

**FACULTY OF VOCATIONAL STUDIES**

**SYLLABUS**

**of**

**Bachelor of Vocation**

**(Management & Secretarial Practices)**

**Semester: I-VI**

**(Under Credit Based Continuous Evaluation Grading System)**

**Session: 2022-23**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

## **BACHELOR OF VOCATION PROGRAMME**

**PROGRAMME OUTCOMES:** Students opting for Bachelor of Vocation Programmes on course completion/exit points will be able to:

PO1: get better job opportunities and can make informed choices due to enhanced employability and skill-set owing to Industrial exposure through internships/ training in the specific work area of choice.

PO2: understand, develop and observe work practices and ethics required to sustain and grow professionally in the industry concerned.

PO3: communicate messages effectively within a team as well as to business clients/customers through written communication such as email, letters, reports, memos etc and verbal communication like a telephonic conversation or PowerPoint presentation to a group.

PO4: adapt to the work environment and are able to work on time-bound assignments/projects individually or within a team, for a company or as a freelancer.

PO5: apply knowledge acquired during the course to update w.r.t changing Industrial requirements and stay relevant to the job-at-hand.

## **PROGRAMME SPECIFIC OUTCOMES**

On successful completion of Bachelor of Vocation Programme (Management and Secretarial Practices), students will be able to:

**PSO1:** understand the application of ethics and professional responsibility.

**PSO2:** define practical applications of project management to formulate strategies allowing organizations to achieve strategic goals.

**PSO3:** evaluate current marketing trends based on consumer, legal and competitive environments.

**PSO4:** develop understanding about customer relationship management concepts and framework and how these are applied to form relationships with customers and other internal and external stakeholders.

**PSO5:** explain fundamental database concepts and apply these concepts to the design and development of relational databases.

**PSO6:** understand the basic components of computer applications like MS-Word, MS-Power Point, MS- Excel, MS-Access.

**PSO7:** interpret the changes in the digital world and be able to upgrade accordingly.

**PSO8:** develop written and verbal competencies to describe and analyze visual art and graphic design through writing, conceptual development, research and study of theories.

**PSO9:** identify the value and relative importance of data management to the success of a research project.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-I)  
Session 2022-23

**Punjab History and Culture (From Earliest Times to C. 320)**  
**Course Code-BVML-1431**

**COURSE OUTCOMES:**

After completing Semester I and course on Punjab History and Culture students of History will be able to identify and have a complete grasp on the sources & writings of Ancient Indian History of Punjab.

**CO1:** Identify and understand the sources and physical features of Punjab

**CO 2:-** To study the earliest civilisation (Indus Valley Civilization) and original home of Aryans

**CO 3:-** To examine the Social, Religious and Economic life during Early and Later Vedic Age

**CO 4:** To comprehend the Buddhist, Jain and Hindu faith and their relevance in the modern times

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-I)  
Session 2022-23

**COMMUNICATION SKILLS IN ENGLISH**  
**Course Code: BVML-1102**

**Course Outcomes**

At the end of this course, the students will develop the following Skills:

**CO 1:** Reading skills that will facilitate them to become an efficient reader

**CO 2:** Through reading skills, the students will have an ability to have a comprehensive understanding of the ideas in the text and enhance their critical thinking

**CO 3:** Writing skills of students which will make them proficient enough to express ideas in clear and grammatically correct English

**CO 4:** The skill to use an appropriate style and format in writing letters (formal and informal) and resume, memo, notices, agenda, minutes

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-I)  
Session 2022-23

**Course Code: BVML-1123**  
**COMPUTER FUNDAMENTALS**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: Understand the meaning and basic computer system and information technology

CO2: Define hardware devices and emerging technology

CO3: Understand various application software and application of IT

CO4: Detailed understanding of Window 7/10

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-I)  
Session 2022-23

**Course Code: BVML-1324**  
**WORK MANAGEMENT, WORKPLACE,HEALTH AND SAFETY**

**Course outcomes:**

After successful completion of this course, students will able to:

CO1: Understand the work environment at workplace

CO2: Demonstrate knowledge of health and safety management

CO3: understand legal requirements regarding workplace injury prevention, risk management and Incident investigations.

CO4:Understanding of legal procedures to deal with emergencies and accidents at workplace

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-I)  
Session 2022-23  
**Course Code: BVML-1325**  
**CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: understand the concept of Customer Relationship Management and details of customer and their buying behaviour.

CO2: demonstrate knowledge of CRM Structure, models of CRM.

CO3: recognize and apply appropriate ethical, social and diversity standards within the business environment.

CO4: employ technologies of E-CRM effectively.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-I)  
Session 2022-23  
**Course Code: BVML-1326**  
**OFFICE MANAGEMENT**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand the concept of office, and various functions of office

CO2: perform the function of filing and indexing.

CO3: create important office forms and manage records.

CO4: set the work standards, and create office manual.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-I)  
Session 2022-23  
**Course Code: BVMM-1127**  
**MS Office-I**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: create a new document, open, save and print a document, edit and format text, change the page layout, background and borders, insert headers and footers.

CO2: insert and edit tables, insert clip art and pictures to documents, perform mail merge.

CO3: share and review shared document files, identify the names and functions of the PowerPoint interface

CO4: create, edit, save, and print presentations, format presentations, add graphics to a presentation, create and manipulate simple slide shows with outlines and notes.

**BASIC PUNJABI**  
(In lieu of Compulsory Punjabi)  
Course code-BVML-2031

**Course outcomes**

CO1: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦੇ ਮੌਕੇ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ। ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO2: ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3: ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO4: ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO5: ਵਿਦਿਆਰਥੀ ਵਾਕ ਦੀ ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਇਸਦੀ ਬਣਤਰ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ ਅਤੇ ਭਾਸ਼ਾ ਤੇ ਪਕੜ ਮਜ਼ਬੂਤ ਹੋਵੇਗੀ।

CO6: ਪੈਰਾ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO7: ਸੰਖੇਪ ਰਚਨਾ ਕਰਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਆਪਣੀ ਗੱਲ ਨੂੰ ਸੰਖੇਪ ਵਿਚ ਕਹਿਣ ਦੀ ਜਾਚ ਸਿੱਖਣਗੇ ਅਤੇ ਇਹ ਦਿਮਾਗੀ ਕਸਰਤ ਵਿਚ ਸਹਾਈ ਹੋਵੇਗੀ।

CO8: ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ ਲਿਖਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਕਲਾ ਵਿਚ ਨਿਪੁੰਨ ਕਰਨਾ ਹੈ।

CO9: ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23  
**Punjabi (Compulsory)**  
**COURSE CODE- BVML -2421**

**COURSE OUTCOMES**

CO1:ਆਤਮ ਅਨਾਤਮ ਪੁਸਤਕ ਦੇ ਕਹਾਣੀ ਭਾਗ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਹਾਣੀ ਨੂੰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਕਹਾਣੀ ਜਗਤ ਨਾਲ ਜੋੜਣਾ ਹੈ।

CO2: ਗਿਆਨ ਮਾਲਾਪੁਸਤਕ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਣ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ।

CO3:ਸੰਖੇਪ ਰਚਨਾ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਮੇਂ ਅਤੇ ਮਿਹਨਤ ਦੀ ਬੱਚਤ ਕਰਨ ਬਾਰੇ ਦੱਸਣਾ ਹੈ।

CO4:ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨ੍ਹਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO5:ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਪੜ੍ਹਣ ਨਾਲ ਵਿਦਿਆਰਥੀ ਇਸਦੇ ਮੁੱਢਲੇ ਸੰਕਲਪਾਂ ਨੂੰ ਆਧਾਰ ਬਣਾ ਕੇ ਇਹਨਾਂ ਸੰਕਲਪਾਂ ਤੋਂ ਜਾਣੂ ਹੋਣਗੇ।

CO6:ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਅਮੀਰੀ ਦਾ ਅਤੇ ਬਾਰੀਕੀਆਂ ਨੂੰ ਸਮਝਣ ਲਈ ਵੱਖਰੇ - ਵੱਖਰੇ ਸਿਧਾਂਤਾਂ ਦਾ ਵਿਕਾਸ ਕਰਨਾ ਹੈ।

CO7:ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਗੱਲਬਾਤ ਵਿਚ ਪਰਪੱਕਤਾ ਆਉਂਦੀ ਹੈ। ਇਹ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਗੱਲਬਾਤ ਵਿਚ ਨਿਖਾਰ ਲਿਆਉਣ ਦਾ ਕੰਮ ਕਰਨਗੇ।

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23

**Punjab History and Culture**  
**(C. 320 TO 1000 B.C.)**  
**Course Code-BVML-2431**  
**(Special paper in lieu of Punjabi Compulsory)**

**(For those students who are not domicile of Punjab)**

**COURSE OUTCOMES:**

After completing Semester II and course on Ancient History of Punjab students will be able to understand:

**CO 1:** The reasons and impact of Alexander's invasions

**CO 1 (a):** To understand the various factors leading to rise and fall of empires and emergence of new dynasties and their administration specifically of Maurya rule in general and Ashok in particular

**CO 2:** art and architecture of Gupta period and the Indo-Greek style of architecture under Gandhara School

**CO 3:** To have an insight into the socio-cultural history under Harshvardhan and punjab under the stated period

**CO 4:** To enable students to have thorough insight into the various forms/styles of Architecture and synthesis of Indo - Greek Art and Architecture in Punjab

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23  
**COMMUNICATION SKILLS IN ENGLISH**

**Course Code: BVMM-2102**

**Course Outcomes**

At the end of this course, the students will develop the following skills:

**CO 1:** Enhancement of listening skills with the help of listening exercises based on conversation, news and TV reports

**CO 2:** The ability of Note-Taking to be able to distinguish the main points from the supporting details and the irrelevant information from the relevant one using Listening Skills

**CO 3:** Acquisition of knowledge of phonetics which will help them in learning about correct pronunciation as well as effective speaking

**CO 4:** Speaking skills of the students enabling them to take active part in group discussion and present their own ideas

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23  
**Course Code: BVML-2323**  
**PRINCIPLES OF MANAGEMENT**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: define management and integrate management principles into management practices.

CO2: evaluate the global context for taking managerial actions of planning, organizing and controlling.

CO3: understand the concept of delegation of authority, staffing and selection procedure

CO4: demonstrate the knowledge relating to leadership and motivation

CO5: specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23  
**Course Code: BVML-2324**  
**BASIC ACCOUNTING**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1 : understand the basics of book keeping and financial accounting.

CO2 : understand and explain the relationship between the accounting equation and double-entry system of book keeping

CO3 : enable the recording of transactions in the appropriate ledger accounts using the double-entry book keeping system

CO4 : facilitate the preparation trial balance, balance sheet and profit and loss account.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23  
**Course Code: BVML-2325**  
**COMMERCIAL LAWS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Detailed understanding of Indian Contract Act, 1872

CO2: Describe various commercial laws in India

CO3: Detailed understanding of The Sales of Goods Act, 1930

CO4: Understanding of rights and duties of consumers ad partnership Act

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23  
**Course Code: BVMM-2126**  
**MS OFFICE – II**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO1: Indicate the names and functions of the excel interface components, enter and edit data, format data and cells,

CO2: create and use tables

CO3: construct formula, including the use of built-in functions, and relative and absolute, references, create and modify charts, preview and print worksheets.

CO4: use the Excel online Help feature, identify the qualities of valuable information, Create and use queries.

CO5: create simple reports and forms ,use the Access online Help feature.  
discuss ethical issues connected to the use of databases.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-II)  
Session 2022-23  
**Course Code: BVMP-2127**  
**LAB BASED ON TYPING SKILLS (DATA ENTRY)**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: Develop correct typing techniques

CO2: Type key data quickly and accurately

CO3: demonstrate operational skills in using the computer

CO4: Type accurately, at a rate of approximately 35 words per minute

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23  
**Course Code: BVML-3321**  
**BUSINESS ORGANISATION AND SYSTEMS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: define basic concept of business and essentials of a successful business.

CO2: understand the nature and purpose of different types of organisations (commercial, voluntary, public sector and so on)

describe the different ways in which organisations may be structured

CO3: adapt the changes in business according to the business environmental changes.

CO4: learn the recent trends in wholesale and retail sector of the business.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23  
**Course Code: BVML-3122**  
**MANAGEMENT INFORMATION SYSTEM**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.

CO2: analyse and synthesize business information and systems to facilitate evaluation of strategic alternatives, distinguish and analyse ethical problems that occur in business and society.

CO3: effectively communicate strategic alternatives to facilitate decision making, demonstrate an understanding of the major functional areas of Business

CO4: explain fundamental database concepts and apply these concepts to the design and development of relational databases.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23  
**Course Code: BVML-3323**  
**MARKETING MANAGEMENT**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand the marketing environment (micro and macro)

CO2: demonstrate effective understanding of relevant functional areas of marketing management and its application.

CO3: learn about marketing process for different types of products and services.

CO4: understand the promotional tools used by marketing managers in different situations.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23

**Course Code: BVML-3324**  
**BUSINESS AND OFFICE CORRESPONDENCE**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand various principles of writing business letters, types of business letter and effective email writing

CO2: Write various formal letters and personnel communication letters

CO3: Write various letters of intra-office communication and report writing

CO4: Write various letters to customers and understand the structure and layout of various public relation correspondence letters

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23

**Course Code: BVML-3325**  
**ACCOUNTING FOR MANAGERS**

**Course Outcomes:**

After studying this course, students will be able to

CO1: Understand various types of financial statements and their analysis

CO2: Employ critical thinking skills to manage financial resources, preparing budgets and ascertaining costs

CO3: Detailed understanding of various tools of management accounting

CO4: Demonstrate detailed knowledge of various theories of cost management

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23

**Course Code: BVMP-3126**  
**LAB ON ELECTRONIC CRM**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: explain how to build and manage successful E-CRM teams

CO2: explain how to blend E-CRM with a firm's overall business and marketing plans

CO3: demonstrate an understanding of how to build relationships with customers and maintain their loyalty

CO4: develop effective customer communications strategies and tactics

CO5: create campaigns to generate new customers and prospects

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23

**Course Code: BVMP-3327**  
**COMPUTER BASED ACCOUNTING-TALLY**

**Course Outcomes:**

After studying this course, students will be able to

CO1: learn the need for computerised accounting.

CO2: create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

CO3: prepare and compile complete balance sheet.

CO4: possess required skill and can also be employed as Tally data entry operator.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-III)  
Session 2022-23

**Course Code: BVMP-3328**  
**LAB ON LIFE SKILLS**

**Course Outcomes**

After completion of this course, students will be able to:

- CO1: Learn those abilities that help promote overall well-being and competence to be able to face the realities of life.
- CO2: Develop psycho social competencies and interpersonal skills that will help them to make informed decisions, solve problems, think critically and creatively, communicate effectively, build healthy relationships, empathize with others and cope with managing their lives in a healthy and productive manner.
- CO3: Adapt and adjust well with the changing demands of the society as young adolescents extend their relationships beyond parents and family and are intensely influenced by their peers and the outside world.
- CO4: Get support in dealing with emotional conflicts and personal problems in the college and will learn how to incorporate the same in their daily lives.
- CO5: Empower themselves to act responsibly, take initiative and control.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-IV)  
Session 2022-23  
**Course Code: BVML-4321**  
**SECRETARIAL PRACTICES**

**Course Outcomes:**

After studying this course, students will be able to

CO1: learn about company its features and various types of companies

CO2: identify the scope, role and functions of the company secretary and ensure effective communication to and from the board, both internally and externally, for the optimum benefit of the organisation.

CO3: understand the law and best practice in key functional matters and apply them as director.

CO4: define the procedure of application allotment and forfeiture of shares.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-IV)  
Session 2022-23  
**Course Code: BVML-4122**  
**DIGITAL DATA MANAGEMENT**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: find key components of digital leadership, create, influence, monitor and control digital reputation.

CO2: use digital opportunities to connect with audiences

CO3: understand that data should be managed differently in different phases of the life cycle

CO4: identify the value and relative importance of data management to the success of a research project.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-IV)  
Session 2022-23  
**Course Code: BVML-4323**  
**MANAGERIAL SKILLS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand what is meant by management, managerial effectiveness and role and skills of manager

CO2: Understand creativity, innovation and various problem solving techniques

CO3: Understand various aspects of communication and team building

CO4: Understand various aspects of empowerment and communication

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-IV)  
Session 2022-23  
**Course Code: BVML-4324**  
**STATISTICAL ANALYSIS**

**Course Outcomes:**

After studying this course, students will be able to:

- CO1: acquire understanding of statistics and its scope in business.
- CO2: demonstrate knowledge of various methods of dispersion and correlation.
- CO3: apply the knowledge of index numbers.
- CO4: estimate trend by applying the methods of time series analysis.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-IV)

Session 2022-23

**Course Code: BVML-4325**  
**ENTREPRENEURIAL SKILLS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: analyze the fundamentals of entrepreneurship, creativity, innovation and starting new venture

CO2: identify the theories of motivation, importance of entrepreneurship in economic development of country and initiatives of government towards entrepreneurial development

CO3: understand about setting up a small business, sources of finance and venture capital

CO4: know the detailed knowledge of various dimensions of entrepreneurship

Bachelor of Vocation  
(Management & Secretarial Practices) (Semester-IV)  
Session 2022-23

**Course Code: BVMP-4126**

**WEB BASED APPLICATIONS FOR OFFICE MANAGEMENT**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: use internet and manage email effectively

CO2: learn about WWW and search engine.

CO3: create google document, google form and scheduling of meeting through google calendar.

CO4: hold and manage various online virtual meetings

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-IV)  
Session 2022-23  
**Course Code: BVMD-4127**  
**MINOR PROJECT (Computer based)**

Course Outcome:

At the end of this course, students will be able to:

CO1: Practice acquired knowledge within the chosen area of technology for project development.

CO2: Identify, discuss and justify the technical aspects of the chosen project with a comprehensive and systematic approach.

CO3: Reproduce, improve and refine technical aspects for projects.

CO4: Work as an individual or in a team in development of technical projects.

CO5: Communicate and report effectively project related activities and findings.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-IV)  
Session 2022-23

**ENVIRONMENTAL STUDIES**

**Course Code: AECE-4221**

**COURSE OUTCOMES:**

- CO1. Reflect upon the concept and need of environmental education.
- CO2. Define major eco-systems and their conservation.
- CO3. Understand the role of different agencies in the protection of environment.
- CO4. Develop desirable attitude, values and respect for protection of environment.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23  
**Course Code: BVML-5121**  
**INTRODUCTION TO GRAPHIC DESIGNING**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Demonstrate in typographic practice using text typography, display typography, and grid systems across analog and digital media.

CO2: Display image-making expertise and the development of visual narratives using photography, illustration, and type-as-image across analog and digital media.

CO3: Communicate concepts, design solutions, and arguments clearly and concisely through visual, verbal and written means.

CO4: Understand the relationship of graphic design to other disciplines and to society.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23  
**Course Code: BVML-5322**  
**FUNDAMENTALS OF BANKING**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand the importance and types of commercial banks.

CO2: Understand the main functions of central bank (RBI) and Negotiable Instruments Act, 1881

CO3: Gain knowledge of internet banking and modes of using e-banking services

CO4: Understand various systems of banking, rules and regulations regarding non-performing assets and KYC norms

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23

**Course Code: BVML-5323**

**FUNDAMENTALS OF GOODS AND SERVICES TAX (GST)**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: learn the old tax structure of India and concept of GST

CO2: understand the composition scheme and registration procedure.

CO3: define the concept of inter, intra and mixed supply.

CO4: learn the computation of liability and various returns to be filled under GST regime.

CO5: understand the implications of GST on taxable capacity consumers, dealers and of the society at large.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23  
**Course Code: BVML-5124**  
**DESIGNING IN COREL DRAW**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand basic image fundamentals, color models, vector graphics

CO2: Acquire practical proficiency for work with 2D graphics

CO3: Learn and identify various tools in Corel Draw

CO5: Understand and establish a workflow for best results using editing tools and techniques.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23

**Course Code: BVML-5125**  
**DESIGNING IN ADOBE PHOTOSHOP**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand basic image fundamentals, color models and various file formats

CO2: Gain knowledge about different panels of photoshop.

CO3: Understand about digital image editing, manipulation and adjustments

CO4: Learn and identify various tools in Adobe Photoshop

CO5: Understand and establish a workflow for best results using editing tools and techniques.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23  
**Course Code: BVMP-5126**  
**LAB ON COREL DRAW**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand corel draw interface and work with lines, outlines and shapes

CO2: Work with objects, text, tables, vectors and bitmaps

CO3: Demonstrate proficiency with layers (creating a layer, changing layer properties, moving objects between layers, deleting a layer)

CO4: Apply special effects to bitmap such as blend, contour, envelope, extrude, bevel, power Clip.

CO5: Skill to conceptualize and create Logos, various types of print designs, Pamphlets, Posters Invitation cards, Greeting cards, Wrappers, Advertisements, Banners etc

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23  
**Course Code: BVMP-5127**  
**LAB ON ADOBE PHOTOSHOP**

**Course Outcomes:**

After studying this course, students will be able to:

- CO1: Identify and specify file formats and image resolution for print and web
- CO2: Gain proficiency using the selection tools (wand, marquee, lasso, quick selection)
- CO3: Demonstrate proficiency with layers (naming, organizing sets, styles, adjustment layers)
- CO4: Edit using retouching tools (healing brush, clone tool, patch tool)
- CO5: Use and control the adjustments and filters to improve images
- CO6: Designing of banners, posters, greeting cards, newsletter applying fundamentals of graphic designing.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2022-23  
**Course Code: BVMP-5328**  
**LAB ON GOODS AND SERVICES TAX (GST)**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO1: provide knowledge about goods service tax

CO2: create employability to the students in the commercial tax practices

CO3: understand the procedure for registration, payment and refund of GST

CO4: understand the appeals, offences and penalties with respect to GST

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2022-23  
**Course Code: BVML-6321**  
**FUNDAMENTALS OF INSURANCE**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO1: apply the basic insurance knowledge and skills at their workplace.

CO2: learn the legal framework of insurance sector.

CO3: understand the fundamentals of underwriting, risk management in insurance.

CO4: acquire technical and practical skills needed in building careers in the insurance industry.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2022-23  
**Course Code: BVML-6322**  
**HUMAN RESOURCE MANAGEMENT**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: develop the understanding of the concept of human resource management and to understand its relevance in organizations.

CO2: learn the process of recruitment and selection.

CO3: integrate the knowledge of job analysis, job specification and job description.

CO4: learn about various methods of training and development and explain the essentials of effective performance Appraisal System understand employee retention strategies.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2022-23  
**Course Code: BVML-6123**  
**E- PUBLISHING FUNDAMENTALS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Design methodology in the field of visual communication;

CO2: Learn skills necessary to manage a project from the ideation phase to the realization phase;

CO3: Explain technical tools necessary for the realization of the projects and the necessary interdisciplinary scientific skills;

CO4: Understand the workflow and management E-Publishing

CO5: Acquire a new perspective on E-Publishing.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2022-23  
**Course Code: BVML-6324**  
**INDIAN FINANCIAL SYSTEM**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO1: Understand the Indian Financial System, financial markets and their functioning.

CO2: Understand features, working, instruments and types of capital market in India

CO3: Understand features, working and instruments money market in India

CO4: Understand the nature, types and functions of financial services and knowledge of merchant banking, working of mutual funds and credit rating agencies.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2022-23  
**Course Code: BVMM-6125**  
**DESKTOP PUBLISHING IN ADOBE IN-DESIGN**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand the interface and get familiar with Adobe In-design.

CO2: Forming documents, formatting pages and learning typography

CO3: Prepare & package documents for professional printing or exporting, Understand color, indenting, hyphenation, rulers and guides.

CO4: Apply principles of good page layout and design to create single and multiple page documents containing graphic illustrations.

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2022-23  
**Course Code: BVMP-6326**  
**PERSONALITY ENHANCEMENT LAB**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: Project the Right First Impression

CO2: Polish their manners to behave appropriately in social and professional circles

CO3: Enhance the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette

CO4: Develop and maintain a positive attitude and being assertive

CO5: Handle difficult situations with grace, style, and professionalism

Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2022-23

**Course Code: BVMD-6127**  
**ON JOB TRAINING (REPORT AND PRESENTATION) /**  
**MAJOR PROJECT / DISSERTATION**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: apply fundamental and disciplinary concepts and methods in ways appropriate to their principal areas of study; demonstrate skill and knowledge of current information and technological tools and techniques specific to the professional field of study.

CO2: use effectively oral, written and visual communication, identify, analyze, and solve problems creatively through sustained critical investigation.

CO3: integrate information from multiple sources.

CO4: demonstrate an awareness and application of appropriate personal, societal, and professional ethical standards.

CO5: practice the skills, diligence, and commitment to excellence needed to engage in lifelong learning.