

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T. Y. B. COM. - SEM - V

Business Administration Paper - V

Syllabus

(In force from academic year 2016-17)

મેટ્રિક કાઉન્સિલ નં. ૧૯ - V - ૨૦૧૬

ખાખત.....૫૩.....વિડાય/પરિશિષ્ટ.....૩૦

**Objectives of the Course :**

1. To impart to the students the conceptual and procedural knowledge in the functional areas of management like financial, material and Production management.
2. To enable the students to understand the concept, principles and techniques to be applied in the different function areas of management.
3. To develop the analytical and decision - taking abilities in the students through cash Studies.

**Unit - 1. Financial Management :**

50%

1. Financial Management : - Meaning and Functions
2. Financial Planning : - Meaning, Importance, affecting Factors, Types (Only concept of short term and long term financial Planning, Process, Guiding principles.
3. Capitalisation : - Concept - Principal of capitalisation, under and Over capitalisation. Meaning, Causes, Effects, Remedies, capital structure : Meaning affecting Factors, Characteristics, Types, Concept of Trading on Equity & leverage.
4. Working Capital - Meaning - affecting Factors, Types, Source including NRI fund, Components.

**Unit-2 Social Responsibilities of Business :**

15%

Meaning, Social Responsibilities towards various parties, Arguments for and Against social Responsibilities.

**Unit-3 21st Centuries office Management**

20%

**1: Office & Office Management :**

Office meaning & Definition office management meaning & definition objective of office management, important.

**2: Office Activities :**

Office correspondence, Centralise & decentralise correspondence, Inward mail & outward mail, office communication system, Typing & Duplication and Computer data records,

**3: Management of Record & Filing :**

Meaning - Definition, objective, guiding principles process & maintaining  
Meaning & Definition of filing - Importance, characteristics of ideal filing, Advantages & disadvantages centralise & decentralise method of filing (Old & Modern filing (data based filing / Computerise filing)

B. Patel

Unit - 4 Cash Study :

15%

Books for Reference :

1. Management finance - J. Fred Weston and Bringham
2. Working Capital Management - V. E. Ramamoorthy
3. Financial Organization and Management of Business - Gerstenberg.
4. Principal of Management Accounting - Man Mohan & Goyal.
5. Corporation Finance - S. C. Kuchhal
6. Financial Management - S. C. Kuchhal
7. Text book of office management - J. C.
8. South Gujarat Professor Committee
9. B. S. Shah Prakasan - Ahmadabad
10. Office Management - S. P. Jain & T. N. Chhabra
11. Office and Administrative management - C. L. Little field & Franu Racher
12. Office Organisation and Management - M. C. Shukla
13. S. S. Gulshan - Fifth Addi.
14. Office Organisation and Management - S. P. Arora - First edition