



B.COM (HONS.) II SEMESTER SYLLABUS 2014-15



RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT

Syllabus - B.Com II Semester (HONS.) 2014-15

PROFESSIONAL MATHEMATICS

UNIT – I	Simple and simultaneous equations, ratio and proportion.
UNIT – II	Percentage, profit and loss, commission and discount.
UNIT – III	Introduction to vedic maths, importance and scope. Base method for multiplication, division and squaring. Time and work & time distance.
UNIT – IV	Logical reasoning – coding and decoding, series completion, cubes, verbal classification, ranking arrangement, directions, blood relationship, syllogism. Introduction and uses of Logarithms and Antilogarithms in related problems.
UNIT – V	Simple and compound interest, installment interest of banking sector.

FUNDAMENTALS OF MANAGEMENT

UNIT – I	Management: Meaning, concept, nature, importance process, functions, levels, functional areas, managerial skills.
UNIT – II	Development of management thought: Natures, importance of management, principles, Fayol's principal of management and other important principles of management, management by objective, management by Exception.
UNIT – III	Planning, coordinator, decision making, organization, authority delegation & Centralization. Decentralization.
UNIT – IV	Direction, Motivation, leadership, communication.
UNIT – V	Controlling: Concepts, process, importance, techniques of control, limitations.

APPLIED ECONOMICS

UNIT – I	Introduction of economics: Meaning, definition of micro & macro economics. Demand analysis and supply analysis: Meaning type and law of demand, elasticity and price elasticity of demand, income elasticity of demand, law of supply, supply curve and price elasticity of supply.
UNIT – II	Cost and revenue analysis: Cost concepts, elements of cost, average and marginal cost curves, relationship between average and marginal cost, concept of revenue, revenue curve and relationship between average and marginal revenue. Market structures: Meaning and classification of markets, perfect competition, imperfect competition, monopolistic market, oligopoly market, and duopoly market.
UNIT – III	National Income: Meaning, definition and importance of national income, GNP & NNP, GDP & NDP, Per capita income. Theories of employment: Keynesian theory of employment, say's law of markers.
UNIT – IV	Trade Cycle and inflation: Trade cycles – meaning and definition, phases of trade cycle. Inflation – definition, types, causes and effects of inflation and measures to control inflation. Concept of globalization, Liberalization, privatization and its effects on Indian Economy.
UNIT – V	Banking, Stock market and Insurance: Functions of commercial banks, process of credit creation, reserve bank of India – Methods of credit control – Quantitative and qualitative methods. Concept of shares and Debentures, concept of SEBI, meaning, function and importance of stock markets, primary and secondary markets. Insurance: Types of insurance – Life Insurance and general insurance.

ENGLISH LANGUAGE AND INDIAN CULTURE

UNIT – I	नैतिक मूल्य – 1. अंतर्ज्ञान और नैतिक जीवन – सर्वपल्ली राधाकृष्णन 2. अप्प दीपो भव – स्वामी श्रद्धानंद, 3. बुद्ध की करुणा – डॉ. सद्धा तिसस
UNIT – II	हिन्दी भाषा – 1. भारत वन्दना (कविता) – सूर्यकांत त्रिपाठी 'निराला', 2. पुष्प की अभिलाषा (कविता) – माखनलाल चतुर्वेदी 3. अकाल और उसके बाद (कविता) – नागार्जुन, 4. निर्माल्य (ललित निबंध) – विद्यानिवास मिश्र, 5. मानक हिन्दी का स्वरूप (संकल्पित)
UNIT – III	हिन्दी भाषा – 1. अफसर (व्यंग्य) – शरद जोशी, 2. भोलाराम का जीवन (व्यंग्य) – हरिशंकर परसाई, 3. भारत का सामासिक व्यक्तित्व (चिंतनपरक) – जवाहरलाल नेहरू, 4. भारत देश और उसके निवासी (विश्लेषणपरक) – रामधारी सिंह दिनकर, 5. पल्लवन और संक्षेपण (संकलित)
UNIT – IV	English Language 1. William Wordsworth : The Solitary Reaper 2. A Song of Kabir- Translated by Tagore 3. Khushwant Singh : The Portrait of a Lady 4. Mahatma Gandhi : Satyagraha
UNIT – V	English Language Comprehension, Unseen Passages, Report- writing, Composition, Short Essay, Paragraph Writing (Based on the expansion of an idea) Basic language skills : vocabulary, synonyms, antonyms, word formation, prefixes, suffixes, confusing words, similar words with different meanings, proverbs, situational conversations like conversation at the post office, bank, market place, railway station, college etc. Basic language skills : Grammar and Usage, Tenses, Prepositions, determiners, countable/ uncountable nouns, verbs, articles and adverbs

DEVELOPMENT OF ENTREPRENEURSHIP

UNIT – I	Entrepreneurship- Meaning, Concept, Characteristics of entrepreneur, Qualities of Successful Entrepreneurs
UNIT – II	Types of entrepreneurship, importance and views of various thinkers (Scholars) . -Formation of goals, How to achieve goals. -Problems in achieving targets and solution. -Self motivation, elements of self motivation and development. -Views of various scholars, evaluation, solutions. Leadership capacity: Its development and results.
UNIT – III	Projects and various organisations (Govt., non-Govt.), Govt. Projects, Non- Govt. projects. Contribution of Banks, their limitations, scope.
UNIT – IV	Functions, qualities, management of a good entrepreneur. Qualities of the entrepreneur (Modern and traditional). Management skills of the entrepreneur. Motive factors of the entrepreneur.
UNIT – V	Problems and Scope of the Entrepreneur : -Problem of Capital -Problem of Power -Problem of Registration -Administrative problems -Problems of Ownership.