


SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	BUSINESS LAW-II
SUBJECT CODE	LAW 1608
UNIT I	<p>THE NEGOTIABLE INSTRUMENT ACT,1881</p> <ul style="list-style-type: none"> -Definitions and characteristics of negotiable Instruments -Definitions and characteristics of Promissory Note - Definitions and characteristics of Bills of Exchange - Definitions and characteristics of Cheque -Dishonor of cheque -Distinction: Cheque and Bill of Exchange <p>INFORMATION TECHNOLOGY ACT,2000</p> <ul style="list-style-type: none"> -Need for IT Legislation -Enactment of IT Act -Scope of Act -Exclusions from IT Act -Objectives of IT Act -Amendments -Definitions -Digital signature and Electronic Signature -Electronic Governance
UNIT II	<p>INDIAN PARTNERSHIP ACT, 1932</p> <ul style="list-style-type: none"> -Definitions and Essentials of partnership along with important provisions -Test of Partnership -Kinds of Partners -Rights and Duties of partners -Dissolution of Firm -Registration and Effects of Non Registration <p>CONSUMER PROTECTION ACT,1986</p> <ul style="list-style-type: none"> -Introduction -CCPA -Mediation -Features of new Act -Definitions -Consumer Dispute Redressal Commissions -Appeals -Limitation Period

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	INTERNATIONAL FINANCE
SUBJECT CODE	BEC1614
UNIT I	FOREIGN EXCHANGE Foreign exchange rate determination Meaning, concept of exchange rate instruments Effect of Demand and Supply Shift on Exchange rate Concepts: Equilibrium Exchange Rate, Alternative Exchange Rate, Spot, Forward, Hedging and Speculation Purchasing Power Parity Theory BALANCE OF PAYMENTS Balance of Payments: Balance of Trade and Components Autonomous and Accommodating Transactions in the Balance of Payments, Equilibrium in the Balance of Payments
UNIT II	BALANCE OF PAYMENT AND ITS ADJUSTMENTS Disequilibrium in Balance of Payments, Measures to correct deficits in the Balance of Payments Devaluation: Meaning, Effects, Conditions J-Curve, Direct Controls

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	The Maharaja Sayajirao University of Baroda Faculty of Commerce LokmanyaTilak Road, Sayajigunj, Vadodara – 390002, Gujarat, India. Phone No. 0265 – 2795557 / 2795558			ACADEMIC YEAR 2022-2023	
SSBCOM-III [SIXTH SEMESTER TYBCOM]					
Year	III	CORE COMPULSORY		CREDIT	3
Semester	II	<u>ACF: PERSONAL FINANCIAL PLANNING[ACF1618]</u>		HOURS	45
COURSE CONTENT / SYLLABUS					
UNIT-I	1. Personal Finance – Introduction (Meaning, Areas of Personal Financial Planning, Personal Financial Planning process, Life Cycle of Financial Plans, Technology in Financial Planning) Goals, Importance of Personal Financial management, 2. Personal Financial Statements (Income Statement and Balance sheet, including Money Management Ratios)				
UNIT-II	1. Tax Planning for Personal Income, Spending Money Wisely				


SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	MARKETING RESEARCH
SUBJECT CODE	CBM1601
UNIT-I	AN INTRODUCTION TO MARKETING RESEARCH Marketing Research [Definition-Scope-Types-Applications-Limitations] Marketing Research & MKIS- Marketing Research Process- Research Design
UNIT-II	SOURCES OF INFORMATION AND METHODS OF DATA COLLECTION Secondary Data [Meaning-Sources-Evaluating Secondary Data]-Primary Data, Drafting of Questionnaire; Scaling Techniques

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	COMPANY AUDIT [CORE ELECTIVE]
SUBJECT CODE	ACF1615
UNIT I	Provisions relating to auditor under The Companies Act: Appointment, Reappointment, Remuneration and Removal of auditors. Qualifications and Disqualification, Rights, Duties and powers and liabilities of auditor.
UNIT II	Dividend and Appropriation of profits including Divisible profits-share capital and debenture audit, Investigation: meaning, difference between Investigation and audit and various types of Investigation

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SSBCOM-III [SIXTH SEMESTER TYBCOM]				
Year	III	CORE ELECTIVE	CREDIT	3
Semester	II	GROUP-B: SPECIALISATION IN ACCOUNTING AND FINANCE	HOURS	45
ACF1603 : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT				
COURSE CONTENT / SYLLABUS				
UNIT-I	Investment, Investment vs. Speculation vs. Gambling, Investment Alternatives, & Criteria forEvaluation Risk and Return: Sources of Risk, Types of Risk, Components of Return, Measuring Historical Return and Risk, and Measuring Expected Return and Risk			
UNIT-II	Equity Valuation(Relative valuation formulas and valuation Methods: dividend discount models, free cash flow to equity model) Fundamental Analysis (Economy-Industry-Company Analysis)			

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	HEALTH INSURANCE[CORE ELECTIVE]
SUBJECT CODE	BNK-1601
UNIT I	Introduction to Health insurance,Concept,Evolution,Health financing models; Health financing in India.
UNIT II	Health Insurance Products in India – Policies: Individual Mediclaim Policy,BhavishyaArogya Policy,Jan ArogyaBima Policy,Cancer Insurance,Group Mediclaim Policy,Overseas Medical Cover – Floater Policies.

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	BUSINESS PORTFOLIO ANALYSIS[CORE ELECTIVE]
SUBJECT CODE	BEC1602
UNIT -1	The Investment Environment Some Basic Concepts in Portfolio Analysis Investment Alternatives Investment Profile Markets for Financial Assets Risk Analysis Insurance
UNIT-2	Strategies of Equity Analysis Fundamental Analysis Technical Analysis Share Valuation

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT	FOREIGN EXCHANGE MARKETS: THEORY AND PRACTICE
TITLE	[CORE ELECTIVE]
SUBJECT	BEC1603
CODE	
UNIT-I	INTRODUCTION TO FOREIGN EXCHANGE MARKET Concept and Meaning of Foreign Exchange and Foreign Exchange Market, Determination of 12 hrs. Exchange Rate, Types of Exchange Rate and Factors Affecting Exchange Rate, Changes in the Exchange Rate with Reference to Disequilibrium in BOP
UNIT-II	FOREIGN EXCHANGE, PPP AND INTEREST RATE Foreign Exchange Rate and Purchasing Power Parity (PPP). Forward foreign exchange rate and Currency Swaps

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	MICRO FINANCE [CORE ELECTIVE]
SUBJECT CODE	CPR1601
UNIT I	Micro Finance: Meaning and importance Microfinance as a tool for development Types of microfinance Institution in India: NGOs, NBFCs, Cooperative
UNIT II	Microfinance Model: Grameen Model, Joint Liability Group, SHG Model

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	MARKETING MANAGEMENT: CASE STUDIES [CORE ELECTIVE]
SUBJECT CODE	CBM1602
UNIT – I	Introduction to Case Method of Learning- What is Case? (Meaning)- Case Study Process- Case Evaluation-Marketing Mix-Market Segmentation- Consumer Behavior (Influences on Buying Behavior-Buying Decision Process)
UNIT –II	Product Strategy (With a focus on New Product Development, Product positioning)Pricing Strategy

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT	HUMAN RESOURCE MANAGEMENT: CASE STUDIES
TITLE	[CORE ELECTIVE]
SUBJECT	CBM1603
CODE	
UNIT – I	<u>HR Effectiveness and Intervention</u> Effectiveness - Intervention
UNIT – II	<u>Procurement</u> Manpower Planning – Recruitment - Selection

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	FINANCIAL REPORTING [OPEN ELECTIVE]
SUBJECT CODE	ACF1616
UNIT - I	<p>Financial Reporting – An Overview</p> <p>Concept of Corporate Financial Reporting- Conceptual Framework in Financial Reporting-Evolution of Financial Reporting- Objectives of Financial Reporting- Functions of Financial Reporting – Financial Reporting Process- Qualitative Characteristics of Financial Statements.</p> <p>Mandatory Reporting Requirements in Compliance with Company Law</p> <p>Significant accounting policies, Auditors report, Corporate Governance Report, Directors’ Report, Management Discussion and Analysis, Corporate social responsibility etc.</p> <p>Mandatory reporting requirements with regards to corporate including insurance and banking companies as per relevant Act, Framework for the preparation and presentation of Financial Statements.</p>
UNIT - III	<p>Calculation and Reporting of EPS- as per relevant Accounting Standard</p> <p>Calculation and Reporting of Employee Benefits –as per relevant Accounting Standard</p>

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	INSURANCE LAWS AND REGULATIONS[OPEN ELECTIVE]
SUBJECT CODE	BNK1602
UNIT I	INSURANCE BUSINESS Objective, Nature and Emerging Trends in insurance businessInsurance; Contract and it's essential elements; Formulation Of insurance contract; Documents used in insurance contract; Life Insurance & General Insurance types; Nomination & Assignment
UNIT II	INSURANCE LAWS & REGULATIONS Historical Evaluation of laws India; Insurance Act 1938; Nationalization of life insurance (1956) & General Insurance (1972) Business; Post nationalization; Malhotra Committee Recombination; IRDA Act 1999

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	ECONOMICS OF HRD [OPEN ELECTIVE]
SUBJECT CODE	BEC1604
UNIT –I	BASIC CONCEPT Concept of economic growth and development, Sustainable human development. Human V/s Physical Capital, Similarities and dissimilarities, importance of human capital- Components and Measurements.
UNIT-II	ECONOMICS OF EDUCATION Education as an instrument of economic growth, Social and Private returns on education, Important issues in Basic and Higher Education, Inequalities in education, Role of government and market. Financing of education.

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	SALES MANAGEMENT AND SALES PROMOTION [OPEN ELECTIVE]
SUBJECT CODE	CBM 1604
UNIT - I	<u>AN INTRODUCTION TO SALES MANAGEMENT:</u> Nature and Scope of Sales Management, Personal selling objectives, Theories of Personal Selling, Personal Selling Strategies, Sales forecasting and budgeting decisions
UNIT - II	<u>SALES FORCE MANAGEMENT</u> Sales Force Management: Recruitment and selection of sales force, Training, motivating and compensating the sales force

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	LABOUR LAWS [OPEN ELECTIVE]
SUBJECT CODE	CBM 1605
UNIT – I	<u>Introduction to Labour Laws</u> Concept and Definitions of Labour Laws – Need for Labour Laws – Scope of Labour Laws – Types/ Classification of Labour Laws – Principles of Labour Legislations – Significance/Importance of Labour Laws
UNIT – II	<u>The Trade Unions Act, 1926</u> Introduction – Objects of the Act-Amendments made in 1982-Definitions under the Act-Registration of Trade Unions -Cancellation of Registration -Appeal – Re-registration – Registered Office and change in it – Incorporation of Registered Trade Union-Duties & Liabilities of Registered Trade Union-Maintenance of General Funds and Political Funds.

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	RURAL MARKETING[OPEN ELECTIVE]
SUBJECT CODE	CPR – 1602
UNIT I	Rural Marketing – Definition Features, Significance, Scope and Limitations, Classification of rural markets, rural vs. urban markets, profile of rural marketing. Marketing of Agricultural Produce: regulated markets, Government steps to improve Agriculture Marketing, Cooperative marketing.
UNIT II	Agro Processing Industries in India Agro processing industries in cooperative sector, sugar cooperatives – textile & power loom Cooperatives, other processing units – Defects and difficulties of cooperative processing societies.

SYLLABUS FOR MID SEMESTER EXAMINATION MARCH 2023

SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	E-ACCOUNTING [INTERDISCIPLINARY ELECTIVE]
SUBJECT CODE	ACF1617
UNIT I	Introduction to computers and Information Technology: (Theory) Information processing tools - Operating System - Basic concepts of operating system and its functions - Communication Technology-Content Technology
UNIT II	An overview of Computerized Accounting System: (Theory & Practical) Masters: Concepts of Grouping of Accounts (Creation of Accounts Master- Creation of Ledger-Cost-Group - Budgets-Voucher and Inventory - Creation of Inventory Master-Stock Item-Unit Measurement) Transaction: Accounts Voucher Entry - Contra-Receipt - Payment -Journal-Debit and Credit notes - Sales, Purchases etc. Inventory Voucher Entry- Types-Delivery Challan-Goods Receipt Note- Invoice- Stock Transfer etc

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	INSURANCE PRODUCTS [INTERDISCIPLINARY ELECTIVE]
SUBJECT CODE	BNK1603
UNIT I	1. Concept, Definition & meaning of insurance 2. Significance 3. Functions 4. Principle of Insurance 5. Insurance contract and its essential elements 6. Policy Documents
UNIT II	1 history and regulations 2 PLI (Postal Life Insurance) 3 IRDA Act 199 4 Insurance act 1938

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	ECONOMICS OF INFRASTRUCTURE AND INDUSTRIAL FINANCE [INTERDISCIPLINARY ELECTIVE]
SUBJECT CODE	BEC1605
UNIT -1	Meaning, Essence and Emergence of Economic Infrastructure-Forms of Infrastructure-Economic Infrastructure-Transportation, Communication and energy-Social Infrastructure-Education, Health, Housing and sanitation, Characteristics of Economic Infrastructure
UNIT- 2	Significance and Problems of Different modes of Transportation-Road ways, Railways, Airways and Water Transport-Transport coordination.

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	RURAL DEVELOPMENT MODELS [INTERDISCIPLINARY ELECTIVE]
SUBJECT CODE	CPR1603
UNIT I	Rural Development: An Overview; Measures of the level of rural development; Some paradigm of Rural Development: The Modernization Theory, Dependency Theory, Lewis Model of Economic Development, The Human Capital Model of Development, Gandhian Model of Rural Development Determinants of Rural Development
UNIT II	Strategies, Policies and Approaches to Rural Development, Early Attempts at Rural Development, Community Development Programme, Special Group and area specific programme, Operation flood, Integrated Rural Development Programme

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	EMPLOYABILITY SKILLS IN ENGLISH [INTERDISCIPLINARY ELECTIVE]
SUBJECT CODE	ENG1602
UNIT- I	Public Speaking skills
	<ol style="list-style-type: none">1) Public speaking in the Business world2) Overcoming fear of Public Speaking3) Types of speech4) Components of a Successful Speech5) The Three Ps of a Successful Speech6) Tips for Effective Public Speaking7) Tasks/Activities Grammar Exercises based on the content of the unit
UNIT-II	Presentation Skills
	<ol style="list-style-type: none">1) Significance of Presentation Skills2) Objectives of Making Presentations3) Planning for Presentation4) Audience Analysis

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SSBCOM-III [SIXTH SEMESTER TYBCOM]	
SUBJECT TITLE	STATISTICS FOR MARKET ANALYSIS [INTERDISCIPLINARY ELECTIVE]
SUBJECT CODE	STA1601
UNIT I	<ul style="list-style-type: none">➤ Role of Statistics in Marketing Research: Definition, Scope➤ Marketing Research and Market Research➤ Concept and Variable➤ Measurement and scaling
UNIT II	<ul style="list-style-type: none">➤ Multivariate Analysis Techniques: Introduction➤ Types of Multivariate Analysis Techniques➤ Dependent Multivariate Analysis Techniques<ul style="list-style-type: none">- Multiple Linear Regression Analysis- Discriminant Analysis- Logit Analysis