

**GUJARAT UNIVERSITY
SYLLABUS FOR S Y B. COM.**

FOUNDATION COURSES

SEMESTER III

FC 201 A: TOURISM MANAGEMENT

Objectives:

To know all about the concepts, definitions and understanding of tourism & its effects in the modern era.

Unit I

- (a) **Introduction to Tourism**
 - Relationship of Travel, Tourism
 - Tourism Industry
 - Tourism Policy & Planning
 - Impacts of Tourism
 - Tourism Destination & Geography

- (b) **International Tourism**
 - Trends in International Tourism
 - International Tourism Market in the Industrialized Countries
 - Forecasting of Tourism Statistics & Dynamics
 - Trends in Tourist Arrivals in India

Unit II

- (a) **Tourism Products of India**
 - Tourism Products; Definition, Concept & Classification
 - World Religions; Tribes & Castes, Fairs & Festivals, Heritage Sites & Monuments, Museums, Libraries & Art Galleries
 - Conferences, Conventions, Games, Competitions, Cuisines & Health, Rural Tourism
 - Wealth

- (b) **Marketing of Tourism**
 - Segmentation, Targeting and Positioning (STP Marketing)
 - Scope and Process of Market Research
 - Planning a Campaign Budget
 - Services in Global Perspective

Unit III

- (a) **Travel Agency**
 - Definition & Meaning & Functions of Travel Agency
 - Travel Documents and other Provisions; Passport, Visa, Health, Insurance, Baggage, Foreign Exchange
 - World Travel Bodies; IATA, PATA, WTO, ITDC, TAAI, IRTC, IATO
 - Tour Operators Handling Agents; Ticketing, Booking & Reservation, Airport Mgmt
 - Public Private Sectors Participation in Tourism; Case Studies, Role of Guides, Interpreters, Escorts etc.

(b) Accounting & Finance for Tourism

Nature of Accounting

Double entry/Transaction Analysis/Cash Book- Trial Balance

Meaning, Role, Scope & Importance of Financial Management

Capitalizations & Structure; Working Capital Mgmt, Financial Statement & Analysis, Ratios, Fund Flow, Cash Flow, Case Study Tourism Fin. Corp of India

Unit IV

(a) Cultural Heritage of India

The Indus Valley Civilization

Religions of Indian Origin

Religions of Non Indian Origin

Folk Dance, Music, Art and Handicrafts & Fairs & Festivals of India

Art and Architecture

(b) Geography of Tourism

Fundamentals of geography;

Peninsular India

World geography

Flora & Fauna of the Various Regions Aquatic Tourism Vegetation

Global warming

Reference:

1. Zulfikar Mohammed, Introduction to Tourism & Hotel Industry, UBSPD, 2007.
2. Velas & Hornell Becherel, International Tourism, VNR, 2006
3. Gupta Kasbekar, Tourism Products of India ,PHI, 2005
4. Chawla Ramila, Cultural Tourism, Roli Books, 2007
5. Ravindran Gowsami , A Text Book of Tourism, Roli Books 2006
6. Raman B.S., Financial Accounting, United Publishers, 1999
7. Bhattacharya S.K. & Dearden John, Accounting for Management, Vikas Publications,2007
8. Kotler Philip, Marketing Management: Analysis, Planning, Implementations and Control”, Pearson Education, 2003.
9. Stanton William J., Fundamentals of Marketing, McGraw Hill, 1994.
10. Majumdar R.C, The Vedic Age, Sultan Chand,2004
11. Panikkar K. M., Essential features of Indian Culture, Orient Longman,2004
12. Sinha P.C., Tourism Geography,2006
13. Periodical, Travel Info Manual, Quarterly

**GUJARAT UNIVERSITY
SYLLABUS FOR S Y B.COM.**

SEMESTER III

FC 201 B: NATURAL RESOURCES MANAGEMENT

Objectives:

To understand the different types of natural resources and their judicious use

Unit I

- **Land Resource:** Land utilization, cropping pattern, land degradation, soil salinity, soil testing.
- **Water Resources:** Water availability and potentiality, irrigation, well surface, tube wells, canal, Methods of water use: sprinkler, drip, policies for development of irrigation.

Unit II

- **Fishery Resources:** inland fishery, marine fishery, production of fishery, marketing of fishery, policies for fishery development.
- **Forestry:** Importance of forestry in economic development, availability of forestry resources, forestry based industries, policies for forestry development, social forestry and its progress.

Unit III

- **Farm Management :** meaning, definitions, principles, production, farm records, farm planning, farm budgeting.
- **Production factors :** laws of return, optimal factor combination.
- Demand forecasting, determinants of demand for Agri. products, regional and international dimension of demand, supply management : determinants of supply, cost concepts. Role of CACP.

Unit IV

- Mining : concepts, management
- **Crop Planning:** production, planning, resource planning.
- Labour Management, livestock management, farm waste management.
- Profitability analysis, role of IT in management, management techniques.

Reference:

1. Agricultural Economics, Desai R.G., Himalaya
2. Leading issues in Agricultural Economics, Soni, R.N., S. Chand.
3. Agricultural Problem of India, Memoria, C.B., Kitab Mahal, New Delhi.
4. Fundamental of Agricultural Economics, Sadhu & Singh, Himalya
5. Indian Economy Misra & Puri,
6. Environmental Studies by Erach Bharucha, University Press

**GUJARAT UNIVERSITY
SYLLABUS FOR S Y B.COM.**

SEMESTER III

FC 201 D: GENERAL INSURANCE

Objectives:

To understand the concept of General Insurance and its utility.

UNIT-I Introduction to Risk and Insurance

1. Understanding Risk Management
2. Introduction to Insurance
3. Principles of Insurance Contract
4. History and Development of Insurance

UNIT-II General Insurance

1. Introduction to Fire Insurance
2. Principles of Fire Insurance
3. Fire Insurance Policies
4. Settlement of Claim in Fire Insurance
5. Introduction to Marine Insurance
6. Marine Insurance Policies
7. Clauses in Marine Policies
8. Premium Fixation
9. Marine Losses and Claim Settlement
10. Health Insurance
11. Agriculture Insurance
12. Accident and Auto Insurance
13. Micro Insurance
14. Terrorism, Kidnap and Ransom Insurance
15. Property Insurance

(From Unit II any four type's General insurance should be covered)

Reference:

1. Insurance Management (Text & Cases): S C Sahoo & S C Das: Himalaya Publication.
2. Principle & Practice of Non life insurance: P K Gupta: Himalaya Publication.

**GUJARAT UNIVERSITY
SYLLABUS FOR S Y B.COM.**

SEMESTER III

FC 201 E: SERVICE MANAGEMENT

Objectives:

To make students acquainted with concept of service management.

UNIT-I

Introduction to service marketing, Meaning, Definition, Features and Importance of service management.

UNIT-II

Classification of services, Service Marketing management, Strategic Planning, managing demand & Supply.

UNIT-III

Consumers in services industry, Service marketing mix.

UNIT-IV

Service Product, Pricing in services, Service promotion, Place in services, People in services.

Reference:

1. Services Mnagement: Vasanti Venugipal & Raggu V. N.: Himalaya Publication.

GUJARAT UNIVERSITY
SYLLABUS FOR S Y B.COM.

SOFT SKILL COURSES

SEMESTER III

SS 201 A: E-Communication

Course Introduction:

With the advances in ICT, the new methods of mass communication have been developed. More and more, radio, TV channels as well as news papers are been made available to the society. Since, the student having good knowledge of ICT will have openings in mass media field. It is essential that the student should know different aspects of mass media and communication. This subject makes an attempt to expose the students to the role of electronic and print media, in corporate as well as societal communication.

Objectives:

- 1.) To gain understanding of mass communication and its processes.
- 2.) To become aware of the effects of mass media upon society.
- 3.) To understand the theoretical underpinnings and ethical standards within mass media fields.
- 4.) To enhance media literacy.
- 5.) To learn about the norms and practices within mass media fields.

UNIT	TOPICS / SUBTOPICS
1	<p>Mass Communication: An Overview</p> <ul style="list-style-type: none"> • Mass Communication & Society • Uses & Effects • Content of Media • Impact of Mass Media on children, women & others • Target Audience & Objectives • Cultural Context & Psychology • Technology in Communication • Various Media • Convergence & New Media: E-Commerce, E-learning • Effective Presentation Skills
2	<p>Print Media & Corporate Communication</p> <ul style="list-style-type: none"> • Newspapers • Magazines • What is news? • News Values, Types & Sources • Role of Editors & Reporters • Technology used in print media • Content analysis of newspaper • What is Corporate Communication? • In-house Communication • Corporate Identity: Definition & Types

3	Radio
	<ul style="list-style-type: none"> • Importance of Spoken words • Strength & Weaknesses of Radio as a Medium • Functioning of Radio Stations • Public & Private Radio Stations • Different Production Formats & Genres • Technology in Radio • Ethics in Broadcasting
4	Television
	<ul style="list-style-type: none"> • Basics of Photography • Early Experiments of Television (SITE, KCP, Jhabua project, etc) • Developing Ideas & Script Writing • TV Production Formats • Planning & Budgeting • Camera Compositions, Framing, Movements • Editing • Television Crew & Functioning of Studio • E-Content

Reference Book:

1. Mass Communication in India Publication: JAICO Publications, By Keval J. Kumar

GUJARAT UNIVERSITY
SYLLABUS FOR S Y B.COM.

SEMESTER III

SS 201 C: COMPANY SECRETATRY – DUTIES & FUNCTIONS

Objectives: To provide knowledge about company secretary related duties and functions to the students.

UNIT-1

Concept of Company secretary, Appointment of company secretary, functions of company secretary, Rights and duties of company secretary, Qualification of Company secretary, Removal of company secretary, Company secretary in employment, Writing of minutes of company meeting.

UNIT-2

Secretarial correspondence: With directors
With Registrar of companies
With Banks
With Insurance companies.

References:

1. Company law & Secretarial Practice: Dr Ashok Sharma: V K (INDIA) Enterprise.
2. Company law & Secretarial Practice: Dr P N Reddy & H R Reddy : Himalaya Publication.
3. Secretarial Practice: Dr D N Kshirsagar & Others: Himalaya Publication.

GUJARAT UNIVERSITY
SYLLABUS FOR S Y B.COM.

SEMESTER III

SS 201 D: CONSULTANCY SKILLS

Objectives:

The objective of this course is to equip you with knowledge and a reference binder on management consulting that could be of future use in your career. The structure of this course will provide insight and practical application of knowledge in the following areas:

- Scope of the management consulting industry that is made up of large organizations operating globally, and other local and regional firms
- How individual practitioners who operate independently or team with others on specific projects provide services in this area.

Unit I

Introduction to Consulting:

Setting the context, Internal consultant, Some standards which guide the consultant, Consulting engagement model, Barriers to success, Putting the 10 step process to work.

Unit II

Framing and Managing Engagements:

Entry into partnerships relationships, Building case for change, Building a shared vision for concerted action, Vision into action, Blueprinting, Blueprinting your change at a macro level, The Consultant - Skills And Attributes, Ethics And Values

Unit III

Data Handling and Analysis:

Discussion of Data Gathering Methods - Entry, Contracting and Proposal Writing , Analyzing and Framing Problems, Systemic analyzer, The lessons of systemic analysis, A systemic approach to data collection and diagnosis, Pros and cons of data collection methods, Providing feedback.

Unit IV

Identifying and Deciding on Alternatives for Action and Measurement:

Managing Consulting Firms - The Knowledge Sharing Problem, Consulting as a Profession - Marketing and Selling of Consulting Services - Strategic and Organization Information Technology Consulting, Client-consultant relationship, internal vs. External, service Quality,

Identifying and deciding on alternatives for action and measurement, Evaluating alternative solutions, Ensuring effective action, Building a coalition – stakeholder analysis, Stakeholder commitment chart, Implications wheel, Defining measures of success, The Future of Consulting

Reference:

1. How to Build a Successful Consulting Practice by Jack Phillips, TMH
2. Management Consulting Skills - Susan Adams - Bentley Univ
3. Management Consulting - Dana Hyde - Univ of Ottawa
4. Critical Consulting - New Perspectives on the Management Advice Industry., Timothy Clark & Robin Fincham Blackwell: Oxford