

**DHARMSINH DESAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION**

**INDUSTRIAL AND COMMERCIAL LAW
(Effective from 15th June 2010-2011)**

Commercial Law 50%
Industrial Law 50%

SECTION – I

Commercial Law

1. **Indian Contract Act – 1872**
(Section 1 to 75)
2. **Sale of Goods Act – 1930**
3. **Negotiable Instruments Act – 1882**

SECTION – II

Industrial Law

1. **The Industrial Dispute Act, 1947**
2. **The Factories Act – 1948**
3. **The Workmen’s Compensations Act – 1923**
4. **The Payment of Wages Act – 1948**
5. **The Trade Union Act – 1926**

Section – I

Commercial Act 50%
Indian Contract Act – 1872

(Sec. 1 to 75)

1. **Introduction of Contract.**
**Contract – Essential elements of Contract – Types
Of Contract.**
2. **Offer and Acceptance.**
Offer – legal rules as to offer.
Acceptance – legal rules relating to acceptance
**Communication of offer and acceptance – when
It complete. Revocation of offer and acceptance.**
3. **Consideration**
Consideration – Legal requirements regarding
Consideration – suit by third party on an agreement –
Validity of an agreement without consideration.
4. **Capacity to Contract**
Minor – persons of unsound mind – persons
Disqualified by law
5. **Free Consent**
Free Consent – Coercion – undue influence –
Misrepresentation – Fraud – mistake
6. **Legality of Object**
Unlawful agreement – effect of illegal agreement
7. **Void agreement**

8. **Contingent contract**
9. **Performance of contract**
 - By whom contract must be performed – time and place**
 - For joint performance – Promise and reciprocal Promise and Performance of it – Contracts which need not be performed**
 - **Appropriation of payment**
10. **Discharge of contract – modes of discharge of contract**
 - Discharge of Contract**
 - Breach of contract**
 - Anticipatory breach – Actual breach**
11. **Remedies available for breach of contract**
 - (Rules relating to damages)**
12. **Quasi contract**
 - 2 **Sale of goods Act 1930**
 - **Definitions, Conditions and warranties, Transfer of property, Performance of contract, Rights of a seller**
 -
 - 3 **Negotiable Instruments Act – 1882**

1. Industrial Dispute Act – 1947

- ◆ Object of the act
- ◆ Definition (sec-2)
- ◆ Authorities under the act (appointment – duty – power procedure)
- ◆ Reference of disputes (sec-10)
- ◆ Awards and settlement (sec 15-17)
 - Enforcement of the award
 - Operation period of Award and settlement
 - Person to whom settlement, award binding
- ◆ Prohibition of strike lock-out (sec 22-23)
- ◆ Lay off retrenchment compensation

2. Factories Act – 1948

- ◆ Definition
- ◆ Duties of occupier
- ◆ Manufacture
- ◆ Provisions relating to health, safety, welfare etc
- ◆ Provision relating to hazardous process
- ◆ Working hours of an adult child
- ◆ Annual leave with wages

3. The workmen’s Compensation Act

- ◆ Employers liability for compensation
- ◆ Defenses available to employer
- ◆ Commissioners (authority under Act)

4. The Payment of Wages Act 1948

- ◆ Rules for payment of wages
- ◆ Reduction from wages

5. The Trade Union Act – 1926

- ◆ Registration of trade union
- ◆ Rights and privileges of trade union

DHARMSINH DESAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
TO BE EFFECTIVE FROM ACADEMIC YEAR : 2010 – 11
S. Y. B. B. A. (TAXATION)

SECTION – I

- 1 (A) Concepts of direct and indirect taxes**
Definitions of – Assessee, Person, Assessment Year, Previous years, Gross total income, Agricultural income, casual income, Company, Indian Company, Dividend
(B) Residential status and incidence of taxation
(C) Income exempt from tax
- 2** specific heads of income (Individual as an Assessee)
(A) Salary – meaning, Basis of charge, income included under this head, allowances, valuation of perquisites, deductions, retirement benefits
(B) Income from house property
(C) Profit and gains from business and profession
Income covered under this head, allowable deductions, calculation of depreciation, disallowable expenses.
(D) Capital gains – meaning of long term and short term capital assets, computation of long term and short term capital gains, exemptions available under section 54, 54B, 54EC, 54ED, 54F
- Special cases
1. Conversion of capital assets into stock :
 2. Transfer of firm's assets to partners and vice-versa:
 3. Compulsory acquisition of assets
 4. Self generated assets like Goodwill, Tenancy right.
 5. Acquisition of bonus shares
 6. Transfer of right shares
 7. Conversion of debenture in share

SECTION – II

1. Income from other sources
2. a) Clubbing of Income, Carry forward and setoff of losses

- b) Deduction from Gross Total Income under section 80 C, 80 CCC, 80 CCD, 80 D, 80 DD, 80DDB, 80E, 80G, 80U
- 3. a) Filling of tax return under prescribed parameters and time schedule
 - b) Advance payment of tax-date – percentage – limit
 - c) TDS-meaning-liability-time limit of payment of TDS
- 4. Indirect Taxes
 - a) Gujarat Valued Added Tax Act
 - Introduction : Definitions : 1) Business 2) Dealer 3) Goods 4) Manufacture 5) Person 6) Place of Business 7) Purchase Price 8) Raw Materials 9) Sale 10) Re-sale 11) sale price 12) Taxable Turnover 13) Value of Goods
 - Incidence of Tax : (Brief Idea)
 - Registration
 - Liability to pay tax
 - b) Central Excise Act – Definition of – Factory – Manufacture – Deemed manufacturing – types of duties – Manufactures Liability For Payment of duty – Exemption From Duty – Registration of Certain Persons, Concept of CENVAT, Capital Consumption.
 - c) Introduction To Service Tax, Registration and payment Procedure
 - d) Basics of Custom Duty : Introduction, Definition of Goods, territorial waters of India, Indian custom water, custom station, person in charge, procedure of import and export in brief, exemption from custom duty , Types of Duty.

DHARMSINH DESAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MARKETING MANAGEMENT (S.Y.B.B.A.)
(Effective from 2010-11)
SECTION - I

1. Fundamentals of Marketing

- **Meaning of Marketing & Marketing Management**
- **Core Marketing concepts,**
- **Scope of Marketing**
- **Importance / Role of Marketing**
- **Marketing management philosophies**
- **Marketing Mix**
- **Limitation of Marketing Concept**

2 Marketing Research & Marketing Information System

- **Meaning of marketing information system and marketing research**
- **Importance of marketing research**
- **Scope & role of marketing research**
- **Types of marketing research**
- **Steps in marketing research**

3 Consumer behavior

- **Meaning of Consumer Behavior**
- **Factors affecting Consumer Behavior**
- **Types of Buying Decisions**
- **Stages in Buying Decision Process**

4 Market Segmentation, Targeting and Positioning

- **What is Market Segmentation**
- **Need for Market Segmentation & Benefits of Market Segmentation,**
- **Bases of Segmenting Consumer Market**
- **Target Marketing and Positioning**

SECTION - II

5 Product Management

- **Concept of product**
- **Levels of products**
- **Classification of products**
- **Product Line Decision**
- **Product Mix Decision**

6 Product Life cycle & New Product Development

- **Meaning of Product Life Cycle (PLC)**
- **Stages of P.L.C. and marketing strategies**
- **Meaning of new product**

- New product development process

7 Pricing Strategy

- Concept of price
- Objectives of pricing
- Pricing methods
- Factors Affecting Pricing

8 Distribution & Logistic Management

Marketing Channels - Structure, Functions and Significance

Types of intermediaries in distribution channel & their functions

Distributions strategies

- Physical distribution, marketing logistics and supply chain management
- Importance
- Functions of marketing logistics

9 Promotion strategy

- Promotion Mix
- Advertising
- Personal Selling & Direct marketing
- Sales Promotion.
- Publicity and public relations

(Brief Overview of the titles including meaning, characteristics, advantages and limitations)

Reference Books

- V S Ramaswamy and S Namakumari, 'Marketing Management: Global Perspective Indian Context', Macmillan, 4th edition, 2009,
- Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha, 'Marketing Management: A south Asian Perspective'. Pearson Education -Prentice Hall, 13th edition, 2009,.
- Arun Kumar and N Meenakshi, 'Marketing Management: Comprehensive Text, Best Practices and Corporate Insights', Vikash Publishing House, 1st edition, 2006,
- K Kaunakaran, 'Marketing Management: Text and Cases In Indian Context', Himalaya Publishing House, 2nd & revised, 2008,
- Product Management by Chunawalla & Patel, H.P.H., Bombay
- S A Sherlekar, 'Marketing Management', Himalaya Publishing House, 13th Revised edition, 2005,
- S H H Kazmi, 'Marketing Management: Text and Cases', Excell Books, 1st edition, 2007
- Marketing Management by Dr. C.B. Gupta, Sultan Chand & Sons, New Delhi

DHARMSINH DESAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION

S.Y.B.B.A. (Effective from 2010-11)

FINANCIAL MANAGEMENT

SECTION – I

1. NATURE OF FINANCIAL MANAGEMENT

- Introduction
- Finance & related discipline
- Scope of Financial Management
- Objective of Financial Management
- Organization of finance function

2. FINANCIAL MATHEMATICS

- Concept & relevance of time value of money
- Compounding technique
- Discounting technique
- Application of the concept of time value of money

3. VALUATION OF BOND & SHARES

- Introduction
 - Concepts of value
 - Bond value & yields
 - Valuation of preference share
 - Valuation of ordinary share
- Dividend discount model (excluding two stage growth model)
- P/E ratio approach (Relationship between share price, earning & dividend)

4. FINANCIAL STATEMENT ANALYSIS

- Ratio Analysis
- Common size statement
- Trend Analysis
- Inter firm comparison

SECTION – II

5. SOURCE OF FINANCE

- Internal Accruals
- Ordinary Shares
- Right Issue
- Preference Shares
- Debentures
- Warrants
- Term Loan
- Money Market

6. LEVERAGE

- Introduction
- Operating leverage
- Financial leverage
- Combined leverage
- Implications of leverage
- Operating break-even point, financial break-even point and indifference point

7. COST OF CAPITAL

- Meaning, importance, assumption, concept -
- Explicit & implicit
- chapters of Computation of cost of debt, preference share, finance like capital budgeting, capital

Cost equity, cost of retained earnings, overall structure
Cost of capital (Weighted Average Cost Capital)
(Book Value & Market Value Weights)

- Concept of marginal Cost of Capital
- Capital Asset Pricing Model v/s dividend growth model
- Cost of capital in practice

8. CAPITAL STRUCTURE

- Nature of financial needs
- Capitalization, over and under capitalization
- Net Income, Net Operating Income, Modigliani Miller, and Traditional Approach.

Reference Books :

Financial Management :- Khan & Jain, Tata Macgraw Hill

Financial Management :- Ravi M. Kishore, Tata Macgraw Hill

Financial Management :- Prassan Chandra

Dharmsinh Desai University, Nadiad
Department of Business Administration
Second Year B.B.A.
(Effective from 2010-11)

Communication Skills – II

Objectives :-

- To equip the students with language proficiency necessary for business communication.
- To give students extensive practices in all possible ways in LSRW skills

Section – I

Unit – 1

***Revision of first year communication**

Guideline for effective communication – Role and importance of business communication – Importance of an effective communication in corporate life – barriers to effective communication – overcoming barriers to communication - Advantages of oral / verbal written communication – Distinction between Oral and written communication – Non - verbal communication and skills (importance, forms, effects, functions)

Unit 2

Listening :

1. Choosing your English BBC (Audio)
 2. Spoken English – A self – Learning Guide to Conversation Practice (Audio)
- By V. Sasikumar, P.V.Dhamija

(Published by Tata Megrow – Hill Publishing Co. Ltd.)

Students have to prepare a journal for the exercises of both these books.

Unit 3

Speaking :

*** General Communication : (for viva purpose)**

1. At the college
2. On the campus
3. Outside the campus
4. At the post office
5. For business and pleasure
6. Review

Book : Creative English Communication

By N. Krisna swami and T. Shriraman

***Speeches and presentations**

Finding out about the environment

Preparing the text
Composition of presentation
Speaker's appearance and personality
Commemorative occasions

Section – II

Unit 4

*** Reading & Writing :**

Secretarial correspondence :
Banking Correspondence
Comprehension (Market report)
Business reports :
- Individual reports
- Committee reports
Questionnaires
Case studies

Unit 5

*** Grammar**

- **Revision of tense**
- **Direct – Indirect Speech**
- **Infinitives & gerund**
- **Conjunction**

Unit 6

***Vocabulary**

- **Word often to confuse (from the list appended)**
- **Idioms and Phrasal Verb (from the list appended)**
- **One word substitution (from the list appended)**
- **Foreign words (from the list appended)**

Reference Books :

1. Effective communication By Urmila Rai & S. M. Rai
2. Creative English Communication By N. Krishna swami and T. Shriraman
3. Communication in English By R P Bhatnagar & R T Bell – Orient Longman
4. Essentials of business communication By Rajendra Pal & J. S. Korlahalli (S. Chand & Sons)
5. Good English By G. H. Vallins – Rupa & Co.
6. Let's Talk English By M. I. Joshi
7. Contemporary English Grammar, Structure and composition By David Green (Macmillan)
8. Communication Skilla By P.C.Pardeshi (Nirali Prakashan)

JUSTIFICATION

This is the justification for the new framed syllabus that is as under :

1. There was no scheme for viva-voice programme so, a new scheme is prepared that is like this:

20 Marks	Written test
10 Marks	Book review
10 Marks	Oral
10 Marks	Journal
50 Marks	
2. The old syllabus was not adequate to provide the students the student LSRW technique. So, we've to frame the syllabus in such a way that students can have adequate LSRW practice.
3. In old syllabus, there wasn't banking and insurance correspondence. So, we've introduced these new topics.
4. For speaking, we've introduced special book to get the students communicate which was not in the old syllabus.
5. The new syllabus is much more effective than old syllabus because by this syllabus students would enjoy learning the subject and it will be a new experience for students.
- 6.
7. This syllabus is prepared by keeping in mind the benefit of students.

DHARMSINH DESAI UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MANAGERIAL ECONOMICS

(Effective from 15th June 2009)

S.Y. B.BA.

SECTION - I

1. The nature and scope of ME

- Definition of ME, Relationships to Economic Theory
- Relationships to the Decision Sciences
- Relationship to the functional Areas of Business Administration Studies

2. Demand and Demand Analysis

- Demand Distinction ,Producers' Demand, Consumers' Demand
Demand for Durable Goods, Demand for Non Durable Goods

Firm's Demand Vs Industry's Demand

Short run Demand Vs Long run Demand

Derived Demand Vs Autonomous Demand

Sectoral Demand Vs Market Demand

- Consumer's Equilibrium and Demand Curves
Indifference Curve, Budget Constraint, Marginal Rate of Substitution
Consumers Equilibrium, Income Effect, Substitution Effect, Price Effect
Giffen goods Vs Normal Goods, Price Consumption Curve
Consumer's Surplus

3. Elasticity of Demand

Slope Vs Elasticity, Point Elasticity and Arc Elasticity

Price Elasticity, Gross Elasticity, Determinants of Elasticity of

Demand

Income Elasticity, Advertisement Elasticity

Relationship between Revenue and Elasticity

4. Demand Forecasting

Level of Forecasting, Need of Forecasting, Purpose of

Forecasting

Methods of Forecasting, Factors influencing Demand

Forecasting

5. Theory of production function

Production and firm, Firms objective, Concept of production

function

Total, Average and Marginal product, Isoquants and Factor

substitution

Returns to Scale and Laws of Returns, Law of Variable

Proportion

Layout intensive technology Vs Capital intensive technology

SECTION II

6. Production and Cost Curves

Concepts of Cost, Accounting Cost Vs. Economic Cost
Money Costs Vs. Real Cost, Opportunity Cost
Private and Social Costs, Sub Costs, Fixed cost Vs. Variable

Cost

Cost of Production in the Short Run
Marginal Cost (MC), Relationship between MC and Average

Cost (AC)

Costs of Production in the long run,
Returns to scale and Economic of Scale
Long run Marginal Cost (LMC)

7. Equilibrium of the Firm and Market Structure

Equilibrium of the Firm :
Concepts of TR,AR,MR, Shape of TR,AR,MR
Relationship between AR,MR & Elasticity of Demand
Maximisation of Profit & Loss conditions
Minimisation of Costs & its conditions
Market Structure (Types), Perfect Competition (PC)
Characteristics, Measures (Distinctive)
Demand Curve of an individual firm under PC
Short-run Vs Long equilibrium under various market

conditions

Monopoly, Concepts, Equilibrium under monopoly
Monopoly power, Welfare implications of monopoly
Price Discrimination under monopoly
When Price Discrimination is Possible,
Profitable and Socially Desirable ?
Concepts of DUMPING

Natural Monopolies, Regulation of Monopoly
Monopolistic Competition

The concept, Selling Cost, Advertising and Non price

Competition

Long run equilibrium through new Entry Competition
Long run equilibrium through Price variation
Long run equilibrium through Price variation And new entry
Excess capacity and Monopolistic competition Duopoly
The Concept, Characteristic features, Collusive Vs Non

collusive

Oligopoly Kinked Demand Curve model of Oligopoly

8. Pricing policies & its needs

Objectives, Is it due to 'tax' & 'Subsidy' & both

Types of Pricing (With Example)

Cost plus pricing, Target pricing, MC Pricing, AC Pricing

Skimming

Going rate pricing, Customary pricing

9. Break-even Analysis

Assumptions, Calculations and evaluations

10. Investment Decisions and Capital Budgeting

Types of Investment and their measurement

Concepts of -Pay back period -Average Annual Rate of Return

Book Rate of Return- Net Present Value- Internal Rate of

Return

Concept of Risk and Uncertainty and its evaluation

Capital Budgeting, Nature of Capital Budgeting

Factors Influencing Capital Budgeting, Problems in Capital

Budgeting

Expenditure & its components, Revenue Vs. Capital

Components of Revenue Expenditure and

Precautions in identifying types of expenditure

DHARMSINH DESAI UNIVERSITY
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Statistics for Management

(Effective from 15th June 2009)

S.Y.B.B.A

SECTION – I

1. Probability :

1. Basic concepts : Random Experiment, Events, Sample Space, Mutually Exclusive Events, Equally Likely Events, Independent Events, Dependent Events.
2. Definition of probability of an Event, Statistical or Empirical definition of probability, Axiomatic or Modern approach to probability.
3. Addition and Multiplication Rules of Probability.
4. Conditional Probability
5. Baye's Rule (without proof)
6. Applications

2. Mathematical Expectation :

1. Definition of Random Variable
2. Discrete Random Variables and Continuous Random Variables
3. Expected Value of Discrete Random Variable and its properties (without proof)
4. Variance of Discrete Random Variable and its properties (without proof)
5. Applications

3. Probability Distributions

1. Meaning of Probability Distributions
2. Binomial Distribution : Probability Mass function, properties, Derivation of mean and variance and its Applications.
3. Poisson Distribution : Probability Mass function, properties, Derivation of mean and variance and its Applications.
4. Normal Distribution : Probability Density function, properties and its applications

4. Correlation

1. Definition, Meaning and interpretation, Properties, Importance of Correlation
2. Types of Correlation
3. Methods of studying Correlation
 - a) Scatter diagram method.
 - b) Karl Pearson's product moment method.
 - c) Spearman's method of rank correlation.
4. Coefficient of Determination and its interpretation
5. Probable error
6. Applications

5. Regression

1. Meaning and importance of Regression
2. Regression Lines and Regression Coefficients, properties and their uses

3. Equations of Regression Lines
4. Difference between Regression & Correlation
5. Applications

6. Multiple- Partial Correlation and Regression

1. Multiple correlation : meaning, multiple correlation coefficients
2. Partial correlation : meaning, partial correlation coefficients
3. Multiple Regression Equation of three variables only
4. Applications

SECTION – II

7. Sampling Methods

1. Basic concepts of Population and Sample
2. Characteristics of a good sample
3. Advantages of sampling
4. Size of a sample
5. Difference between population study and sample study
6. Sampling methods : Simple random sampling and Stratified random sampling
7. Applications

8. Statistical Quality Control

1. Concepts of Quality, Quality Control and Statistical Quality Control
2. Causes of Variation in Quality
3. Meaning, uses and advantages of SQC
4. Theory of Control Charts, Theory of Runs
5. 3σ Control limits and Revised Control Limits
6. Types of Control Charts
7. Control Charts for Variables (\bar{X} and R Charts) and their Interpretations
8. Control Charts for Attributes (p , np and C Charts) and their Interpretations

9. Acceptance Sampling

1. Acceptance Sampling : Meaning and advantages
2. Single Sampling Plan (SSP) : Concept, Advantages and disadvantages, AQL, LTPD, Producer's risk, Consumer's risk, OC function and OC curve, AOQ, ATI, ASN, Applications
3. Double Sampling Plan : Meaning only

10. Testing of Hypothesis I

1. Basic concepts : Hypothesis, Null Hypothesis, Alternative Hypothesis, Statistic, Parameter, Sampling Distribution, Standard Error, Type I and Type II errors, Level of Significance, Degree of Freedom, Acceptance Region, Critical Region.
2. Testing of Hypothesis, Testing Procedure
3. Large Sample Tests
 - a) Test for Variables : Test of mean, Test of differences between two means, Test of difference between two standard deviations

- b) Test for Attributes : Test of proportion, Test of difference between two proportions
- 4. Estimation of Confidence Interval and Determination of optimum sample size

11. Testing of Hypothesis II : Small Sample Tests

- 1. t Test of Mean, Test of difference between two means, Paired t test
- 2. F Test : Test of difference between two variances, Application of F test in ANOVA (One way and Two way)

12. Chi Square Test

- 1. Test of Independence
- 2. Test of Goodness of Fit
- 3. Test for Population Variance

Reference Books :

- 1. Statistics for Management : By Levin and Rubin, Printice Hall of India Pvt. Ltd. New Delhi
- 2. Statistics (Theory, Methods and Application) : By Sancheti and Kapoor, S. Chand and Sons Publication
- 3. Introduction to Statistics : By R. P. Hooda, Macmillan India Ltd.
- 4. Statistical Methods by S. P. Gupta
- 5. Problems & Solutions in Statistics by V. K. Kapoor