



# MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY

NAAC Accreditation Grade "B"  
(With effect from Academic Year 2014-2015)

Academic Council: 23 / 11 / 2013, R.No. (2)

## Second Year B.Com.

### COMPULSORY PAPERS:

Paper No-01: Business Communication – II	Total Marks: 100
Paper No-02: Indian Economy	Total Marks: 100
Paper No-03: Income Tax	Total Marks: 100
Paper No-04: Principals of Business Management	Total Marks: 100

### OPTIONAL GROUP PAPERS:

#### **A. ACCOUNTING AND FINANCE:**

Paper No-05: AC-1: Corporate Accounting (Auditing) – I	Total Marks: 100
Paper No-06: AC-2: Corporate Accounting (Government Utility A/c) – II	Total Marks: 100
Paper No-07: AC-3: Corporate Accounting – I	Total Marks: 100

#### **B. MARKETING:**

Paper No-05: BM-1: Principles of Marketing	Total Marks: 100
Paper No-06: BM-2: International Marketing	Total Marks: 100
Paper No-07: BM-3: Personal Selling	Total Marks: 100

#### **C. BANKING & INSURANCE:**

Paper No-05: BI-1: Principle and Practice of Banking	Total Marks: 100
Paper No-06: BI-2: Merchant Banking & Financial Services	Total Marks: 100
Paper No-07: BI-3: Commercial Bank Management	Total Marks: 100

#### **D. STATISTICS**

Paper No-05: ST-1: Mathematical Statistics	Total Marks: 100
Paper No-06: ST-2: Statistical Inference	Total Marks: 100
Paper No-07: ST-3: Statistical Quality Control & Acceptance Sampling	Total Marks: 100

#### **E. MANAGERIAL INFORMATION PROCESSING**

Paper No-05: MIP-1: IT & It's Application	Total Marks: 100
Paper No-06: MIP-2: "C" Programming	Total Marks: 100
Paper No-07: MIP-3: Practical	Total Marks: 100

#### **F. TRANSPORT, TOURISM & HOTEL MANAGEMENT**

Paper No-05: TT&HM-1: Tourism – I	Total Marks: 100
Paper No-06: TT&HM-2: Indian Transport – II	Total Marks: 100
Paper No-07: TT&HM-3: Hotel Management – III	Total Marks: 100



S.Y. B.Com.

**COMPULSORY PAPERS:**

**Paper No-01: Business Communication –II**

**Total Marks: 100**

**Objectives:**

1. To understand the concept, process and importance of communication.
2. To gain knowledge of media of communication.
3. To develop skills of effective communication - both written and oral.
4. To make students familiar with information technology.

Unit	Detailed Syllabus	Marks/ Weight
1	<b>Letter of Orders &amp; Cancellation of Orders</b> ♣ Features of an Order Letter – Drafting of Order Letter – Acknowledgement of and Order Letter – Executing Orders (Fully/Partially) – Demanding Extension of time substitute Offers; Firm Offers; Cancellation of Orders	10
	<b>Complaints and Adjustments</b> ♣ Letters of Complaints – Drafting and Effective Letter of Complaint – Attitude to Complaints – Replies to Complaints – Adjustment Policies – Characteristics of a Well Drafted Adjustment Letter	10
2	<b>Trade References &amp; Status Inquiry:</b> ♣ Letters asking for credit information from banks and business firms-Letters giving favourable opinion - Giving unfavourable opinion - Giving mixed opinion- Letters granting credit- Refusing credit- Partially granting credit	10
	<b>Collection Series:</b> ♣ Reminder-Persuasion-Legal Threat and Warning- Legal Actions asking for payment by installments, asking for payment by offering special discount or rebate	10
3	<b>Sales Letters</b> ♣ Importance of Sales Letter-Sales Letter as Ambassador of Businessmen -A-I-D-C-A; Pattern-Sales Letters on various white goods & daily Utility products eg. Washing Machine; Colour LCD; Two wheelers; four wheelers etc	20
4	<b>Circular Letters:</b> ♣ Characteristics of Circular Letters; Importance of Circulars as medium of communication in corporate world:	10
	<b>Circulars Letters written on following Occasions:</b> ♣ Opening of new branch/business ♣ Shifting of Premises ♣ Admission of Partner ♣ Death/Retirement of a partner ♣ Dismissal of an employee ♣ Price rise/ price reduction of a product ♣ Stock Clearance/ Festival sale	10
5	<b>Business Reports:</b> ♣ Individual Reports ♣ Committee & Sub- Committee Reports	20



**Reference Text –Books / Additional Reading:**

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication – Rai & Rai, Himaliya Publishing House, Mumbai
5. Business Communication – Homai Pradhan, Bhende D.S., Thakur Vijaya
6. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
8. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw- Hill Publishing Company Limited, New Delhi.
9. Business Communication and Organisational Management – Rohini Aggrawal – Taxman
10. Business Communication Strategies – Monipally Mathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
11. Handbook of Communication – Narula Uma
12. A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
13. Business Communication and Organisational and Management – C.B.Gupta
14. Comprehensive Business Communication – Saroj Karnik, P.P.Mehta,- P.V.Kulkarni



S.Y. B.Com.

**COMPUSORY PAPERS:**

**Paper No.-02: Indian Economy (Problems of Indian Economic Development):**

**Total Marks: 100**

UNIT	DETAILED SYLLABUS
<b>Unit – I</b>	<p><u>Structure of Indian Economy:</u></p> <ul style="list-style-type: none"><li>(A) India as a developing economy</li><li>(B) Human Development Index – meaning, formation, importance</li><li>(C) Trends of Human Development in India</li><li>(D) Measures to upgrade Human Dev. Index</li></ul> <p><u>Social Infrastructure and social sector:</u></p> <ul style="list-style-type: none"><li>(A) Concept of social sector and Social Infrastructure</li><li>(B) Causes of Importance of Development of Social Infrastructure</li><li>(C) Development of Education in India.</li><li>(D) Development of Health Infrastructure.</li></ul>
<b>Unit – II</b>	<p><u>Planning in India:</u></p> <ul style="list-style-type: none"><li>(A) Meaning and objectives of Economic planning</li><li>(B) Current Five year plan</li><li>(C) Evaluation of Economic Planning in India.</li></ul> <p><u>The Parallel Economy in India:</u></p> <ul style="list-style-type: none"><li>(A) Meaning</li><li>(B) Estimates of Black Income in India</li><li>(C) A review of the Various estimates of black income</li><li>(D) Factors responsible for generation of Black money</li><li>(E) Impact of Black Incomes on the Economic and Social system</li></ul>
<b>Unit – III</b>	<p><u>Human Resources and Economic Development:</u></p> <ul style="list-style-type: none"><li>(A) Size and growth rate of population in India</li><li>(B) Causes of growth of population</li><li>(C) Effects of population growth – Demographic Dividend</li><li>(D) Sex composition, Age composition, Rural – Urban, Density of population</li><li>(E) Population policy.</li></ul> <p><u>Balanced Regional Development:</u></p> <ul style="list-style-type: none"><li>(A) Indicators of Regional Imbalance</li><li>(B) Causes of Regional Imbalances</li><li>(C) Policy measures to Remove Regional Disparities</li></ul>
<b>Unit – IV</b>	<p><u>Agriculture:</u></p> <ul style="list-style-type: none"><li>(A) Significance of Agriculture in Indian Economy</li><li>(B) Trends of Agricultural production and productivity in India</li><li>(C) Causes of low agricultural productivity and measures taken</li><li>(D) Agricultural Marketing – defects and measures</li><li>(E) Agriculture credit – Regional Rural Banks and NABARD</li></ul> <p><u>Indian Financial System:</u></p> <ul style="list-style-type: none"><li>(A) Functions of Reserve Bank of India</li><li>(B) Objectives of Monetary Policy</li><li>(C) Current Monetary Policy.</li><li>(D) Micro Finance</li></ul>



<b>Unit – V</b>	<p><u>Industries:</u></p> <p>(A) The role of industrialisation (B) The pattern of industrialisation (C) Small scale and cottage industries – its significance, problems and measures (D) The problems of industrial growth in India</p> <p><u>Indian Public Finance:</u></p> <p>(A) Objectives of Tax Policy in India (B) Main Characteristics of India's Tax System (C) Limitations of India's Tax Structure (D) Trends of Revenues and Expenditure of the Central Government (E) Public Debt and Deficit Financing in India</p>
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**Reference / Text –Books / Additional Reading:**

1. Indian Economy by Dult Sundaram
2. Indian Economy Mishra & Puri
3. Business Environment Ashwatppa
4. Indian Economy (61th Edition),: Ruddar Datt & K.P,M. Sundharam, S. Chand & Co Ltd. New Delhi.
5. Indian Economy, Mishra & Puri, Himalaya Publishing House.
6. Indian Economy, A. N. Agrawal, Wishva Prakashan, New Delhi.



S.Y. B.Com.

**COMPUSORY PAPERS:**

Paper No: 03: Income Tax

Total Marks: 100

**Objective:** The objective of this course is to enable the students to have such minimum knowledge of Mathematics as is applicable to business and economic situations. It enables the students to know the basics of Income Tax Act and its implications.

Unit	Detailed Syllabus	Marks/ Weight
1	<ul style="list-style-type: none"><li>♣ Basic concepts: Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, avoidance, and tax planning.</li><li>♣ Scope of total income, residence and tax liability.</li></ul>	20
2	<ul style="list-style-type: none"><li>♣ Heads of Income: Income from Salary.</li><li>♣ Income from house property.</li></ul>	20
3	<ul style="list-style-type: none"><li>♣ Profit and gain form business and profession</li><li>♣ Income from capital gain, Income from other sources.</li></ul>	20
4	<ul style="list-style-type: none"><li>♣ Computation of total Income</li><li>♣ Aggregation if income, set – off and carry forward of losses. Deduction from gross total income.</li></ul>	20
5	<ul style="list-style-type: none"><li>♣ Tax management, Advance payment of tax, Assignment procedure, Tax planning for individuals.</li><li>♣ Tax Administration, Authorities, Appeals, penalties.</li></ul>	20

**Reference:**

1. Singhanai V.K.: Students Guide to Income Tax; Taxmann, Delhi.
2. Prasad, Bhagwati: Income Tax Law & Practice; Wiley Publication, New Delhi.
3. Mehrotra H.C.: Income Tax Law & Accounts; Sahitya Bhawan, Agra.
4. Dinker Pagare: Income Tax Law and Practice; Sultan Chand & Sons, New Delhi.
5. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi.
6. Publications, New Delhi.
7. Chandra Mahesh and Shukla D.C.: Income Tax Law and Practice; Pragati Publications, New Delhi.



S.Y. B.Com.

**COMPUSORY PAPERS:**

**Paper No-04: Principles of Business Management**

**Total Marks: 100**

**Objective:** The objective of this course is to enable the students to have such minimum knowledge of Mathematics as is applicable to business and economic situations. To develop an understanding of the concepts of Organisational Planning and Development and the role of Human Resources Management in Organisational Effectiveness. It is also aimed at introducing the students to Concepts of Information Management and Decision Making.

Unit	Detailed Syllabus	Marks/Weight
1	<ul style="list-style-type: none"><li>♣ Human Resource Management :<ul style="list-style-type: none"><li>○ Meaning, Characteristics, Objectives, Functions, Significance, Difference between H.R. &amp; P.R.</li></ul></li><li>♣ Manpower Planning:<ul style="list-style-type: none"><li>○ Definition, Elements, Needs, Procedure, Factors, Merits and Demerits</li></ul></li></ul>	20
2	<ul style="list-style-type: none"><li>♣ Career Planning and Training &amp; Development :<ul style="list-style-type: none"><li>○ Meaning, Stages of Career Planning, Advantages, Limitations, Suggestions to overcome Career Problems</li><li>○ Training: Meaning, Types, Methods, Benefits, Suggestions for Effective Training, Training &amp; Development</li></ul></li></ul>	20
3	<ul style="list-style-type: none"><li>♣ Stress Management:<ul style="list-style-type: none"><li>○ Meaning, Causes, Effects of Stress, methods for Stress reduction</li></ul></li><li>♣ Crisis Management</li></ul>	20
4	<ul style="list-style-type: none"><li>♣ Strategic Management :<ul style="list-style-type: none"><li>○ Meaning and Classification of Strategy and Characteristics of Strategic Management, Functional areas of Strategic Management, Importance and Limitations of Strategic Management</li></ul></li></ul>	20
5	<ul style="list-style-type: none"><li>♣ Marketing Management:<ul style="list-style-type: none"><li>○ Meaning, Definition, Functions, Concepts, Difference between M &amp; S, Four P's, Products and its types, Product Life Cycle.</li></ul></li><li>♣ Consumer Behaviour:<ul style="list-style-type: none"><li>○ Meaning, Types, Factors, Marketing Research, Scope, Procedure, Merits – Demerits</li></ul></li></ul>	20

**Reference:**

1. Brech, E.F.L., The Principles and Practice of Management, Longmans Group Ltd., London. Chndan, J.S., Management: Theory & Practice, Vikas Pub., New Delhi.
2. Druker P.F., Practice of Management, Heinemann, London.
3. Henderson, R., Practical Guide to Performance Appraisal, Reston Publishing Co.
4. Kanter, Jerma, Management Information System, PHI, New Delhi.
5. Koontz, H. & O'Donnell, Management: A System & Contingency Analysis of Managerial Function, McGraw Hill.
6. Monappa, Arun & Ssaiyaddin, Mirza, Personnel Management, TMH, Bombay.
7. Pareek, U., Role Effectiveness Exercices, Learning System, New Delhi.
8. Prasad, L.M., Principles & Practice, Sultan Chand, New Delhi.
9. Singh, J.P., Organisational Development: Concepts and Strategies, IIM Ahemedabad. Simon, H.A., The New Science of Management Decision, Harper, New York.



S.Y. B.Com.

**OPTIONAL GROUP: ACCOUNTING AND FINANCE**

Paper No: 05: **AC-1: Corporate Accounting (Auditing) – I**

**Total Marks: 100**

**Objective:** The objective of this course is to enable the students to have such minimum knowledge of Finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/ Weight
1	♣ Auditing: Introduction, Meaning & Objectives, Types of Audit	20
2	♣ Audit Process: Audit Programmes, Audit and Books, Working Papers and evidences, Consideration for Commencing Audit ♣ Internal Check System and Internal Control	20
3	♣ Company Audit – 1: Company Auditor : Appointment, Reappointment, Removals, Powers, Duties, Responsibilities ♣ Company Audit – 2 : Auditor's Report, Divisible Profit and Dividend	20
4	♣ Vouching : ♣ Verification and Valuation of Assets and Liabilities	20
5	♣ Investigation ♣ Recent Trend in Auditing: Cost Audit, Tax Audit and Management Audit.	20

**Reference:**

1. Gupta Kamal – Contemporary auditing, Tata Mcgraw Hill.
2. Tondon B.N. – Principle of Auditing, S. Chand.
3. Pagare Dinkar – Principle & Practice of Auditing, S. Chand
4. Sharma T. R. – Auditing Principles and Problems, Sahitya Bhavan, Agra.





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**OPTIONAL GROUP: ACCOUNTING AND FINANCE**

Paper No: 06: **AC-2: Corporate Accounting (Govt. Utility A/c) – II**

**Total Marks: 100**

**Objective:** The objective of this course is to enable the students to have such minimum knowledge of Finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/ Weight
1	♣ Fire Claim Accounts ♣ Accounts of Underwriting Commission	20
2	♣ Investment Accounts ♣ Government Accounts in India (Theory)	20
3	♣ General Insurance Company Account ♣ Depreciation, Reserves and Provisions (Theory)	20
4	♣ Insolvency Accounts ♣ Hotel Companies Accounts (Theory)	20
5	♣ Accounts of Electricity Company	20

**Reference:**

- ♣ Maheshwari S.N. – Advance Accountancy, Vikas Publishing
- ♣ Hrishikesh Chakraborty – Advanced Accountancy, Oxford
- ♣ R. L. Gupta – Radhaswami, Advanced Accountancy, S. Chand
- ♣ Maheshwari S.N. – Corporate Accounting, Vikas Publishing
- ♣ Financial Accounting – B.D. Agrawal, Ramprasad & Sons, Agra
- ♣ P. C. Itnal – Practical and Financial Accounts, Atlantic Publishers, New Delhi



S.Y. B.Com.

**OPTIONAL GROUP: ACCOUNTING AND FINANCE**

Paper No: 07: **AC-3: Corporate Accounting – I**

**Total Marks: 100**

**Objective:** The objective of this course is to enable the students to have such minimum knowledge of Finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/ Weight
1	♣ Banking Companies Account ♣ Value Added Accounting (Theory)	20
2	♣ Company Liquidation Accounts ♣ Statutory Report (Theory)	20
3	♣ Absorption of Company ♣ Acquisition of Business	20
4	♣ Divisional Performance Management ♣ Accounts of Government Companies (Theory)	20
5	♣ Profit or Loss Prior to Incorporation of Company ♣ Accounts of Statutory Corporation (Theory)	20

**Reference:**

1. Maheshwari S.N. – Corporate Accounting, Vikas Publishing
2. R. L. Gupta – Advanced Accountancy – 2, S. Chand
3. B. M. Agrawal – Company Accounts, Suchita Prakashan
4. M. C. Shukla – Advanced Accounts, S. Chand
5. Maheshwari S.N. – Advanced Accountancy, Vikas Publishing
6. Rana T. J. and Dalal V. S. – Advanced Accountancy, Sudhir Prakashan
7. Rana, Dalal, Shah & Shah – Accountancy, Sudhir Prakashan
8. Corporate Accountancy, Sudhir Prakashan



S.Y. B.Com.

**OPTIONAL GROUP: MARKETING:**

Paper No-05: **BM-1 Principles of Marketing**

**Total Marks 100**

**Objective:** The objective of this course is to help students to understand the concept marketing and its applications.

Unit	Course content	Marks
1	Introduction: Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts -traditional and modem; Selling vs. marketing: Marketing mix; Marketing environment. Consumer Behaviour and Market Segmentation: Nature, scope, and significance of consumer behaviour; Market segmentation -concept and importance; Bases of market segmentation.	20
2	Product: Concept of product, consumer, and industrial goods; Product planning and development; Packaging -role .and functions; Brand name and trade mark; After sales service; Product life cycle concept.	20
3	Price: Importance of price in the marketing mix; Factors affecting price of a product / service; Discounts and rebates.	20
4	Distributions Channels and Physical Distribution: Distribution channels - concept and role; Types of distribution channels;. Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation: Warehousing; Inventory control; Order processing.	20
5	Promotion: Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of a successful sates person; Functions of salesman	20

**Suggested Readings**

1. Philip Kotler: Marketing Management Englewood Cliffs; Prentice Hall, NJ.
2. William M. Pride and O.C. Perrell: Marketing: Houghton-Mifflin Boston.
3. Stanton W.J.,~Etzel Michael J., and Walker Bruce J; Fundamentals of Marketing; McGraw-Hill, New York
4. Lamb ChariesW-.HaIr Joseph F., and McDaniel Carl: Principles of Marketing; South-Western-Publishing, Cincinnati, Ohio. •
5. Cravens David W, Hills Gerald E., Woodruff Robert B: Marketing Management: Richard D. tiwin, Homewood, Illinois.
6. Kotler Philip and Armstrong Gary: Principles of Marketing; Prentice-Halt of India, New Delhi.
7. PutmerR.M: The New Marketing; McMillan, New York.
8. McCarthy J.E: Basic Marketing - A Managerial Approach; McGraw Hill, New York.
9. Cundiff, Edward W and Stiu R.R: Basic Marketing - Concepts, Decisions and Strategies; Prentice Hall, New Delhi.
10. Bushkirk, Richard H.: Principles of Marketing; Oryden Pren, Illinois. T. Y. B. Com. (MARKETING)



S.Y. B.Com.

**OPTIONAL GROUP: MARKETING:**

Paper No-06: **BM-2 International Marketing**

**Total Marks 100**

**Objective:** This course aims at acquainting student with the operations of marketing international environment.

Unit	Course content	Marks
1	International Marketing: Nature, definition, and scope of international marketing; Domestic marketing vs. international marketing; International marketing environment -external and internal. Identifying and Selecting Foreign Market: Foreign market entry mode decisions.	20
2	Product Planning for International Market: Product designing; Standardization vs adaptation; Branding, and packaging; Labeling and quality issues; After sales service.	20
3	International Pricing: Factors influencing international price; Pricing process - process and methods; International price quotation and payment terms. Promotion of Product/Services Abroad: Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.	20
4	International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.	20
5	Export Policy and Practices in India: Exim policy - an overview; Trends in India's foreign trade; Steps in starting an export business; Product selection: Market selection; Export pricing; Export finance; Documentation; Export procedures; Export assistance and incentives.	20

**Suggested Readings**

1. Bhattacharya R.L. and Varshney B: International Marketing Management; Sultan chand, New Delhi.
2. Bhattacharya B: Export Marketing Strategies for Success: Global Press, New Delhi.
3. Keegan W.J: Multinational Marketing Management; Prentice Hall, New Delhi.
4. Kriptani V: International Marketing; Prentice Hall New Delhi.
5. Taggart J.H and Moder Mott M.C: The Essence of International Business; Prentice Hall New Delhi.
6. Kotler Phillip: Principles of Marketing; Prentice Hall New Delhi.
7. Fayer Weather John: International Marketing; Prentice Hall, NJ.
8. Caterora P.M. and Keavenay S.M: Marketing an International Perspective; Erwin Homewood, Illinois.
9. Patiwalla, Stanley J: The Essence of International Marketing: Prentice Hall, New Delhi. T.Y. B.Com. (MARKETING)



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**OPTIONAL GROUP: MARKETING:**

Paper No-07: **BM-3 Personal Selling**

**Total Marks 100**

**Objective:** The objective of this course is to enable students learn the fundamentals of personal selling and steps involved in the selling process.

Unit	Course content	Marks
1	Personal Selling: Nature and importance; Functions of a salesman: Types of selling; Personal selling as a career. Salesmanship and Qualities of Salesman: Buyer -seller dyads; Product knowledge; Customer knowledge - buying motives and selling points.	20
2	Scientific Selling Process: Basic steps in personal selling - prospecting, pre-approach, and qualifying.	20
3	Approach and Presentation: Methods of approaching a customer; Presentation process and styles; Presentation planning.	20
4	Objection Handling: Types of objections; Handling customer objections.	20
5	Closing Sales and follow up: Methods of closing sale; Executing sales order - Follow-up - importance, and process.	20

**Suggested Readings:**

1. Condiff, Still and Govani et.al: Sales Management;; Prentice Hall India, New Delhi.
2. Smith R: Sales Management; Prentice Hall of India, New Delhi.
3. Vaccaro J.P: Sales Management - Text; Cases & Readings: Prentice Hall, New Delhi.
4. Harper H.W: Modern Advertising: Practice and Principles; McGraw Hill, New York.
5. Condiff E.W. and Still R.R: Basic Marketing -Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
6. Brink Edward L. and Kelly W.T: The Management of Promotion: Prentice Hall, New York.
7. Kotler Philip: Marketing Management: Prentice Hall, New Jersey.T. Y. B. Com. (MARKETING)



S.Y. B.Com.

**OPTIONAL GROUP: BANKING & INSURANCE**

Paper No: 05: **BI-1: Principle and Practice of Banking**

**Total Marks: 100**

**Objective:** This course enables the students to know the working of the Indian banking system.

Unit	Course content	Marks
1	Indian Banking System: concept of banking, banking Structure and organization of banks, regional rural bank, NABARD- SBI: Evolution of money& monetary systems, RBI, SEBI functions,	20
2	Nature & functions of banking: types of banks, banker-customer relations, services rendered by banks, co-operative bankin, role & functions of capital market, mutual funds, RRB, district-state co-operative banks, land development banks, financial institutions	20
3	Banking regulation act- social control - Reserve bank of India: primary functions of bank, banking technology,	20
4	Regional rural and co-operative banks in India, secondary functions of bank: payment & collection of cheque, crossing of cheque, Safe Custody, Safe deposits vaults, leasing, credit control	20
5	Credit card, travelers letters of credit, commercial letters of credit, MICR cheque, bank accounts	20

**Reference / Text –Books / Additional Reading:**

1. G.S.Gill -Practice and Law of Banking
2. E.Gordon, K.Talraj- Banking: Theory & Practice
3. Sundharam &Varshney : Banking Theory & Practice: Sultan Chand & Sons new Delhi.
4. Tannan ML: Banking-Law and practices in India: Indian Law House, New Delhi.
5. Maheswari - Banking: Law and Practice in India
6. Dr. G.V. Kayandepatil, Prof. B.R.Sangle and Dr.G.T.Sangle- Fundamentals of Banking
7. Basu A.K. Fundamentals of Banking Theory and Practice: A.Mukhee and co, Calcutta.
8. Panandikar S.G.& Mithani D.M.: Banking in India; Orient Longman.
9. Khubchandani B.S.: Practices and Law of Banking; Macmillan, New Delhi.
10. Shekhar and Shekhar: Banking theory and practice: Vikas Publishing House, New Delhi.



S.Y. B.Com.

**OPTIONAL GROUP: BANKING & INSURANCE**

Paper No: 06: **BI-2: Merchant Banking and Financial Services**

**Total Marks: 100**

**Objective:** This course exposes the students to the essentials of merchant banking and financial services

Unit	Course content	Marks
1	Introduction to Merchant Banking: merchant Banking in India, importance of merchant bank , SEBI guidelines to merchant bankers, leasing, types of leases, merits and demerits of leasing.	20
2	Role of Merchant bankers: contribution in public issue, managing public issue, raising public deposits, challenges to merchant banks, mutual funds: classification of mutual funds, mutual funds in India.	20
3	Security Rating: nature of rating, determinants of quality ratings, utility of rating, rating agencies, credit rating information services of India limited. Portfolio management: introduction-objectives-principles-responsibilities of portfolio manager, Venture Capital	20
4	Rating Symbols: Advantages and types of credit rating, CRISIL, ICRA , CARE Rating Symbols, project appraisal, product life cycle, capital cost and social cost benefit analysis, mergers and acquisitions, depository and custodial services	20
5	Concept of computerization in banking sector: effect on employment and employees, bank abbreviations	20

**Reference / Text –Books / Additional Reading:**

1. Khan M.Y.& Jain P.K.: Financial Management; Text and Problems, Tata McGraw Hill,
2. E.Gordon, K.Talraj- Banking: Theory & Practice
3. Sundharam &Varshney : Banking Theory & Practice: Sultan Chand & Sons new Delhi.
4. Tannan ML: Banking-Law and practices in India: Indian Law House, New Delhi.
5. Maheswari - Banking: Law and Practice in India
6. Dr. G.V.Kayandepatil, Prof. B.R.Sangle and Dr.G.T.Sangle- Fundamentals of Banking
7. Basu A.K. Fundamentals of Banking Theory and Practice: A.Mukhee and co, Calcutta.
8. Khubchandani B.S.: Practices and Law of Banking; Macmillan, New Delhi.
9. Shekhar and Shekhar: Banking theory and practice: Vikas Publishing House, New Delhi
10. Machiraju H.R: Merchant Banking Principles and Practice, New age Publications, Delhi.



S.Y. B.Com.

**OPTIONAL GROUP: BANKING & INSURANCE**

Paper No: 07: **BI-3: Commercial Bank Management:**

**Total Marks: 100**

**Objective:** This course aims at acquaint students with the basics of commercial bank management.

Unit	Course content	Marks
1	Principles of Banking: Definition of bank ,nature of bank, Creation of money, present structure of commercial bank, working & progress of banking activities in India, functions of commercial bank investment policy & management of banks: nature of bank investment-liquidity and profitability- Preparation of cheque-types of cheques, bills, endorsement-restrictive, partial, conditional.	20
2	Management Principles in Banks: Managerial functions in banks, functions of a bank manager, Individual and group behavior, personnel Management, bank inspector, management of deposits and advances, Classification and nature of deposit accounts, factor influencing deposit growth in India, diversification in banking, developments in retail banking-advances, Lending practices, bank records, evaluation of loan applications-profit and loss account-balance sheet	20
3	Personnel Management: Recruitment , Selection , Training , Promotion, Transfer, Controlling- Short detail about Top 20 banks, currently operating in India under the guidelines of reserve bank of India.	20
4	Types of bank accounts, bank deposits: nature of lending, secure bank lending's, branch Banking Vs unit Banking, technology in banking ATM, credit card, tele banking, net banking, etc.- Bank records.	20
5	Banking Trends: Banker-Customer relations	20

**Reference / Text –Books / Additional Reading:**

1. Tannan ML: Banking-Law and practices in India: Indian Law House, New Delhi.
2. Sundharam &Varshney : Banking Theory & Practice: Sultan Chand & Sons new Delhi
3. Radhaswarnim and Basudevan: A Text book of Banking; S.Chand & Co. New Delhi
4. PanikarK.K: Banking Theory and System; S.Chand & Co. New Delhi
5. Jessup P.F: Innovations in Bank Management
6. Reed E.W: Commercial Bank Management
7. Desai Vasant: Principles of Bank Management





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**OPTIONAL GROUP: STATISTICS**

Paper No: 05: **ST-1: Mathematical Statistics**

**Total Marks: 100**

Unit	Detailed Syllabus	Marks
Unit – I	♣ Random Experiment, Sample Space and Events. Rules of Counting. Introduction to Probability, Mathematical or Classical probability, Statistical or Empirical Probability and Axioms of Probability. Basic laws of probability: Addition Law, Multiplication Law, Conditional Probability with illustrating examples.	20
Unit– II	♣ Discrete Random Variable. Probability function, probability distribution function. Mathematical Expectation and its properties. Simple examples Continuous Random Variable. Probability distribution of a continuous random variable. Probability density function and probability distribution function. Mathematical Expectation and its properties. Simple examples.	20
Unit – III	♣ Bernoulli Trials, Introduction to Binomial Distribution, Probability density function of binomial distribution, mean and variance of binomial distribution, properties and uses of binomial distribution with numerical examples. Introduction to Poisson Distribution, Probability density function of poisson distribution, mean and variance of poisson distribution, properties and uses of poisson distribution with numerical examples.	20
Unit – IV	♣ Introduction to Normal Distribution, Probability density function of Normal distribution, Probability density function of Standard Normal Distribution, Area under the normal curve. Properties of Normal Distribution. Applications of Normal Distribution, Simple examples. Applications of Normal Distribution, Relationship between Binomial, Poisson and Normal distribution. Finding Area when the Score is known, Finding Score when the Area is known. Simple examples applicable to the business situations.	20
Unit– V	♣ Principle of Least square. Curve fitting. Equations of approximating curves by the method of least squares. (1) $y= a+bx$ (2) $y= a+bx+c x^2$ Examples based on the above formulas. Curve fitting. Fitting of exponential of the type (1) $y= a b^x$ (2) $y= a x^b$ using Method of Least Squares. Examples based on the above formulas.	20

**Reference / Text –Books / Additional Reading:**

1. Mood, Gray bill & Bose: Introduction to Theory of Statistics.
2. V. K. Rohatgi: An introduction to Probability Theory & Mathematical Statistics.
3. Bansilal & S. Arora: New course in Mathematical Statistics
4. Gupta & V. K. Kapoor: Fundamental of Mathematical Statistics.



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**OPTIONAL GROUP: STATISTICS**

Paper No: 06: **ST-2: Statistical Inference:**

**Total Marks: 100**

Unit	Detailed Syllabus	Marks
Unit – I	<ul style="list-style-type: none"><li>♣ <b>Basic Principles of Hypothesis Testing:</b> Population, Sample, Statistical Hypothesis, Null Hypothesis, Alternate Hypothesis, Acceptance Region, Critical Region, and One sided tests, Two sided tests, Type-1 Error, Type-II Error, Level of Significance, Degree of freedom.</li><li>♣ <b>Large Sample Tests – I:</b> Introduction, Sampling of Variables, Test of significance of a mean, Test of significance of difference between two means with simple examples.</li><li>♣ <b>Large Sample Tests – II:</b> Sampling of Attributes, Test of significance of proportion of successes, Test of Significance of difference between two proportions</li></ul>	20
Unit– II	<ul style="list-style-type: none"><li>♣ <b>Small Sample Tests-I:</b> Difference between Large Sample Tests and Small Sample Tests. Student's 't' distribution, Assumptions, Properties and Uses of 't' distribution. Test of significance of a Mean of a Small Sample.</li><li>♣ <b>Small Sample Tests-II:</b> Test of Significance of Difference between Means of Two Samples (Independent Samples). Paired – Difference 't' test (Dependent Samples). Testing significance of an Observed Correlation Coefficient.</li></ul>	10 10
Unit – III	<ul style="list-style-type: none"><li>♣ <b>F Test and Analysis of Variance:</b> F- Distribution, Assumptions, Properties and Uses of 'F' distribution. Variance Ratio Test (F Test). One-Way Analysis of Variance and Two – Way Analysis of Variance.</li><li>♣ <b>Chi Square Test:</b> Introduction to <math>\chi^2</math> distribution, Assumptions, Properties and Uses of '<math>\chi^2</math>' distribution. Goodness of Fit Test: Fitting of Binomial and Poisson Distribution, Independence of Two Attributes (2 X 2 contingency table)</li></ul>	10 10
Unit – IV	<ul style="list-style-type: none"><li>♣ <b>Confidence Interval:</b> Introduction to Interval Estimation, Interval estimation for Large Samples, Confidence Limits for Mean, Confidence Limits for Difference of Means, Confidence Limits for Proportion and Confidence Limits for Standard Deviation.</li></ul>	20
Unit– V	<ul style="list-style-type: none"><li>♣ <b>Non – Parametric Tests – :</b> Introduction to Non-Parametric tests, Difference between Parametric and Non-Parametric test, Sign Test, Run Test, Wilcoxon Signed Rank test. Median test, Kolmogrov-Smirnov test, Mann Whitney test, Krushkal walish test.</li></ul>	20

**Reference / Text –Books / Additional Reading:**

1. Rohtagi V.K. (1985): An introduction to Probability theory and Mathematical Statistics, Wiley Eastern.
2. S. P. Gupta and M. P. Gupta: Business Statistics, Sultan Chand & Sons.
3. Jit S. Chandan: Statistics for Business and Economics, Vikas Publishing House

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**OPTIONAL GROUP: STATISTICS**

Paper No: **07: ST-3: Statistical Quality Control & Acceptance Sampling:**

**Total Marks: 100**

Unit	Detailed Syllabus	Marks
<b>Unit – I</b>	<ul style="list-style-type: none"> <li>♣ <b>Basics of Quality Control – I:</b> Introduction and meaning of Quality Control, Importance of Statistical Quality Control in Industrial Research &amp; practice, Quality and Quality Control, Variations in Quality due to chance and due to assignable causes. Determination of tolerance limits, criteria for detecting lack of control, General theory of Control Charts, Theory of run of points.</li> </ul>	<b>20</b>
<b>Unit– II</b>	<ul style="list-style-type: none"> <li>♣ <b>Control Charts for Variables – I:</b> Objectives of drawing <math>X</math> - Chart and R-Chart. Construction of <math>X</math> -Chart and R-Chart. Interpretation of <math>X</math> -Chart and R-Chart. Illustrations of <math>X</math> –Chart and R-Chart.</li> <li>♣ <b>Control Charts for Variables – II:</b> Objectives of drawing <math>X</math> -Chart and <math>\sigma</math>-Chart. Construction of <math>X</math> -Chart and <math>\sigma</math> -Chart. Interpretation of <math>X</math> -Chart and <math>\sigma</math> -Chart. Illustrations of <math>X</math> –Chart and <math>\sigma</math> Chart. R-Chart Vs <math>\sigma</math> – Chart.</li> </ul>	<b>10</b> <b>10</b>
<b>Unit – III</b>	<ul style="list-style-type: none"> <li>♣ <b>Control Charts for Attributes – I:</b> <math>p</math> and <math>np</math>-Chart, Construction of <math>3 - \sigma</math> control limits, when <math>n</math> is fixed, Interpretation of <math>p</math>-Chart and <math>np</math>-chart, Difference between <math>p</math>-chart and <math>np</math>-chart</li> <li>♣ <b>Control Charts for Attributes – II:</b> Control charts for no. of Defect (<math>c</math>), when <math>n</math> is fixed. Simple examples. Uses of <math>p</math>, <math>np</math> and <math>C</math>-charts. Difference between control charts for variables and control chart for attributes.</li> </ul>	<b>10</b> <b>10</b>
<b>Unit – IV</b>	<ul style="list-style-type: none"> <li>♣ <b>Sampling Techniques:</b> Introduction, Census and Sample Method. Theoretical Basis of Sampling, Characteristics of a good sample, Advantages of Sampling, Size of a Sample, Difference between Population study and Sample study, Limitations of Sampling, Sampling and Non-Sampling Errors.</li> <li>♣ <b>Sampling Methods:</b> (1) Simple Random Sampling (2) Stratified Random Sampling (3) Systematic Sampling. Simple examples related to this 3 methods</li> </ul>	<b>10</b> <b>10</b>
<b>Unit– V</b>	<ul style="list-style-type: none"> <li>♣ <b>Acceptance Sampling Plans – I:</b> Principles of acceptance sampling, Advantages of Acceptance sampling, problem of lot acceptance, stipulation of good and bad lots, Producer's and Consumer's risk. Single Sampling Plan</li> <li>♣ <b>Acceptance Sampling Plans – II:</b> Functional concept of OC, AQL, LTPD, AOQL, average amount of inspection and ASN, Double sampling plan. Rectifying inspection plans (Dodge and Romig Tables)</li> </ul>	<b>10</b> <b>10</b>

**Reference / Text –Books / Additional Reading:**

1. Statistical Quality Control: E. L. Grant
2. Statistical Quality Control: R. C. Gupta
3. Fundamental of Statistics: S. C. Gupta, Himalaya Publishing House.
4. Business Statistics, B. S. Shah prakashan.
5. Sampling Techniques: R. T. Ratani



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**OPTIONAL GROUP: MANAGERIAL INFORMATION PROCESSING**

Paper No: 05: **MIP-1: IT & It's Applications**

**Total Marks: 100**

UNIT	DETAIL SYLLABAS	MARKS
Unit - 1	<b><u>Introduction</u></b> <ul style="list-style-type: none"><li>♣ Introduction to Personal Computer.</li><li>♣ I/O Devices, Concept of Hardware &amp; Software, Computer Application.</li><li>♣ Overview of Basic Operating System –Ms-Dos &amp; Windows.</li><li>♣ Introduction to Editors.</li><li>♣ Classification of Pc Software.</li><li>♣ Introduction to Computer Language, Translator</li></ul>	20
Unit – 2	<b><u>Word Processing</u></b> <ul style="list-style-type: none"><li>♣ Introduction to Word Processing.</li><li>♣ Examples of Some Popular WP Packages &amp; Applications of WP.</li><li>♣ Creation, Editing, Formatting of Documents.</li><li>♣ Global Search &amp; Replacement of Text.</li><li>♣ Table facility, Change Case facility, Tab facility.</li><li>♣ Spelling checker &amp; other advanced features of MS Word</li></ul>	20
Unit – 3	<b><u>Spreadsheet</u></b> <ul style="list-style-type: none"><li>♣ Introduction to spreadsheet, some popular spreadsheet packages on different OS platforms.</li><li>♣ Application of Spreadsheet.</li><li>♣ Building spreadsheet using Formulas, Conditions and Calculations.</li><li>♣ Using mathematical, Statistical and logical, date &amp; time and text function.</li><li>♣ Graph-plotting facilities, sorting database, auto filter/advance filter/</li><li>♣ Subtotal, Pivot tables.</li><li>♣ Other advanced features of MS Excel</li></ul>	20
Unit – 4	<b><u>Presentation</u></b> <ul style="list-style-type: none"><li>♣ Importance of presentation software.</li><li>♣ Introduction to Power Point- Concept of slide &amp; Presentation, slide layout, different slide views, slide show options.</li><li>♣ Working with text and Pictures, Presentation of slide show with Animation.</li></ul>	20
Unit - 5	<b><u>MS-Access</u></b> <ul style="list-style-type: none"><li>♣ Introduction of MS-Access</li><li>♣ Data types</li><li>♣ Creating Database, Table</li><li>♣ Introduction of Query, Report, Forms.</li></ul>	20

**REFERENCE BOOKS:**

1. PC Software for windows made simple, By R.K.Taxali(Tata McGraw Hill)
2. Office 2007- BPB Pulation
3. Office 2007 Bible –John Walkenbach, Herb Tyson
4. Teach yourself visually Ms-Office 2007- Shery Kinkoph



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**OPTIONAL GROUP: MANAGERIAL INFORMATION PROCESSING**

Paper No: 06: **MIP-2: "C" Programming**

**Total Marks: 100**

UNIT	DETAIL SYLLABAS	MARKS
Unit - 1	<b><u>Introduction of C</u></b> <ul style="list-style-type: none"><li>♣ History of C</li><li>♣ Importance of C</li><li>♣ Basic Structure of C Programs</li><li>♣ Constants &amp; Variables</li><li>♣ Data Types</li></ul>	20
Unit – 2	<b><u>Operators, Expressions &amp; I/O Operations</u></b> <ul style="list-style-type: none"><li>♣ Operators – Arithmetic, Relational, Logical, Assignment, Conditional, Bitwise &amp; Special Operators</li><li>♣ Arithmetic Expressions &amp; Evaluation of Expression, Operator Precedence</li><li>♣ Reading &amp; Writing Character</li><li>♣ Formatted Input &amp; Output</li></ul>	20
Unit – 3	<b><u>Decision Making</u></b> <ul style="list-style-type: none"><li>♣ Decision Making with If Statement</li><li>♣ Simple If Statement</li><li>♣ The IF.....ELSE Statement</li><li>♣ Nesting of IF....ELSE Statements</li><li>♣ ELSE IF Ladder</li><li>♣ The Switch Statement</li><li>♣ The ?: Operator</li><li>♣ The GOTO Statement</li></ul>	20
Unit – 4	<b><u>Decision Making &amp; Looping</u></b> <ul style="list-style-type: none"><li>♣ The WHILE Statement</li><li>♣ The DO Statement</li><li>♣ The FOR Statement</li><li>♣ Jumps in LOOPS</li></ul>	20
Unit - 5	<b><u>Advance of C Language</u></b> <ul style="list-style-type: none"><li>♣ Introduction of Arrays,</li><li>♣ Introduction of UDF</li><li>♣ Introduction of Structures &amp; Unions</li><li>♣ Introduction of Pointers</li></ul>	20

**REFERENCE BOOKS:**

1. Programming in ANSI C- E .Balagurusamy
2. Let us C



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**OPTIONAL GROUP: MANAGERIAL INFORMATION PROCESSING**

Paper No: **07: MIP-3: Practical**

**Total Marks: 100**

Practical exercises of following theory papers are to be carried out by the students:

<b>Title of the paper</b>	<b>Marks</b>
IT & It's Applications (MIP-01)	50
C Programming (MIP-02)	50
<b>Total</b>	<b>100</b>



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**OPTIONAL GROUP: TRANSPORT, TOURISM & HOTEL MANAGEMENT**

Paper No: 05: **TT&HM-1: Tourism – I**

**Total Marks: 100**

Objective: The study will make students learn about concept of tourism and its evolution.

Unit	Course Content	Marks
Unit – I	Concept of travel, concept of transport, history of transport, mode of transport, impact of transport/tourism	20
Unit – II	Origin & development of various means of transport, elements of transport,	20
Unit – III	Concept of tourism, Role of tourism, merits and demerits of tourism, functioning of ministry of tourism government of India, tourism infrastructure development	20
Unit – IV	Nature of tourism, types and forms of tourism, components of tourism, tourist places in Saurashtra, Credit card, travelers' letters of credit.	20
Unit – V	Tourism in Gujarat, tourist places in Gujarat, Tourism in Goa	20

**Reference / Text –Books / Additional Reading:**

1. Economics of Transport by S.K.Srivastav, Publishers: S.C.Chand & Co ltd.
2. Traffic Management-Principle and practice :Charlea A Taff
3. Transport Management: R.R.Khan
4. Road Transport records: H.W.Denham, Sir Isacc Pitman & sons London



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**OPTIONAL GROUP: TRANSPORT, TOURISM & HOTEL MANAGEMENT**

Paper No: 06: **TT&HM-2: Indian Transport – II**

**Total Marks: 100**

Objective: The study will make students learn about the mode of travel/transport in India.

Unit	Course Content	Marks
Unit – I	Indian Railways, history of rail transport in India, organisation structure, railway zone, types of passenger services and accommodation class, problems and issue.	20
Unit – II	Indian Roadways, over view on road transport, road classification, issues	20
Unit – III	Indian Sea ways, ports in Gujarat, recent developments, major ports	20
Unit – IV	Shipping in India, history, ship building, ship breaking, ports in India, problems and issues	20
Unit – V	Indian Airways, history, accommodation class, incidents-accidents,	20

**Reference / Text –Books / Additional Reading:**

1. Indian Railways-problems and prospect by K.K.Sakshena
2. Economics of Transport by S.K.Srivastav, Publishers: S.C.Chand & Co ltd.
3. Road Transport records: H.W.Denham, Sir Isacc Pitman & sons London
4. [Tourism and Hotel Management](#) by Pushpinder S Gill Publisher: Anmol Publisher
5. Shipping Practice: Edward F Stevens, Pitman Publishing
6. Commercial Air Transportation: John A Fedrick
7. History of Modern Indian Shipping: T.S.Sanjeeva Rao, Popular Prakashan
8. Ocean Transportation: Carl E Macdowell
9. Economic Development of Indian Air Transport: A.K.Nawab, National Publishing House New Delhi





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**OPTIONAL GROUP: TRANSPORT, TOURISM & HOTEL MANAGEMENT**

Paper No: 07: **TT&HM-3: Hotel Management – III**

**Total Marks: 100**

Objective: The paper focuses on the conceptual frame work of hotel management.

Unit	Course Content	Marks
Unit – I	Managing House Keeping: Introduction, organisation of house-keeping department, functions, management of guest amenities	20
Unit – II	Managing food and beverage operations: Introduction, food & beverages, assessment of market and consumer needs, food service operation system, cost control, menu planning, food nutrition's	20
Unit – III	Equipments: equipment for a food and beverage service, table ware, glassware	20
Unit – IV	Quality management and customer care	20
Unit – V	Managing hospitality in organized & unorganized sector	20

**Reference / Text –Books / Additional Reading:**

1. [Hotel Housekeeping Management & Operations](#) by [Sudhir Andrews](#) Publisher: Tata McGraw - Hill Edu.
2. [Food and Beverage: F & B Simplified \(Paperback\)](#) by [Vara Prasad, Gopi Krishna](#) Publisher: Pearson
3. Maintenance and Engineering for lodging and food service Facilities by M R FrankDBorcnik –John Wiley and sons, New York.
4. Hotel Management And Hospitality Enterprises by [Jitendra K. Sharma](#) Publisher: Kanishka Publishiners
5. [Hotel Operations Management](#) by [David K. Hayes, Jack D. Ninemeier](#) Publisher: Pearson
6. The management of Maintenance and Engineering Systems in Hospitality industry by Frank DBorcnik – John wiley and sons,New York.
7. [Fundamentals Of Hotel Management And Operations](#) by [S. K. Singh](#) Publisher: Centrum Press
8. Hotel Management and Catering by M.C.Metti Publishers : Anmol Publishers
9. Hotel Management & Hospitality Administrations – Experts compilation Publisher: Arihant Publications
10. [Fundamentals Of Hotel Management And Operations](#) by [S. K. Singh](#) Publisher: Centrum Press