

APPLIED COMPONENT
COMMERCE - BASED SUBJECTS
B.A.P.I/SEMESTER I
SUBJECT: ELEMENTS OF COMMERCE I
(Under Ancillary Component)
CAPC-1- COMPUTER CODE-180121

Objectives: The Course aims at introducing students to:

1. Understand trade, commerce and Industries.
2. Makes students aware of Internal Trade, Wholesale Trade, & Retail trade and to give knowledge of retail shopping malls and consumer co-operative stores existing in our country.

Sr. No.	Topic	No. of CR	No. of Lectures	Total Marks
Unit I	Trade, Commerce and Industry a) Meaning b) Nature c) Importance b) Nature of Industries: - a) Small scale b) Medium Scale c) Large Scale (Meaning & Nature) c) Forms of Business Organisation:- a) S. K. trading b) Partnership firm c) Joint Stock companies d) Co-operative studies (Meaning, Advantages & Disadvantages)	1	15	25
Unit II	A) Internal Trade:- I a) Wholesale Trade- Meaning, Functions & Importance b) Retail trade- meaning, functions, Importance & Types c) Itinerant- Retailers- Meaning & Importance B) Internal Trade-II a) Non-Itinerant retailers i) Multiple Shops, ii) Departmental Stores, iii) One-price shops, iv) Consumer co-operative stores, v) Super Bazaar b) Franchise- Meaning, features, suitability to different types business of retail trade	1	15	25
Unit III	External Trade:- a) Imports- meaning, Importance & procedure b) Exports- Meaning, Importance & procedure c) External Trade- meaning & Importance	1	15	25
Unit IV	AIDS To Trade-I A0 Banks- a) Meaning b) functions c) Importance d) Types of Banks, e) Important terms relating to banks-Cheques drafts, mail transfer, Telephonic transfer A.T.M, E-banking, Credit cards.	1	15	25

Books Recommended:-

1. N.K.Dave- Vanijyana Multatvo
2. Shah and Trivedi- Vanijya Parichhy
3. Dhirubhai Velvan- Vanijya Parichhy
4. P.R.Shah- Vanijyana Multatvo
5. Rana Dalal B.M.Shah- Vanijya Parichhy
6. Velvan and Trivedi- Vanijya Pravesch
7. Pathak Bukhari Hakani Mehta- Adhunik Vanijya Multatvo
8. Sudhir Sevekar- Udyojakta- Sankalpana & Prarna
9. Jayant Joshi- Vyavsayik Udyokakta
10. Organization of Commerce.
11. Business Organisation.

APPLIED COMPONENT
COMMERCE - BASED SUBJECTS
B.A. P.I/SEMESTER II
SUBJECT: ELEMENTS OF COMMERCE II
(Under Ancillary Component)
CAPC-2- COMPUTER CODE-280221

Objectives: The Course aims at introducing students to:

1. Understand foreign trade, Commerce and Industries.
2. Makes students aware of Internal Trade, Wholesale Trade, & Retail trade and to give knowledge of retail shopping malls and consumer co-operative stores existing in our country.

Sr. No.	Topic	No. of CR	No. of Lectures	Total Marks
Unit I	AIDS To Trade-II A) Insurance- meaning & Principles of insurance B) Types of insurance- meaning, features & Importance	1	15	25
Unit II	AIDS To Trade-III A) Transportation- meaning ,Sole & Importance of transportation B) Different means of transport- meaning & Advantages & Disadvantages a) Road b) Railway c) Water d) Air	1	15	25
Unit III	AIDS To Trade-IV A) Marketing- meaning, importance, B) Functions of marketing & market segmentation:- Buying, Assembling, Grading, Branding, Packaging, Warehousing C) Channels of Distribution-Advantages & disadvantages.	1	15	25
Unit IV	AIDS To Trade-V A) Advertisements- meaning, Types, importance, Types of medias- meaning & importance B) Modern commercial office:- a) meaning, function, Importance b) Concept of paperless office- i) Computer ii) Internet iii) E-Mail iv) Telephone v) Cell war phone	1	15	25
Books Recommended:- <ol style="list-style-type: none"> 1. N.K.Dave- Vanijyana Multatvo 2. Shah and Trivedi- Vanijya Parichhy 3. Dhirubhai Velvan- Vanijya Parichhy 4. P.R.Shah- Vanijyana Multatvo 5. Rana Dalal B.M.Shah- Vanijya Parichhy 6. Velvan and Trivedi- Vanijya Praves 7. Pathak Bukhari Hakani Mehta- Adhunik Vanijya Multatvo 8. Sudhir Sevekar- Udyojakta- Sankalpana & Prarna 9. Jayant Joshi- Vyavsayik Udyokakta 10. Organization of Commerce 11. Business Organisation 				