms of Classical Theory by Keynes- Simple Keynes Model – Consumption Function - Concept and its determinants – Investment Multiplier – Investment Function- Marginal Efficiency of Capital and Factor affecting it.

Unit : 4 Business Cycle and Inflation .

Concepts of Business cycle – Four phases of Business Cycle – Interest rate – Loan able fund Theory and Liquidity preference theory; motives for liquidity preference: Transaction Motive , Precaution Motive, Speculative Motive– Factors

affecting interest Rate- Inflation: Meaning,Types,Causes, Effects-Inflation and Investment- Anti Inflationary policy

Recommended Reading:

- H. L. Ahuja, “ Macro Economics” S. Chand Publication
- H. L. Ahuja, “Macro Economics Theory and Policy”, S. Chand Publication
- D. M. Mithani , “A Course in Macro Economics”, Himalaya Publication House
- Mishra and Puri, “Principles of Macro Economics” Himalaya Publishing House
- S. M. Mithani, “Macro Economics” Himalaya Publishing House
- K. K. Dewett, “Macro Economics” S. Chand Publication.

CC 107 Fundamentals of Marketing Management

Objective : The objective of this syllabus is to provide basic knowledge of functional areas of Marketing Management and Marketing research

Note: All units carry equal weightage of marks

Unit:1. Marketing: Meaning- nature-Scope- Different Approaches-Marketing Mix

Market Demand : Meaning-Factors affecting-Marketing in different situation of market demand.

Unit: 2. Main functions of Marketing:

- (1) **Branding:** Meaning-Types-Policy decisions-Importance of Branding
- (2) **Pricing:** Meaning-Objectives-factors affecting –Types-Importance
- (3) **Advertising:** Meaning-Objectives-Importance-disadvantages-Difference between advertisement and Publicity.

Unit:3. Consumer Behaviour: Factors influencing consumes behaviour-Buying behaviour Process

Market Segmentation: Meaning-Basis and importance of Markrt Segmentation – Target Market

Unit:4. Marketing research: Meaning of Market Research and Marketing Research – Objectives and Scope of Marketing Research - Stages of Marketing research – Importance and limitations of Marketing Research

Ethical issue in Marketing research: From the view point of Respondents-Customers and Researchers

Note : 20% weightage is to be given to objective questions (except M. C. Q.) covering entire syllabus.

Recommended Reading:

1. Marketing Management-Philip Kotler- Prentice Hall of India
2. Fundamentals of Marketing- Stanton-Tata McGraw Hill.
3. Basics of Marketing Management – Dr. R.B.Rudani- S.Chand & Co.
4. Modern Marketing - R.S.N. Pillai & Bagawathi – S.Chand & Co.

CC 108 Accountancy - II

Unit	Particulars	Marks
Unit - 1	Investment Accounts: Accounting for interest bearing (Fixed Earning) securities in the Books of Investor only.	25%
Unit - 2	Joint Venture (Excluding Conversion of Consignment into Joint Venture.)	25%
Unit - 3	Computerized Accounting: Introduction; various components of a computer including Hardware and Software, Features of a computer, role of computer in accounting, Accounting information system vs. Management Information system; Selection of the best software for the business; Advantages and disadvantages of a computer system; Tally software (7.2 version)	25%
Unit - 4	Hire Purchase Account	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CC 109 Business Correspondence

Unit	Topic
01	Seven C's of Business Letter writing Important components of Business Letters Kinds of Business Letters
02	Routine Business Letters: Sales Letters (Inquiry and reply, complaint and adjustment)
03	Resume and Job Applications Business Memos, Telex Messages, Facsimiles, Electronic Mail, Handling a Mail
04	Business presentation Techniques: forms and methods (Speeches, personal meeting, Power Point)

Assignments

1. One Power Point Presentation to introduce Self
One stage speech to introduce a new product

CC 110 General English : Grammar and Composition

Unit	Author / Topic	Text
01	Tenses Modals and Semi modals	Hewings, Martin. Advanced Grammar in Use .New Delhi: CUP, 2008. (For classroom teaching and practice)
02	Articles; Prepositions Adjectives ; Adverbs	Ur. Penny. Grammar Practice Activities: A Practical Guide for Teachers. Cambridge: CUP,2008 .
03	Linking Verbs, sentence tags, Dialogue writing 2008. (For classroom teaching and practice)	Hewings, Martin. Advanced Grammar in Use New Delhi: CUP,
04	Essay Writing, Framing News Article: (accident, launch, visit)	

Recommended Reading:

Quirk ,Randolf et al.*Comprehensive Grammar of the English Language*. London: Longman,1983.

Leech, Geoffey, and Jan Svartvick. *A Communicative Grammar of English*. London:Longman 1998

Core Elective Papers

CE 102 A Financial Accounting - II

Unit	Particulars	Marks
Unit - 1	(A) Purchase of Business by a Company (Accounting Treatments in the Books of Company) (B) Indian Accounting Standards AS – 2 Valuation of Inventories AS – 6 Depreciation Accounting AS – 10 Accounting for fixed Assets	15% 10%
Unit - 2	(A) Underwriting of Shares and Debentures (Computation for fixing the liabilities of underwriters) (B) Redemption of Debentures (Own debentures from open market)	15% 10%
Unit - 3	A) Capital Reduction (Excluding preparation of Scheme of internal resolution) (B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion	15% 10%
Unit - 4	Revenue Accounts of General insurance company (In vertical form)	25%

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.

6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CE 102 B Operations Research

Objective: - Students must be familiar with basic techniques of Operation Research.

Unit 1. Linear Programming Problem: [25%]

Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).

Unit 2. Transportation Problem: [25%]

Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods.

Unit 3. Assignment and Replacement Problems: [25%]

Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.

Unit 4. PERT and CPM Techniques: [25%]

Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.

Recommended Reading :

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw Hill, New Delhi.
3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.

4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.

5. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

CE 102 C Distribution Management

UNITS WEIGHTAGE

1. Distribution system 25%
2. Distribution costs, control and customer services 25%
3. Selection of channels and selection of suitable channel partners 25%
4. Motivational tools of distribution channels 25%

Units	Modules / Sub - Modules	Weightage
1	Distribution System <ul style="list-style-type: none"> • Distribution Channels why are they required? • Activities that a typical distribution channel perform • Distribution Channel Strategy • Distribution Channel Management 	25%
2	Distribution costs, control & customer service <ul style="list-style-type: none"> • Designing customer oriented marketing channels • Conceiving the Channel Flows • Linking the Service Output objectives to the flows • Conducting Cost Analysis • Designing the Ideal Channel • Comparing the Ideal with the reality 	25%
3	Selection of Channel & Selection of Ideal Channel Partners <ul style="list-style-type: none"> • Channel Relationships • Channel Control • Channel Power • Channel Positioning 	25%
4	Motivational Tools of Distribution Channels <ul style="list-style-type: none"> • Channel Influence Strategies • Managing Channel Conflicts • Promotion and Payment systems as a tool of Motivating Channel Members 	25%

Text Books :

1. Sales & Distribution Management: By Dr. S. L. Gupta Excell Book

Recommended Reading:

- 1) Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.
- 2) Channel Management: By Ansaree, PHI (EEE)

CE 102 D Web page designing Using Flash & Dream Weaver**Objectives:**

The purpose of this course is to enable students to design and develop web pages using Flash & DreamWeaver.

Prerequisites: None

Contents:**1. Flash**

Overview of Flash, Vector graphics, Environment of Flash – workspace, menu bar, tool bar, time line, Drawing Tools, Selection, Text & Gradients.

2. Animation & Event – orientation using Flash

Symbols – Creation, animation like alpha, tint & brightness, Animation Techniques – Key frames, motion, layer, skinning, controller & shadow, Twinning – motion twinning, Twin Scaling, Rotate, Easing, Creating Shape & multiple layers, Buttons - button Timeline, up State, over State & down State, Movie Clips, Frame Actions, Tell Targets, Flash Forms and Linking to Web Pages, Sound, Importing External Media, Pre - loaders and Publishing.

3. DreamWeaver

Overview, Environment, Interface, Document Tool Bar – options and buttons, Properties Inspector, Functional areas, Design View, Changing View code, Panel Groups, Layouts and alignments, Working with Text – Text and Typefaces, Inserting Paragraph and Break Tags, Text Formatting with the Properties Inspector, Controlling Text Appearance, alignment of text & change color and size of font, Recapping (Ordered list and unordered list setting indents), Creating absolute link, creating an E-mail link, Inserting Page Anchors.

4. Web Page Development Using DreamWeaver

Images – Image file format & Understanding image types, Controlling Page Layout, CSS based Layouts, Advance page design with CSS, Automated Design

tools – Creating and using Library, Template, Installing and managing DreamWeaver extensions, Project work in DreamWeaver.

Recommended Reading:

- 1) **Flash**, by Michael Lennox, Techmedia.
- 2) **Web page Designing**, Course Publications.
- 3) **Computer Application – IV**, by Vimal Pandya, HK Arts College Publishers.
- 4) **WebWeaver**, BPB Publication.
- 5) **Flash web design-the art of motion graphics**, BPB Publication.
- 6) **Web Designing**, Computer Jagat Publications.
- 7) **Multimedia**, Computer Jagat Publications.
- 8) Dreamweaver in Gujarat, Computer World.

Accomplishments of the student after completing the course:

At the end of the work student will be able to

- Animate a web page using Flash.
- Design web pages / web sites using Flash & DreamWeaver.

List of Practical (Sample Guide line) :

• Flash

- 1) Bitmap Masking
- 2) Gradient Color Fill
- 3) Text Shape Hint
- 4) Motion Guide
- 5) Text Animation
- 6) Ripple Masking
- 7) Masking 1
- 8) Masking 2
- 9) Masking 3
- 10) Masking 4
- 11) Movie Clip
- 12) Button Inside Movie clip
- 13) Movie Clip Inside Button
- 14) Spot Light Animation
- 15) Loop Animation
- 16) Motion Create Motion Twin
- 17) Line
- 18) Text Masking With Pencil
- 19) Reverse Frame
- 20) Graphics

• Dream Weaver

- 1) Web Page Design [With the help of Table Option]
- 2) Picture Place
- 3) Image Swapping Effect
- 4) SWF file Insert [Import]
- 5) Flash Button Input
- 6) Flash Movie Input
- 7) Hyperlink

CE 102 E Fundamentals of Banking - II

OBJECTIVES: THE MAIN OBJECTIVES OF THIS COURSE ARE TO FURTHER ACQUAINT THE STUDENTS WITH THE STRUCTURE OF BANKS AS A FINANCIAL INSTITUTIONS, THE PRINCIPLES OF BANKING AND THE FINANCIAL ASPECTS OF BANKING.

OUTCOME: AFTER THE COMPLETION OF THIS COURSE THE STUDENTS WOULD HAVE A DEEPER UNDERSTANDING OF THE BANKS AND BANKING SYSTEM.

UNIT 1

Modern functions of a bank: development banking, merchant banking and investment banking, agency functions, advisory functions, leasing, hire purchase. Factoring services.

UNIT 2

Organizational structure of banks: unit banks-advantages and disadvantages, branch banking – advantages and disadvantages, subsidiaries, correspondent banks, joint ventures, amalgamations, mergers of banks.

UNIT 3

Sources of bank funds, principles of lending, classification of assets, basic idea of asset-liability management in banks, need for a-l management.

UNIT 4

Meaning and interpretation of solvency, liquidity, profitability and efficiency of banks. Ratio analysis for solvency, liquidity, profitability and efficiency of banks.

Recommended Reading :

1. Basics of Banking and Finance, K.M.Bhattacharya and O.P.Agarwal, Himalaya Publishing House.
2. Banking Theory and Practice, Prem Kumar Srivastava, Himalaya Publishing House
3. Banking Theory Law and Practice, Gordon-Natarajan, Himalaya Publishing House

4. Basics of Banking, Indian Institute of Banking and Finance, Taxman Publications

5. Principles of Banking, Indian Institute of Banking and Finance, Macmillan India Ltd.

CE 102 F Fundamentals of Insurance

OBJECTIVES: THE MAIN OBJECTIVES OF THIS COURSE ARE TO ACQUAINT THE STUDENTS WITH THE FUNDAMENTAL ACTIVITIES AND PRINCIPLES OF INSURANCE SERVICES IN GENERAL.

OUTCOME: AFTER THE COMPLETION OF THIS COURSE THE STUDENTS WOULD KNOW HOW INSURANCE SERVICES ARE CATEGORIZED AS SEPARATE ONES FROM OTHER FINANCIAL SERVICES AND THE FUNDAMENTAL FUNCTIONS OF INSURANCE SERVICES.

UNIT 1

Basic idea of risk: concept of risk, risk versus uncertainty, risk and exposure, types of risks, pure risks, financial risks, rationale for risk management.

UNIT 2

Definition of insurance, nature of insurance as a business, risk transfer and risk mitigation role of insurance, costs and benefits of insurance, elements of insurable risk, insurance as a macroeconomic issue, kinds of insurance.

UNIT 3

Basic principles of insurance: principle of utmost good faith, principle of insurable interest, principle of indemnity, principle of subrogation, principle of proximate cause, other related principles and terms, IAIS core principles.

UNIT 4

Brief history of evolution and development of insurance services in the world and in India. Role of insurance in economic development.

Recommended Reading:

1. Fundamentals of insurance, P.K.Gupta, Himalaya Publishing House.
2. General Insurance Principles and Practice, K.C.Misra and G.E.Thomas, Cengage Learning
3. Insurance Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand
4. Insurance and Risk Management, P.K.Gupta, Himalaya Publishing House

CE 102 G Foreign Exchange and Balance of Payments

OBJECTIVES: THE MAIN OBJECTIVE OF THIS COURSE IS TO ACQUAINT THE STUDENTS WITH THE BASICS OF FOREIGN EXCHANGE, THE FOREX RATES AND THE MAINTRENANCE OF BALANCE OF PAYMENT ACCOUNTS.

OUTCOME: AT THE END OF THE COURSE THE STUDENT WOULD BE ABLE TO UNDERTSTAND THE MONETARY ASPECTS OF INTERNATIONAL BUSINESS RELATED TO FOREIGN EXCHANGE.

UNIT 1

Definition of foreign exchange, foreign exchange rate, calculation of exchange rates, direct indirect and cross exchange rates. Currencies of the major countries of the world including Euro. Special features of Euro. Exchange rate quotations by forex dealers: spot rates, buying and selling rates, forward rates, currency rates, bill rates, tt rates.Fixed and flexible exchange rates (concept only)

UNIT 2

Exchange rate determination theories, mint parity theory and the rules of the gold standard, purchasing power parity theory, balance of payment theory. Modern theory of forex rate determination.

UNIT 3

The balance payment account of a country, method of maintenance of balance of payment account, sources of information of forex transaction for entering into the balance of payment account, components of the balance of payment account, entries in the balance of payment account.

UNIT 4

The balances in the trade, current capital and official reserve parts of the balance payment accounts, disequilibrium in the balance of payment account, causes of the disequilibrium in the BOP account and their implications. Study of Indian balance of payment account for the latest year available.

Recommended Reading:

1. Introductions to International Economics by D.M.Mithani, Vora Publications.
2. International Finance by V.A. Avadhani, Himalaya Publications.
3. Foreign Exchange & Risk Management by C.Jeevanandam, Sultan Publications.
4. International Economics by M.C. Vaish, IBH & Oxford Publishing Co.

CE 102 H Personal Selling

Objective

The objective of this course is to enable students learn the fundamentals of personal selling and steps involved in the selling process.

Ourse Inputs

Unit 1 : Personal Selling : Nature and importance; Functions of a salesman; Types of selling; Personal selling as a career.

Unit 2 : Salesmanship and Qualities of Salesman : Buyer - seller dyads; Product Knowledge; Customer knowledge - buying motives and selling points.

Unit 3 : Scientific Selling Process : Basic steps in personal selling – prospecting, pre - approach, and qualifying.

Approach and Presentation : Methods of approaching a customer; Presentation process and styles; Presentation planning.

Unit 4 : Objection Handling : Types of Objections; Handling customer objections.

Closing Sales and follow up : Methods of closing sale; Executing sales order - Follow - up - importance, and process.

Recommended Reading:

1. Condiff, Still and Govani et.al : Sales Management, : Prentice Hall India, New Delhi.
2. Smith R. Sales Management : Prentice Hall of India, New Delhi.
3. Vaccaro J.P. : Sales Management - Text : Cases & Readings : Prentice Hall, New Delhi.
4. Harper H.W : Modern Advertising : Practice and Principles; McGraw Hill, New York.
5. Condiff E.W. and Still R.R. Basic Marketing - Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
6. Brink Edwar L. and Kelly W. T.: The Management of Promotion; Prentice Hall, New York.
7. Kotler Philip : Marketing Management: Prentice Hall, New Jersey.

SE 102 A Financial Accounting - II

Unit	Particulars	Marks
Unit - 1	(A) Purchase of Business by a Company (Accounting Treatments in the Books of Company) (B) Indian Accounting Standards AS – 2 Valuation of Inventories AS – 6 Depreciation Accounting AS – 10 Accounting for fixed Assets	15% 10%
Unit - 2	(A) Underwriting of Shares and Debentures (Computation for fixing the liabilities of underwriters) (B) Redemption of Debentures (Own debentures from open market)	15% 10%
Unit - 3	A) Capital Reduction (Excluding preparation of Scheme of internal resolution) (B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion	15% 10%
Unit - 4	Revenue Accounts of General insurance company (In vertical form)	25%

Recommended Reading :

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3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
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5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

SE 102 B Operations Research

Objective: - Students must be familiar with basic techniques of Operation Research.

Unit 1. Linear Programming Problem: [25%]

Meaning of linear programming, its uses, assumptions and limitations, Explanation of basic terminologies, Mathematical form of linear programming problem, Solution of linear programming problem by using graphical methods, Simple formulation problems (for two variables).

Unit 2. Transportation Problem: [25%]

Definition of balanced Transportation Problem (T.P.), General Transportation table and its mathematical form, Initial basic feasible solution and initial cost by using North-West Corner rule, Least Cost Method, Vogel's Approximation Method, Examples base on these methods.

Unit 3. Assignment and Replacement Problems: [25%]

Definition of balanced Assignment Problem (A.P.), its mathematical form, Application of Hungarian method for solving A.P. in the cases of maximization and minimization problem, Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.

Unit 4. PERT and CPM Techniques: [25%]

Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and limitations of PERT and CPM and simple examples.

Recommended Reading :

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3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.
5. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

SE 102 C Web page designing Using Flash & Dream Weaver

Objectives:

The purpose of this course is to enable students to design and develop web pages using Flash & Dream Weaver.

Prerequisites: None

Contents:

1. Flash

Overview of Flash, Vector graphics, Environment of Flash – workspace, menu bar, tool bar, time line, Drawing Tools, Selection, Text & Gradients.

2. Animation & Event – orientation using Flash

Symbols – Creation, animation like alpha, tint & brightness, Animation Techniques – Key frames, motion, layer, skinning, controller & shadow, Twinning – motion twinning, Twin Scaling, Rotate, Easing, Creating Shape & multiple layers, Buttons - button Timeline, up State, over State & down State, Movie Clips, Frame Actions, Tell Targets, Flash Forms and Linking to Web Pages, Sound, Importing External Media, Pre - loaders and Publishing.

3. Dream Weaver

Overview, Environment, Interface, Document Tool Bar – options and buttons, Properties Inspector, Functional areas, Design View, Changing View code, Panel Groups, Layouts and alignments, Working with Text – Text and Typefaces, Inserting Paragraph and Break Tags, Text Formatting with the Properties Inspector, Controlling Text Appearance, alignment of text & change color and size of font, Recapping (Ordered list and unordered list setting indents), Creating absolute link, creating an E-mail link, Inserting Page Anchors.

4. Web Page Development Using DreamWeaver

Images – Image file format & Understanding image types, Controlling Page Layout, CSS based Layouts, Advance page design with CSS, Automated Design tools – Creating and using Library, Template, Installing and managing DreamWeaver extensions, Project work in DreamWeaver.

Recommended Reading:

1. **Flash**, by Michael Lennox, Techmedia.
2. **Web page Designing**, Course Publications.
3. **Computer Application – IV**, by Vimal Pandya, HK Arts College Publishers.
4. **WebWeaver**, BPB Publication.
5. **Flash web design-the art of motion graphics**, BPB Publication.
6. **Web Designing**, Computer Jagat Publications.
7. **Multimedia**, Computer Jagat Publications.
8. Dreamweaver in Gujarat, Computer World.

Accomplishments of the student after completing the course:

At the end of the work student will be able to

- Animate a web page using Flash.
- Design web pages / web sites using Flash & DreamWeaver.

List of Practical (Sample Guide line):

• Flash

- 1) Bitmap Masking
- 2) Gradient Color Fill
- 3) Text Shape Hint
- 4) Motion Guide
- 5) Text Animation
- 6) Ripple Masking
- 7) Masking 1
- 8) Masking 2
- 9) Masking 3
- 10) Masking 4
- 11) Movie Clip
- 12) Button Inside Movie clip
- 13) Movie Clip Inside Button
- 14) Spot Light Animation
- 15) Loop Animation
- 16) Motion Create Motion Twin
- 17) Line
- 18) Text Masking With Pencil
- 19) Reverse Frame
- 20) Graphics

• Dream Weaver

- 1) Web Page Design [With the help of Table Option]
- 2) Picture Place
- 3) Image Swapping Effect
- 4) SWF file Insert [Import]
- 5) Flash Button Input
- 6) Flash Movie Input
- 7) Hyperlink

SE 102 D Secretarial Practice

Note: All units carry equal weightage of marks.

Unit:1. Alteration in Share Capital: Modes of alteration in share capital as per Company Law-procedure and provisions of reduction in share capital-Legal provisions for Right Shares and Bonus Shares and its Guiding Principles.

Debenture: Meaning and types of debenture –procedure and legal provisions of Company law Board to issue debenture-Methods of redemption of debenture-Guiding Principles of SEBI.

Unit:2. Administration of Company Law: Department of Company affairs-The Company Law Board- regional directors- The company registrar.

Investigation of Company's Administration: Provisions of Company Law regarding investigation of company's administration – Appointment of Inspector by Central Government its provisions , his power and report. **Corporate**

Governance: Meaning-its development in India –contents of corporate governance report –Importance of corporate governance.

Unit:3 Capital Market: Meaning of Primary and Secondary Capital Market – Share Market-meaning and organization – Types –BSE,NSE,NIFTY,OTCE-Types of trading in share market –Derivatives –Demate Account-Main Provisions of Securities Contract Regulation Act.

Mutual Fund: Definition-Types-Advantages and Disadvantages.

Unit:4. Winding up/Liquidation of the Company: Meaning and modes of winding up and liquidation of the company-Provisions regarding compulsory liquidation-meaning and procedure of voluntary winding up of a company-Provisions regarding company's voluntary winding up by members and creditors –appointment –Powers and duties of liquidator.

Note:20% Weightage is to be given to objective questions (except M.C.Q.) covering whole syllabus

Recommended Reading:

1. Manual of Secretary Practice-B.N.tondon- S.Chand & Co.
2. A Textbook of Company law- P.P.S.Gogna- S.Chand & Co.
3. Secretarial Practice –M.C.Kuchal –Vikas Publication.

SE 102 E Distribution Management

UNITS WEIGHTAGE

1. Distribution system 25%
2. Distribution costs, control and customer services 25%
3. Selection of channels and selection of suitable channel partners 25%

4. Motivational tools of distribution channels 25%

Units	Modules / Sub - Modules	Weightage
1	Distribution System <ul style="list-style-type: none"> • Distribution Channels why are they required? • Activities that a typical distribution channel perform • Distribution Channel Strategy <ul style="list-style-type: none"> • Distribution Channel Management 	25%
2	Distribution costs, control & customer service <ul style="list-style-type: none"> • Designing customer oriented marketing channels • Conceiving the Channel Flows • Linking the Service Output objectives to the flows • Conducting Cost Analysis • Designing the Ideal Channel • Comparing the Ideal with the reality 	25%
3	Selection of Channel & Selection of Ideal Channel Partners <ul style="list-style-type: none"> • Channel Relationships • Channel Control • Channel Power • Channel Positioning 	25%
4	Motivational Tools of Distribution Channels <ul style="list-style-type: none"> • Channel Influence Strategies • Managing Channel Conflicts • Promotion and Payment systems as a tool of Motivating Channel Members 	25%

Text Books :

1. Sales & Distribution Management: By Dr. S. L. Gupta Excell Book

Recommended Reading:

1. Sales & Distribution Management: By Tapan. K. Panda & Sunil Sahadev, Oxford University Press, 2005.

2. Channel Management: By Ansaree, PHI (EEE)

FC 102 A Environmental Studies

SS 102 A Leadership Development

SS 102 B Team Building Training

SS 102 C Analysis of Accounting Statements

SS 102 D Sports & Practice

SS 102 E Indian Constitution - II