

(Compulsory English)

B. Com. –I
Semester – I

Theory :- 80 Marks

Time :- 3 Hours

Text Prescribed for study : RAYS OF LETTERS

(As per model curriculum of the U.G.C. for B.Com. Part- I and published by Raghav Publisher and Distributors, Mahal, Nagpur.)

Unit I : PROSE

1. The Eyes are not Here — Ruskin Bond
2. The Romance of a Busy Broker — O. Henry

**Unit II
: PROSE**

3. Bores — E.V. Lucas
4. The Lost Child — Mulk Raj Anand

Unit III : POETRY

1. The World is too Much With us — William Wordsworth
2. Once Upon a time — Gabriel Okara
3. If — Rudyard Kipling

Unit IV : GRAMMAR (strictly based on the prescribed text)

- A. Change the Narration
- B. Articles
- C. Synonyms & Antonyms
- D. Tense Forms

**Unit V : BUSINESS CORRESPONDENCE AND WRITING SKILLS
(As given in the prescribed text.)**

- A. Letter Writing (Formal & Informal)
 - i) Formal
Applications for Job/Complaint/Order
 - ii) Informal/ Personal Letters
- B) Resume Writing

Distribution of Marks (80 : 20)

A) Theory 80 Marks

Textual Components :

Que. 1– PROSE

Any two long answer questions to be attempted out of four each carrying eight marks .

Marks

2X8=16

Que. 2- POETRY

वाणिज्य विद्याशाखा
मराठी (आवश्यक) बी. कॉम. भाग-१

पुस्तकाचे नाव : अनुबंध भाग - १

संपादक : डॉ. अशोक नामदेव पळवेकर, डॉ. पंडित गोबरा राठोड, डॉ. अनंत सिरसाट
प्रकाशकाचे नाव : राघव पब्लिशर्स अॅण्ड डिस्ट्रिब्यूटर्स , नागपूर

सत्र - १

अनुक्रमणिका

घटक : अ - वैचारिक

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| १) नवीन ग्रथांची आवश्यकता | : | लोकहितवादी |
| २) शेती सुधारण्याचे उपाय | : | जोतीराव फुले |
| ३) भारतीय लोकशाहीचे भवितव्य काय? | : | डॉ. बाबासाहेब आंबेडकर |
| ४) भाषा आणि लोकजीवन | : | डॉ. कुसुमावती देशपांडे |

घटक : ब - ललित

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| ५) वेणु | : | बाबा पद्मनजी |
| ६) इहलोकचा स्वर्ग | : | हरी नारायण आपटे |
| ७) सांजवात | : | आनंदीबाई शिर्के |
| ८) युवा कोण? | : | बाबा आमटे |
| ९) कवितेचा जन्म | : | बाबुराव बागूल |
| १०) लाट | : | हमीद दलवाई |

घटक : क - कविता

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| १) संतवाणी | : | ज्ञानेश्वर / जनाबाई / तुकाराम |
| १०) स्वर्ग, पृथ्वी आणि मनुष्य | : | केशवसुत |
| ११) धर्मांतर म्हणजे देशांतर नव्हे | : | लक्ष्मीबाई टिळक |
| १२) हिरीताचं देणं घेनं | : | बहिणाबाई चौधरी |
| १३) शीगवाला | : | नारायण सुर्वे |
| १४) निरभ्र | : | तुळशीराम काजे |
| १५) मनातल्या मनात मी | : | सुरेश भट |
| १६) वटहुकूम | : | श्रीपाद भालचंद्र जोशी. |

घटक : ड - उपयोजित लेखन

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| १) प्रसारमाध्यमांसाठी लेखन | : | संतोष शेणई |
| २) अपठित उत्तारा - प्रश्नोत्तरे | : | |
| ३) सारांश लेखन - १/३ शब्दांत सारांश | : | |

COMPUTER FUNDAMENTAL AND OPERATING SYSTEM -I

Time : 3 Hours

Theory : Marks 60

Practical: Marks 40

Objective: The objectives of this course are to impart basic knowledge about Computer, Word Processing.

Unit-I

Fundamentals of Computer: Introduction to Computer- Definition, Evolution, Characteristics, Generations, Types & Applications of Digital Computer.

Unit-II

Computer Organization: Block Diagram of Computer, Input Unit, Output Unit.

CPU: Memory Unit, Arithmetic Logic Unit, Control Unit.

Computer Software: Concept of Software and Hardware.

Types of Software: System Software, Application Software, and Firmware.

Unit-III

Memory organization of Computer:

Primary Memory: Concept, Types: RAM, SRAM, DRAM.

Read-Only Memory: PROM, EPROM, EEPROM.

Secondary Memory: Concept, Types: Hard Disk, Optical Disk, Pen Drive, Memory Card, Data Card, Blue Ray Disc.

Unit-IV:

Input/Output Devices of Computer System:

Input Devices: Keyboard, MICR, OCR, Bar Coding, Mouse.

Output Devices: Printers, Types of Printers: Dot Matrix Printer, Laser Printer, and Inkjet Printer. Monitor: CRT, LCD, LED.

Unit-V:

Word Processing Working with Text [MS-WORD 2007]:

Concept of Word processing, MS-Word Screen Components, Working with Ribbon, Creating, Opening, Saving and Printing a Document.

Formatting Document: Paragraph Format, Aligning Text and Paragraph, Line Spacing, Bullets and Numbering, Border and Shading, Header & Footer, Multiple Columns, Change Case, Subscript, Superscript.

BOOKS RECOMMENDED :

1. Fundamentals of Computers –V. Rajarman(PHI)
2. Computer Fundamentals-B.Ram (WE)
3. Introduction to IBMPC & Applications-Taxali.
4. MS-OFFICE (PHI)

PRINCIPLES OF ECONOMICS

Time : 3 Hours

Marks : 80

Unit-I : INTRODUCTION :

- 1.1 Definition of Economics : Adam Smith, Marshall & Robbins.
- 1.2 Definition of J.K. Mehta, Amartya Sen & Mahanobis.
- 1.3 Economic Laws : Nature, Characteristics, Limitation & Importance.
- 1.4 Micro Economics-Meaning, Scope, Merits & Demerits, Importance.
- 1.5 Macro Economics-Meaning, Scope, Merits & Demerits, Importance.

Unit-II : UTILITY APPROACH :

- 2.1 Meaning and Definition.
- 2.2 Marginal diminishing Utility Theory.
- 2.3 Equi Marginal Utility Theory.
- 2.4 Demand : Meaning, Definition, Change in Demand.
- 2.5 Law of Demand & its Exceptions.

Unit-III : ELASTICITY OF DEMAND :

- 3.1 Concept and Types.
- 3.2 Measurements.
- 3.3 Determinants and Importance.
- 3.4 Indifference Curve : Meaning, Definition & Rate of Marginal Substitute. (MRS)
- 3.5 Characteristics of Indifference Curve.

Unit-IV : PRODUCTION FUNCTION :

- 4.1 Meaning and Definition.
- 4.2 Law of Variable proportion.
- 4.3 ISO quants : Concept & Characteristics.
- 4.4 Internal economies & diseconomies.
- 4.5 External economies & diseconomies.

Unit-V : COST AND REVENUE :

- 5.1 Meaning & Types of Cost.
- 5.2 Short run Cost Curve.
- 5.3 Long run Cost Curve.
- 5.4 Meaning & Types of revenue.
- 5.5 Total, Average & Marginal revenue Curve.

BOOKS RECOMMENDED :

1. Ahuja H.L. : Business Economics : S.Chand & Co.New Delhi.
2. Business Economics : Pimpalkar, Bapat, Joshi, Orient-Longmans.
3. Koustsoyianni A Modern Micro Economics:Macmillan New Delhi.
४. अर्थशास्त्राचे सिध्दांत – प्रा. जी.एन्.झामरे, पिंपळापूरे प्रकाशन.
५. व्यावसायिक अर्थशास्त्र – डॉ.रा.य.माहोरे,अंशुल पब्लीकेशन, नागपूर.
६. अर्थशास्त्रके सिध्दांत – जोशी, सिंग, श्रीवास्तव, जयपूर.
७. आधुनिक सुक्ष्मअर्थशास्त्र – के.पी.एम्.सुंदरम्.
8. व्यवसायिक अर्थशास्त्र – प्रा.एच.आर.तिवारी, डॉ.के.के.पाटील, डॉ.प्री.प्री.तायवाडे आणि वाय.पी.सिंग - अद्वैत प्रकाशन, अकोला.
9. Business Economics : Dr.Sudhir Bodhankar, Dr, Medha Kanetkar, Shri Sainath Prakashan, Nagpur.
10. Business Economics : Dr. (Mrs.) Pushpa Tayade-Shree MangeshPrakashan, Ramdaspath, Nagpur-10.

ADVANCED ACCOUNTANCY

Time : 3 Hours

Marks : 80

Objectives : To impart basic Accounting Knowledge as applicable to business.

Unit-I 1.1 Meaning, definition, scope, need and development of Book keeping & Accounting. Objectives, principles Concepts and conventions of Accounting. Branch Accounts.

1.2 Accounting Transactions :

Classification of Accounts, Rules of debit and credit, Journal & ledger, Rules regarding posting and balancing of ledger Account and Trial Balance.

1.3 Rectification of errors :

Types of errors, Rectification entries and suspense Account.

Unit-II 2.1 **Sub- sidiary Book :**

Sub-sidiary Book, Purchases Book, Purchases Return Book, Sales Book, Sales Return Book.

2.2 Cash Book :

Single column/Simple Cash Book, Double column Cash Book, Triple column Cash Book and petty Cash Book.

Unit-III Final Accounts of individual, Manufacturing Account, Trading Account, Profit & Loss Accounts, Balance Sheet with Adjustment.

Unit-IV 4.1 **Depreciation Methods :**

Concepts of depreciation, Different methods of depreciation.

Problem on :

- I) Straight line Method.
- II) Reducing Balance Method.

Unit-V **Bank Reconciliation statement :**

Meaning, Importance and need, Cause of difference between cash book and pass book. Preparation of all types of Bank Reconciliation statement.

BOOKS RECOMMENDED

- Anthony, R. N. and Reece, J. S. : Accounting Principles; Richard Irwin Inc.
- Gupta, R. L. and Radhaswamy, M : Financial Accounting; Sultanchand and Sons, New Delhi.
- Monga J. R. Ahuja Girish, and Sehgal Ashok : Financial Accounting; Mayur Paper Back, Noida.
- Shukla, M. C., Grewal T S., and Gupta, S. C. : Advanced Accounts; S. Chand & Co. New Delhi.
- Compendium of Statement and Standards of Accounting ; The Institute of Chartered Accountants of India, New Delhi.
- Agarwala A. N., Agarwala K. N. : Higher Sciences of Accountancy; Kitab Mahal, Allahabad. (Hindi and English)

PRINCIPLES OF BUSINESS ORGANIZATION

Unit – 1 Commerce and Industry

- 1.1 Commerce and Industry - Meaning, Scope and Evolution
- 1.2 Industrial Revolution- Its Effects
- 1.3 Emergence of Indian MNC
- 1.4 Recent Trends in Business World
- 1.5 Indian Business in New Millennium.

Unit – 2 Business

- 2.1 Business Sectors and Its Form
- 2.2 Forms of Business Organization
- 2.3 Unorganised Business-Mom and Pop Stores, Peddlers and Hawkers, Market Traders and Street Traders
- 2.4 E-Commerce and Online Trade
- 2.5 E- Tailers, Cashless Transaction

Unit 3 Merger and Acquisition

- 3.1 Mergers and Acquisition- Meaning and Mergers In India
- 3.2 Networking of Business
- 3.3 Franchising ,Dealership, Business Outlets
- 3.4 BPO's and KPO's
- 3.5 Patents ,Trademarks, Copyrights

Unit – 4 New Enterprises

- 4.1 Decisions in Setting up Enterprises
- 4.2 Opportunity and Idea Generation
- 4.3 Role of Creativity And Innovation
- 4.4 Feasibility Study and Business Plan
- 4.5 Business Size and Location Decision

Unit – 5 Trade In India

- 5.1 Whole Sale and Retail Trade
- 5.2 Malls, Super Markets, Hypermarket
- 5.3 Stores-Speciality, Convenience, Departmental and Discount
- 5.4 Transport, Insurance, Communication and Other Services
- 5.5 Import – Export Trade Procedure

Reference :

1. **Organization: Text, Cases and Readings on the Management of Organizational Design and Change**, J.P.Kotter, L.A. Schlesinger and V. Sathe.
2. **Business Organization & Management**, Mr.Mahesh Chaudhary.
3. **Business Organization & Management**, Kaul V (Pearson Education 2012).
4. **Business Organization & Management**, Tulsian P and Pandey V (Pearson Education 2011).
5. **Business Environment**, Cherunilam F. (Himalaya Publishing House 2010).
6. **Business Sutra**, Pattanaik D. (Aleph Book Company 2013).
7. **Organizational Traps: Leadership, Culture, Organizational Design**, Chris A (Oxford University Press 2010).
8. **World Class in India**, Piramal G and Ghoshal S (Penguin India 2002).

B.Com. –I
Semester – II
(Compulsory English)

Theory :- 80 Marks

Time :- 3 Hours

Text Prescribed for study : RAYS OF LETTERS

(As per model curriculum of the U.G.C. for B.Com. Part- I and published by Raghav Publisher and Distributors, Mahal, Nagpur.)

Unit I : PROSE

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|-----------------------------------|---|---------------------|
| 1. Each is Great in His Own Place | — | Swami Vivekananda |
| 2. The Postmaster | — | Rabindranath Tagore |

Unit II : PROSE

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| 3. How I Became a Public Speaker | — | George Bernard Shaw |
| 4. Prospects of Democracy in India | — | Dr. B.R. Ambedkar |

Unit III : POETRY

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| 1. Success is Counted Sweetest | — | Emily Dickinson |
| 2. Laugh and Be Merry | — | John Masefield |
| 3. The Impossible Dream | — | Joe Darion |

Unit IV : GRAMMAR (strictly based on the prescribed text)

- A. Change the Voice
- B. Idioms & Phrases
- C. One Word Substitute
- D. Prepositions

Unit V : BUSINESS CORRESPONDENCE AND WRITING SKILLS

- A) E- mail
- B) Newspaper Reports

Distribution of Marks : (80 : 20 Marks)

Textual Components :

Que. 1– PROSE

Any two long answer questions to be attempted out of four each carrying eight marks .

2X8=16 Marks

Que. 2- POETRY

Any Four short answer questions to be attempted out of Six each carrying four marks.

4X4=16 Marks

Que. 3 MULTIPLE CHOICE QUESTIONS

(10 questions from Prose and six questions from Poetry, each carrying one mark.

Marks

16X1= 16

Que. 4 GRAMMAR (TEXTUAL)

- a) Change the Voice
Four questions carrying one marks each
- b) Idioms & Phrases
Four questions carrying one mark each
- c) One Word Substitute
Four questions carrying one mark each
- d) Preposition
Four questions carrying one mark each

4X1=4 Marks

4X1 = 4 Marks

4X1 = 4 Marks

4X1 = 4 Marks

वाणिज्य विद्याशाखा

मराठी (आवश्यक) बी. कॉम. - भाग - १

पुस्तकाचे नाव : अनुबंध भाग - १

संपादक : डॉ. अशोक नामदेव पळवेकर, डॉ. पंडित गोबरा राठोड, डॉ. अनंत सिरसाट
प्रकाशकाचे नाव : राघव पब्लिशर्स अँड डिस्ट्रिब्युटर्स , नागपूर

सत्र = २

अनुक्रमणिका

घटक : अ - वैचारिक

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| १) स्वातंत्र्य : संकल्पना आणि व्यवहार | : | डॉ. आ. ह. साळुंखे |
| २) प्रशासक नेता | : | प्रा. सुरेश व्दादशीवार |
| ३) सारे युग वाट पाहाते आहे | : | डॉ. प्रल्हाद लुलेकर |
| ४) ती मीच आहे ! | : | मलाला |

घटक : ब - ललित

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| ५) गोदो | : | नामदेव कांबळे |
| ६) अवधूत | : | रमेश अंधारे |
| ७) दिंडी गेली पुढे | : | किशोर सानप |
| ८) महालूट | : | सदानंद देशमुख |
| ९) जन्मचिंतन | : | अनंत नानोटी |
| १०) पीळ | : | ऐश्वर्य पाटेकर |

घटक : क - कविता

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| ११) माय | : | स. ग. पाचपोळ |
| १२) सावज | : | नारायण कुळकर्णी कवटेकर |
| १३) अद्याप | : | प्रभा गणोरकर |
| १४) जखम | : | उषाकिरण आत्राम |
| १५) देणं | : | जयराम खेडेकर |
| १६) कबीर | : | लोकनाथ यशवंत |
| १७) ते आले, त्यानंतरची गोष्ट | : | प्रभू राजगडकर |
| १८) दरवेशी | : | अजीम नवाज राही |
| १९) यापुढे माझी लढाई | : | सिध्दार्थ भगत |
| २०) अभंग | : | वीरा राठोड |

घटक : ड - उपयोजित लेखन

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| १) कार्यालयीन पत्रव्यवहार
स्वरूप वैशिष्ट्ये आणि प्रकार | : | डॉ. कल्याणी दिवेकर |
| २) आशयलेखन व भाषांतर | : | |

COMPUTER FUNDAMENTAL AND OPERATING SYSTEM -II

Time : 3 Hours

Theory : Marks 60

Practical : Marks 40

Objective: The objectives of this course are to impart basic knowledge about Computer, MS-Word Processing 2007 and MS-PowerPoint 2007.

Unit-I

Operating System:

Operating System Basics: Introduction, Main Functions, Structure, Types of Operating System. Concepts of Popular Operating Systems: MS DOS, MS WINDOWS, MS Window NT, UNIX, LINUX, MACINTOSH.

Window 7: Introduction, Features, Types and Elements of Windows.

Window Screen : Desktop, Computer, Documents, Recycle Bin, Internet Explorer, Task Bar, Properties, Management of the Files & Folders.

Unit-II

Operating System [Advance]:

Program and Features: Installing and uninstalling various programs, Accessories.

Functions of operating system- Memory management, CPU Management, File Management, I/O Device Management, Data Management, Security.

Unit-III

Modern communications (Concepts only):

Communications: FAX, Voice mail, and information services; e- Mail, Group

Communication: Tele conferencing, Video conferencing, File exchange;

Bandwidth; Modem; Network Topologies: Network types LAN, MAN, WAN and their Architecture, Dial up access.

Unit-IV

Word Processing working with Table and Graphics: [MS-WORD 2007]

Working with Tables; Create, Add Rows & Columns, Convert Table to Text, Using Graphics & Objects; Insert Clip Arts, Links, Shapes, Text Box, WordArt, Drop Cap, Procedure and Application of Mail Merge.

Unit-V:

PowerPoint Presentation:

Working with MS-PowerPoint 2007 : Concept of Presentation, MS-PowerPoint

Screen, Creating, Opening and Saving Presentations, Inserting Text, Clips &

WordArt to Slides, Working with Different Slide Views, Background features,

Gallery, Color Layout, Slide Effects, Slide Show and Printing.

Unit-I : BUSINESS AND MANEGERIAL ECONOMICS :

- 1.1 Meaning and characteristics of Business Economics.
- 1.2 Meaning, Definition and characteristics managerial Economics.
- 1.3 Nature and Scope of Managerial Economics.
- 1.4 Objectives and Importance of managerial Economics.
- 1.5 Relation of manegerial Economics with Business Economics and Business Management.

Unit-II: MARKET STRUCTURE :

- 2.1 Meaning and classification of Markets.
- 2.2 Working of Price Mechanism.
- 2.3 Monopoly : Meaning and Characteristics.
- 2.4 Price determination under monopoly
- 2.5 Price discrimination under monopoly.

Unit-III: MARKET STRUCTURE :

- 3.1 Monopolistics competition : Meaning and Characteristics.
- 3.2 Price determination in monopolistic competition.
- 3.3 Oligopoly : Meaning and Characteristics.
- 3.4 Price determination under Oligopoly.
- 3.5 Perfect competition : Meaning, Characterstics and determination.

Unit-IV: FACTORS PRICING :

- 4.1 Nature of demand & supply of factors inputs.
- 4.2 Marginal productivity theory.
- 4.3 WAGES : Meaning & Types.
- 4.4 Determination of wages and Exploitation of Labour.
- 4.5 RENT : Concept, Ricardian and modern theories of Rent, Quasi Rent.

Unit-V : FACTORS PRICING :

- 5.1 INTEREST : Concept and time preference.
- 5.2 Loanable funds and Liquidity preference theory of Interest.
- 5.3 PROFIT : Meaning and Definition.
- 5.4 Dynamic & Risk bearing theory of Profit.
- 5.5 Innovation theory of Profit.

BOOKS RECOMMENDED :

1. Ahuja H.L. : Business Economics : S.Chand & Co.New Delhi.
2. Business Economics : Pimpalkar, Bapat, Joshi, Orient-Longmans.
3. Koustsoyianni A Modern Micro Economics:Macmillan New Delhi.
४. अर्थशास्त्राचे सिध्दांत — प्रा. जी.एन्.झामरे, पिंपळापूर प्रकाशन.
५. व्यावसायिक अर्थशास्त्र — डॉ.रा.य.माहोरे,अंशुल पब्लीकेशन, नागपूर.
६. अर्थशास्त्रके सिध्दांत — जोशी, सिंग, श्रीवास्तव, जयपूर.
७. आधुनिक सुक्ष्मअर्थशास्त्र — के.पी.एम्.सुंदरम्.
8. व्यवसायिक अर्थशास्त्र — प्रा.एच.आर.तिवारी, डॉ.के.के.पाटील, डॉ.बी.बी.तायवाडे आणि वाय.पी.सिंग - अद्वैत प्रकाशन, अकोला.
9. Business Economics : Dr.Sudhir Bodhankar, Dr, Medha Kanetkar, Shri Sainath Prakashan, Nagpur.
10. Business Economics : Dr. (Mrs.) Pushpa T
11. ayade-Shree Mangesh Prakashan, Ramdaspeth, Nagpur-10.
12. Business Economics (English Edition) : Dr.G.N.Zamiare-Pimpalapur &

FINANCIAL ACCOUNTING

Time : 3 Hours

Marks : 80

Objective : To develop conceptual understanding of fundamentals of financial accounting system and to impart skills in accounting for various kinds of business transaction.

- Unit-I** Accounts of Non-trading Institutions
- Unit-II** Special Accounting Areas : Accounts of Co-operative societies.
- Unit-III** Accounting for Agriculture Farms.
- Unit-IV** Hire purchases & Instalment purchase Accounts.
- Unit-V** Insolvency Account of and Individuals : Law's of insolvency- Provisions for preferential creditors, Meaning of insolvency, Procedure of insolvency, Problems on Insolvency Accounts.

BOOKS RECOMMENDED

- Anthony, R. N. and Reece, J. S. : Accounting Principles; Richard Irwin Inc.
- Gupta, R. L. and Radhaswamy, M : Financial Accounting; Sultanchand and Sons, New Delhi.
- Monga J. R. Ahuja Girish, and Sehgal Ashok : Financial Accounting; Mayur Paper Back, Noida.
- Shukla, M. C., Grewal T S., and Gupta, S. C. : Advanced Accounts; S. Chand & Co. New Delhi.
- Compendium of Statement and Standards of Accounting ; The Institute of Chartered Accountants of India, New Delhi.
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PRINCIPLES OF BUSINESS MANAGEMENT

Unit – 1 Management Concept

- 1.1 Management-Concept, Meaning, Definition and Importance
- 1.2 Management Thought and Schools
- 1.3 Contribution of Fredrik Taylor
- 1.4 Contribution of Henry Fayol
- 1.5 Contribution of Elton Mayo

Unit – 2 Planning

- 2.1 Planning : Concept, Meaning and Definition.
- 2.2 Nature and Importance of Planning
- 2.3 Objectives of Planning
- 2.4 Forecasting and Planning
- 2.5 Planning Process.

Unit – 3 Organizing

- 3.1 Organization -Concept, Nature, Meaning and Importance
- 3.2 Principles of Organization.
- 3.3 Line Organization
- 3.4 Staff Organization
- 3.5 Departmentalization

Unit – 4 Directing

- 4.1 Directing- Concept, Meaning, Definition and Importance.
- 4.2 Nature of Direction
- 4.3 Advantages and Disadvantages
- 4.4 Motivations – Concept, Meaning and Importance
- 4.5 Coordination: - Meaning and Principle

Unit – 5 Controlling

- 5.1 Controlling-Concept, Meaning, Definition and Importance.
- 5.2 Advantages and Disadvantages
- 5.3 Technique of Controlling
- 5.4 Tool of Controlling
- 5.5 Process of Controlling.

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