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)

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEARS DEGREE PROGRAMME
Programme: Bachelor of Vocation(Management& Secretarial Practices)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2022-2023)

Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Total	Th	P	CA	Examination time (in Hours)
					Marks				
BVML-1421/ BVML-1031/ BVML-1431	Punjabi(Compulsory)/ [1]Basic Punjabi/ [2]Punjab History & Culture	C	2-0-0	2	50	40	-	10	3
BVML-1102	Communication Skills in English	C	4-0-0	4	50	40	-	10	3
BVML-1123	Computer Fundamentals	C	4-0-0	4	50	40	-	10	3
BVML-1324	Work Management, Workplace, Health and Safety	S	4-0-0	4	50	40	-	10	3
BVML-1325	Customer Relationship Management	S	4-0-0	4	50	40	-	10	3
BVML-1326	Office Management	S	4-0-0	4	50	40	-	10	3
BVMM-1127	MS Office-I	S	2-0-4	4	100	40	40	20	3+3
AECD-1161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	AC	2-0-0	2	50	40	-	10	3
SECF-I492	*Foundation Course	AC	2-0-0	2	25	20	-	5	1
TOTAL CREDITS				30	400				

The table above spans "Semester-I (Job Role of CRM Domestic Non-Voice SSC/Q2211)"

S-Skill

C- Compulsory Course

IDE- Inter Disciplinary Elective Course

IDC-Inter Disciplinary Compulsory Course

*Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.

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(Session 2022-2023)

Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks Total	Th	P	CA	Examination time (in Hours)
	Semester-II (Job Role of Domestic Data Entry Operator SSC/Q2212)								
BVML-2421/ BVML-2031/ BVML-2431	Punjabi(Compulsory)/ [1]Basic Punjabi/ [2]Punjab History and Culture	C	2-0-0	2	50	40	-	10	3
BVMM-2102	Communication Skills in English	C	3-0-1	4	50	25	15	10	3+3
BVML-2323	Principles of Management	C	4-0-0	4	50	40	-	10	3
BVML-2324	Basic Accounting	S	4-0-0	4	50	40	-	10	3
BVML-2325	Commercial Laws	S	4-0-0	4	50	40	-	10	3
BVMM-2126	MS Office – II	S	2-0-4	4	100	40	40	20	3+3
BVMP-2127	Lab based on Typing Skills (Data Entry)	S	0-0-8	4	50	-	40	10	3
BVMF-2328	*On Campus Training and Report Writing	S	0-0-4	2	25	-	25	-	3
SECM-2502	*Moral Education	AC	2-0-0	2	25	20	-	5	1
TOTAL CREDITS				**30**	**400**				

S-Skills

C- Compulsory Course

IDE- Inter Disciplinary Elective Course

IDC-Inter Disciplinary Compulsory Course

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Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Total	Th	P	CA	Examination time (in Hours)
	Semester-III (Job Role of Associate-CRM SSC/Q2202)								
BVML-3321	Business Organisation and Systems	C	4-0-0	4	50	40	-	10	3
BVML-3122	Management Information System	C	2-0-0	2	50	40	-	10	3
BVML-3323	Marketing Management	C	4-0-0	4	50	40	-	10	3
BVML-3324	Business and Office Correspondence	S	4-0-0	4	50	40	-	10	3
BVML-3325	Accounting for Managers	S	4-0-0	4	50	40	-	10	3
BVMP-3126	Lab on Electronic CRM	S	0-0-8	4	75	-	60	15	3
BVMP-3327	Computer based Accounting – TALLY	S	0-0-8	4	50	-	40	10	3
BVMP-3328	Lab on Life Skills	S	0-0-4	2	50	-	40	10	3
SECP-3512	*Personality Development	AC	2-0-0	2	25	20	-	5	1
TOTAL CREDITS				30	425				

S-Skills

C- Compulsory Course

IDE- Inter Disciplinary Elective Course

IDC-Inter Disciplinary Compulsory Course

*Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.

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Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks Total	Th	P	CA	Examination time (in Hours)
BVML-4321	Secretarial Practices	C	4-0-0	4	50	40	-	10	3
BVML-4122	Digital Data Management	C	2-0-0	2	50	40	-	10	3
BVML-4323	Managerial Skills	S	4-0-0	4	50	40	-	10	3
BVML-4324	Statistical Analysis	S	4-0-0	4	50	40	-	10	3
BVML-4325	Entrepreneurial Skills	S	4-0-0	4	50	40	-	10	3
BVMP-4126	Web based Applications for Office Management	S	0-0-4	2	50	-	40	10	3
BVMD-4127	Minor Project (Computer based)	S	0-0-8	4	100	-	80	20	-
AECE-4221	*Environmental Studies (Compulsory)	AC	4-0-0	4	100	60	20	20	3
SECS-4522	*Social Outreach	AC	0-0-4	2	25	-	20	5	1
TOTAL CREDITS				30	400				

(Table header spans: "Semester-IV")

S-Skills
C- Compulsory Course
IDE- Inter Disciplinary Elective Course
IDC-Inter Disciplinary Compulsory Course

*Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.

KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)
SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEARS DEGREE PROGRAMME
Programme: Bachelor of Vocation(Management& Secretarial Practices)
Credit Based Continuous Evaluation Grading System (CBCEGS)
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Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVML-5121	Introduction to Graphic Designing	C	2-0-0	2	50	40	-	10	3
BVML-5322	Fundamentals of Banking	C	4-0-0	4	50	40	-	10	3
BVML-5323	Fundamentals of Goods and Services Tax (GST)	C	4-0-0	4	50	40	-	10	3
BVML-5124	Designing in Corel Draw	S	4-0-0	4	50	40	-	10	3
BVML-5125	Designing in Adobe Photoshop	S	4-0-0	4	50	40	-	10	3
BVMP-5126	Lab on Corel Draw	S	0-0-8	4	50	-	40	10	3
BVMP-5127	Lab on Adobe Photoshop	S	0-0-8	4	50	-	40	10	3
BVMP-5328	Lab on Goods and Services Tax (GST)	S	0-0-4	2	50	-	40	10	3
SECI-5541	* Innovation, Entrepreneurship and Creative Thinking	AC	4-0-0	2	25	20	-	5	1
TOTAL CREDITS				30	400				

Semester-V

S-Skills
C- Compulsory Course
IDE- Inter Disciplinary Elective Course
IDC-Inter Disciplinary Compulsory Course

*Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.

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SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEARS DEGREE PROGRAMME
Programme: Bachelor of Vocation (Management& Secretarial Practices)
Credit Based Continuous Evaluation Grading System (CBCEGS)
(Session 2022-2023)

Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVML-6321	Fundamentals of Insurance	C	4-0-0	4	50	40	-	10	3
BVML-6322	Human Resource Management	C	4-0-0	4	50	40	-	10	3
BVML-6123	E- Publishing Fundamentals	C	4-0-0	4	50	40	-	10	3
BVML-6324	Indian Financial System	S	4-0-0	4	50	40	-	10	3
BVMM-6125	Desktop Publishing in Adobe in-design	S	2-0-4	4	100	40	40	20	3
BVMP-6326	Personality Enhancement lab	S	0-0-8	4	50	-	40	10	3
BVMD-6127	On Job Training (Major project)	S	0-0-12	6	100	-	100	-	-
TOTAL CREDITS				30	450				

Table caption: **Semester-VI** (Job Role of Associate-DTP SSC/Q2702)

S-Skills
C- Compulsory Course
IDE- Inter Disciplinary Elective Course
IDC-Inter Disciplinary Compulsory Course

*Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.

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 VocationProgramme (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.

BASIC PUNJABI
(In lieu of Compulsory Punjabi)
Course Code-BVML-1031

Course outcomes

CO1:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਨੂੰ ਸਿਖਾਉਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਵਿਚ ਪਾ ਕੇ ਇਕ ਹੋਰ ਭਾਸ਼ਾ ਸਿੱਖਣ ਦਾ ਮੌਕਾ ਪ੍ਰਦਾਨ ਕਰਨਾ ਹੈ।

CO2:ਇਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਬਾਰੀਕਬੀਨੀ ਨਾਲ ਭਾਸ਼ਾ ਦਾ ਅਧਿਐਨ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO3:ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ਤੋਂ ਜਾਣੂ ਕਰਵਾਇਆ ਜਾਵੇਗਾ।

CO4:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਬਾਰੇ ਦੱਸਣਾ ਹੈ।

CO5:ਮੁੱਢਲੀ ਪੰਜਾਬੀ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦਾ ਸ਼ਬਦ ਘੇਰਾ ਵਿਸ਼ਾਲ ਕਰਨਾ ਹੈ।

CO6:ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਪੰਜਾਬੀ ਵਿਚ ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ਸਿਖਾਉਣਾ ਹੈ।

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2022-23
BASIC PUNJABI
(In lieu of Compulsory Punjabi)
Course Code-BVML-1031

L	T	P	Total Credits
2	0	0	2

ਸਮਾਂ 3 ਘੰਟੇ

Maximum Marks : 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ

ਯੂਨਿਟ-I
ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤਰਾਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ) ਲਗਾਖ਼ਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ।

08ਅੰਕ

ਯੂਨਿਟ-II

ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ (ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ,ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

08ਅੰਕ

ਯੂਨਿਟ-III

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

08 ਅੰਕ

ਯੂਨਿਟ-IV

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇੱਕ ਤੋਂ ਸੌ ਤੱਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ ।

08ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ।ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।

3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।

4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ

ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Punjabi (Compulsory)
Course Code- BVML-1421

COURSE OUTCOMES

CO1: ਆਤਮ ਅਨਾਤਮ' ਪੁਸਤਕ ਦੇ ਕਵਿਤਾ ਭਾਗ ਨੂੰ ਪੜ੍ਹਾਉਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਕਵਿਤਾ ਪ੍ਰਤੀ ਦਿਲਚਸਪੀ, ਸੂਝ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਤਾਂ ਕਿ ਉਹ ਆਧੁਨਿਕ ਦੌਰ ਵਿਚ ਚੱਲ ਰਹੀਆਂ ਕਾਵਿ ਧਾਰਾਵਾਂ ਅਤੇ ਕਵੀਆਂ ਬਾਰੇ ਗਿਆਨ ਹਾਸਿਲ ਕਰ ਸਕਣ। ਇਸ ਦਾ ਹੋਰ ਮਨੋਰਥ ਕਵਿਤਾ ਦੀ ਵਿਆਖਿਆ, ਵਿਸ਼ਲੇਸ਼ਣ ਤੇ ਮੁਲੰਕਣ ਦੀ ਪ੍ਰਕਿਰਿਆ ਤੋਂ ਜਾਣੂ ਕਰਾਉਣਾ ਵੀ ਹੈ ਤਾਂ ਕਿ ਉਹ ਸਮਕਾਲੀ ਸਮਾਜ ਦੀਆਂ ਸਮੱਸਿਆਵਾਂ ਨੂੰ ਸਮਝ ਸਕਣ ਅਤੇ ਆਲੋਚਨਾਤਮਕ ਦ੍ਰਿਸ਼ਟੀ ਬਣਾ ਸਕਣ।

CO2:ਗਿਆਨ ਮਾਲਾ(ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)ਪੁਸਤਕ ਨੂੰ ਸਿਲੇਬਸ ਵਿਚ ਸ਼ਾਮਿਲ ਕਰ ਕੇ ਵਿਦਿਆਰਥੀਆਂ ਅੰਦਰ ਪੜ੍ਹਨ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਮੁੱਲਵਾਨ ਗਿਆਨ ਦੇਣਾ ਹੈ।

CO3:ਪੈਰ੍ਹਾ ਰਚਨਾ ਅਤੇ ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣ ਦਾ ਮਨੋਰਥ ਵਿਦਿਆਰਥੀਆਂ ਦੀ ਬੁੱਧੀ ਨੂੰ ਤੀਖਣ ਕਰਦਿਆਂ ਉਨਾਂ ਦੀ ਲਿਖਣ ਪ੍ਰਤਿਭਾ ਨੂੰ ਉਜਾਗਰ ਕਰਨਾ ਹੈ।

CO4:ਧੁਨੀ ਵਿਉਂਤ ਪੜ੍ਹਨ ਨਾਲ ਵਿਦਿਆਰਥੀ ਧੁਨੀਆਂ ਦੀ ਉਚਾਰਨ ਪ੍ਰਣਾਲੀ ਤੋਂ ਵਾਕਫ਼ ਹੋਣਗੇ।

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

Punjabi (Compulsory)
Course Code- BVML-1421

L	T	P	Total Credits
2	0	0	2

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks : 50
Theory : 40
CA : 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ),(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

ਪ੍ਰੋ.ਪੂਰਨ ਸਿੰਘ,ਪ੍ਰੋ.ਮੋਹਨ ਸਿੰਘ,ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ,ਜਗਤਾਰ,ਸੁਰਜੀਤ ਪਾਤਰ(ਕਵੀ ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)

(ਸਾਰ,ਵਿਸ਼ਾ ਵਸਤੂ)   08 ਅੰਕ

ਯੂਨਿਟ-II

ਗਿਆਨ ਮਾਲਾ (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),(ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ   ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,ਅੰਮ੍ਰਿਤਸਰ।

ਲੇਖ : ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।
(ਸਾਰ,ਵਿਸ਼ਾ ਵਸਤੂ)08 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ)ਪੈਰ੍ਹਾ ਰਚਨਾ

(ਅ)ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉਤਰ।   08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ)ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਪਰਿਭਾਸ਼ਾ,ਉਚਾਰਨ ਅੰਗ

(ਅ) ਸਵਰ, ਵਿਅੰਜਨ

08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ।ਸੈਕਸ਼ਨ **A-D** ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ **I-IV** ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।

3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।

4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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

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

Examination Time: 3 Hours

L	T	P	Total Credits
2	0	0	2

Max. Marks: 50
Theory : 40
CA : 10

Instructions for the Paper Setters

1. Question paper shall consist of four Units
2. Examiner shall set 8 questions in all by selecting **Two Questions** of equal marks from each Unit.
3. Candidates shall attempt **5 questions** in **600 words,** by at least selecting **One Question**
   from each Unit and the **5th question** may be attempted from any of the **four Units**.

4. Each question will carry 8 marks.

Unit-I

1. Physical features of the Punjab
2. Sources of the ancient history of Punjab

Unit-II

3. Harappan Civilization: social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home

Unit-III

5. Social, Religious and Economic life during Early Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

UNIT-IV

7. Teachings of Buddhism
8. Teachings of Jainism

Suggested Readings

- B.N. Sharma, Life in Northern India, Delhi. 1966.
- Budha Parkash, Glimpses of Ancient Punjab, Patiala, 1983.
- Chopra, P.N., Puri, B.N., & Das, M.N.(1974). A Social, Cultural & Economic History of India, Vol. I, New Delhi: Macmillan India.
- L. M Joshi (ed.), History and Culture of the Punjab, Art-I, Patiala, 1989 (3rd edition)
- L.M. Joshi and Fauja Singh (ed.), History of Punjab, Vol.I, Patiala 1977.

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

COMMUNICATION SKILLS IN ENGLISH
Course Code: BVML-1102

Examination Time: 3 Hours

L	T	P	Total Credits
4	0	0	4

Max. Marks: 50
Theory: 40
Continuous Assessment: 10

Instructions for the paper setter and distribution of marks:

The question paper will consist of four sections. The candidate will have to attempt five questions in all selecting one from each section and the fifth question from any of the four sections. Each question will carry 8 marks.

Section-A: Two questions of theoretical nature will be set from Unit I.

Section-B: Two comprehension passages will be given to the students based on Unit II.

Section-C: Two questions will be given from Unit III.

Section-D: Two questions will be set from Unit IV.

(8 x 5 = 40)

Unit I

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Unit II

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:
- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

Unit III

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities

- Formatting personal and business letters.
- Organising the details in a sequential order

Unit IV

Resume, memo, notices etc.; outline and revision.

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2.*Business Communication,* by Sinha, K.K. Galgotia Publishers, 2003.
3. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.
4. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).

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-1123
COMPUTER FUNDAMENTALS

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hour   Max. Marks: 50
                                                                                   Theory: 40
                                                                                      CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Introduction to Information Technology: Basic concepts of IT, Data Processing: Data and Information. **Introduction to Computers:** Classification, History, Types of Computers.
Unit II
Elements of a Computer System: Block Diagram of the Computer System, Introduction to various units. **Hardware:** CPU, Memory, Input and Output devices, Auxiliary storage devices. **Introduction to Emerging Technologies:** AI, Big Data, Cloud, IoT
Unit III
Software: System and Application Software, Utility packages, Configuration of Computer System. **Applications of Information Technology**: Wide range of Applications in: Home, Education and Training, Entertainment, Science, Medicine, Engineering etc.
Unit IV
Introduction to Windows 7/10: Units of Window Screen (Desktop, window, icons), start menu, Taskbar settings, Application & Document Window, Anatomy of a Window (Title bar, minimize, maximize button, control box, scroll bars, scroll buttons, scroll boxes), Window Explorer (expansion, collapsing of directory tree, copying, moving, deleting files, folder, creating folders), About Desktop Icons (recycle bin, my computer, network neighbourhood, brief case), Folder, Shortcut Creation, Setting of Screen Saver, Colour Settings, Wallpaper, Changing Window Appearance.

REFERENCES:
1. Sinha P.K. ,"Computer Fundamentals", BPB Publications
2. Norton Peter, "Introduction to Computers", McGraw Hill Education

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-1324
WORK MANAGEMENT, WORKPLACE, HEALTH AND SAFETY

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max.　Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Work Management: Meaning of Work Management, Structure of Workplace or Organization, Work Culture, Individual Behavior and Group behavior, Work Ethics and Values, Communication and Leadership at Workplace Task Management, Time Management, Conflicts and negotiation,
Unit II
Stress Management   Work Environment, Utilization of Resources   **Health and Safety Management System**: Introduction to Health and Safety Management System, Safe Work Procedure, Lifting and Handling Techniques, Types of Health Issues at Work Place.
Unit III
Legal Requirements for Health Management Issues at Work Place, Company Policies regarding Health Management Issues.   Types of hazards and risks at Work Place, Safety Inspection Process, Checklist and Report, Hazard Identification and Risk Control Procedures
Unit IV
Company Procedures, Legal Requirements and Methods to deal with Emergencies and Accidents, Procedure for Evacuation including Alarm Raise, Exits and Assembly Points Emergency Response Techniques, Investigation Procedure and Report, Guidelines for forming a Health and Safety Committee

REFERENCES:

1. McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R, "Organisational Behaviour", 2007, Tata McGraw Hill, New Delhi.
2. Aswathappa, K., "Organisational Behaviour, Text, Cases and Games", 2007, Himalaya Publishing, Delhi.
3. Pareek, Udai, "Understanding Organizational Behaviour ", 2007, Oxford University Press, New Delhi
4. Adrian Flynm and John Shaw, "Safety Matters-A guide to Health and Safety at work"
5. Stephen Asbury, Edmund Jacobs ,"Dynamics Risk Assessment-The Practical Guide to Making Risk-Based Decisions with the 3Level Risk Management Model"
6. Stephen Asbury, Health and Safety, Environment and Quality Audits

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-1325
CUSTOMER RELATIONSHIP MANAGEMENT

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max.   Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Introduction: Definitions, Concepts and Context of Relationship Management, Evolution – Transactional Vs Relationship Approach , CRM as a Strategic Marketing Tool, Significance of CRM to Stakeholders.   **Understanding of Customer:** Product & Customer – Overview, Importance of a Customer, Consumer Behaviour. Customer Information Database, Customer Profile Analysis, Customer Perception, Customer Behaviour in Relationship Perspectives; Individual and Group Customers
Unit II
Basics of CRM: CRM– Meaning & Definition, Dimensions of CRM, Nature of CRM , Goals of CRM, -Advantages of CRM   **CRM Structure:** Elements of CRM, CRM Process, Strategies for Customer Acquisition, Retention and Prevention of Defection, Models of CRM, CRM Road Map for Business Applications.
Unit III
CRM (Non-Voice): Meaning of CRM (Non-Voice), Relevant Standards, Policies, Procedures and Guidelines that apply when dealing with customer queries, Importance of Resolving Customer Queries, Customer Centric Approach, Customer Support Methodology   Strategic CRM Planning Process, CRM Tools, Analytical CRM, Operational CRM, Call Centre Management, Role of CRM Managers,
Unit IV
Introduction to E-CRM: Meaning of e-CRM, Applications, Major Trends, Global Scenario for eCRM, eCRM in Business, Features of e –CRM, Advantages of e-CRM, Technologies of eCRM   **Introduction to ERP:** Introduction: ERP-An Overview, Enterprise-An Overview, Benefits of ERP

REFERENCES:
1. Scott Kostojohn, "CRM Fundamentals", Brian Paulen
2. Jill Dyché, "The CRM Handbook: A Business Guide to Customer Relationship Management" Addison-Wesley Information Technology Series
3. David S. Williams, "Connected CRM: Implementing a Data–Driven, Customer–Centric Business Strategy"

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: BVML-1326
OFFICE MANAGEMENT

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Office and office Management – meaning of office, function of office, primary and administrative functions, importance of office. Relation of office with other departments of business Organization. Concept of paperless office, virtual office, back and front office, open and private office. Definition and elements of office management, duties of an Office Manager.
Unit II
Filing and Indexing – Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning, need and types of indexing used in the business organization.
Unit III
Office forms– Meaning and types of forms used in business organization, advantages, forms controls, objectives, form designing, principles of forms designing and specimens of forms used in office. Office Record Management – Meaning, importance of record keeping management, principles of record management and types of records kept in a business organization.
Unit IV
Measurement of Office Work – Importance, purpose, difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals – Meaning, need, types of office manuals and steps in preparing of office manuals.

REFERENCES:
1. Chhabra, T.N., Modern Business Organisation, New Delhi, DhanpatRai& Sons.
2. Duggal, Balraj, Office Management and Commercial Correspondence, KitabMahal, New Delhi.
3. P.K. Ghosh, "Office Management", Sultan Chand& Sons. New Delhi
4. R.K. Chopra, Office Management, Himalaya Publishing House

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.

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

L	T	P	Total Credits
2	0	4	4

Examination Time: 3 Hours

Max. Marks: 100
Theory: 40
Practical: 40
CA: 20

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Fundamentals: Starting Word 2016, difference in MS Word 2010 and 2016, Understanding the Word 2016 Program Screen, Understanding the Ribbon, Using the Microsoft Office Button and Quick Access Toolbar, Using Keyboard Commands, Using Help Exiting Word 2016 **Basics of Document creation**: Creating a New Document, Inserting and Deleting Text, Saving a Document, Opening a Document, Selecting and Replacing Text Using Undo, Redo and Repeat Navigating through a Document, Viewing a Document, Working with the Document, Window Viewing Multiple Document, and Windows Previewing and Printing a Document, Closing a Document **Formatting of a Word Document**: Drop Caps, Add Shading to Draw Reader's Attention, Steps to Add Borders to a Document, work with Word Styles, Adjust the Horizontal Size of Characters, Insert and Prevent certain types of Page Breaks, Using the Word 2016 Themes To Make a Professional Document look. Steps to Create, Modify or Attach a Template. Add, Edit or Delete Headers and Footers.

Unit II
Creating and Customizing Tables: Methods to Create a Table, Steps to Create a Table that has Specific Column Widths. Deleting Column, Row or Entire Table in Word 2016. Creating Table of Contents in Word 2016 **Working with Graphics:** Add, Crop, Change Pictures File Size and Wrap Picture with Text, Discover the Proper Steps to Add and Organize Clip Arts, Manipulating WordArt Effects to the Text **Mail Merge**: Steps To Complete a Mail Merge, steps to create a Mail Merge Letter, Creating an Email Merge, Create Merged Envelopes, Creating Merge Mailing Labels in Word 2016, Guide to Creating Mail Merge Recipients (Data Sources)

Unit III
PowerPoint Basics: Starting to use PowerPoint 2016, Screen Elements, Difference between PowerPoint 2010 & 2016, Saving a PowerPoint Presentation, steps to Add a New Slide, Copy Slides from other Presentation. **Slide Layout, Backgrounds and Themes**: Using Different Slide's Layout, Applying Theme to the Slide(s), Changing the Color Themes, Backgrounds or Templates, Professional PowerPoint backgrounds. **Slide Masters, Header and Footer**: Know about PowerPoint Slide Masters, Slide Master Background Objects - How to Insert or Hide it, Apply Header and Footer

Unit IV
Formatting Text and Text Boxes: Format Text according to requirement, PowerPoint Text Boxes, Use PowerPoint Bullets to enhance your Presentation, Use the PowerPoint Numbering Feature, **Creating and Formatting Tables**: Adding Table to the PowerPoint Slide, How to resize, add or delete rows or columns, merge and split the table cells. Formatting with different Table Options **Adding Audios and Videos Files**: Ways to Insert Sound Files, steps to Play Sound and the Settings Involved, Embedding Movies/Videos into Presentations, Steps to Play Movies and its setting Options **Setting Up and Running a Slide Show**: Slide Transitions to the Slides, Creating and Using Animation Effects, Making an Object Fly onto or off of the Slide with Motion Paths, Setting for a slide Show

Note for the Practical Examiner:
a) Practical Exam is based on the syllabus covered in the subject.
b) The question paper will be set on the spot by the examiner

REFERENCES:

1. Bucki Lisa A, "Microsoft Office 2016 Bible", Wiley Eastern Pvt Ltd Delhi
2. WeverkaPeter,"Office 2016 All in One for Dummies", Wiley India Pvt.Ltd New Delhi
3. MS Office – BPB Publications

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2022-23
Drug Abuse: Problem, Management and Prevention (COMPULSORY PAPER)
PROBLEM OF DRUG ABUSE
Course Code: AECD-1161
(Theory)

L	T	P	Total Credits
2	0	0	2

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

UNIT-I

1) **Meaning of Drug Abuse**: Meaning, Nature and Extent of Drug Abuse in India and Punjab.

UNIT-II

2) **Consequences of Drug Abuse for**:
Individual : Education, Employment, Income.
Family : Violence.
Society : Crime
Nation : Law and Order problem.

UNIT-III

3) **Management of Drug Abuse**
Medical management : medication for treatment and to withdrawal effects.

UNIT-IV

4) **Psychiatric Management**: Counselling, Behavioural and Cognitive therapy.
Social Management: Family, Group therapy and Environmental Intervention.

References:
1.Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection.*Beverly Hills: Sage Publications
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
6. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
7. Sain, Bhim 1991, *Drug Addiction Alcoholism,* Smoking obscenity New Delhi: Mittal Publications.
8. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab*: A Sociological Study. Amritsar: Guru Nanak Dev University.

9. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.

10. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation,* Cambridge University Press.

FOUNDATION COURSE

Course Title: Foundation Course

Nature of Course: Audit Course (Value Added)

Course Duration: 30 hours

Course intended for: Semester I students of undergraduate degree programs of all 25 streams.

Course Credits: 1

Course Code: SECF-I

PURPOSE & AIM

This course has been designed to strengthen the intellectual foundation of all the new entrants in the college. One of the most common factors found in the students seeking admission in college after high school is the lack of an overall view of human history, knowledge of global issues, peaks of human intellect, social/political thinkers and inventors & discoverers who have impacted human life. For a student, the process of transition from school to college is full of apprehension and skepticism regarding adapting themselves to new system. The Foundation Programme intends to bridge the gap between high school and college education and develop an intellectual readiness and base for acquiring higher education.

INSTRUCTIONAL OBJECTIVES

- to enable the students to realise their position in the whole saga of time and space
- to inculcate in them an appreciation of life, cultures and people across the globe
- to promote, in the students, an awareness of human intellectual history
- to make them responsible and humane world citizens so that they can carry forward the rich legacy of humanity

LEARNING OUTCOMES
After the completion of this Audit course, students will be able to

- ➢ learn how past societies, systems, ideologies, governments, cultures and technologies were built, how they operated, and how they have changed
- ➢ understand how the rich history of the world helps us to paint a detailed picture of where we stand today
- ➢ understand the Vedic theism, Upanishads Philosophy and doctrines of Jainism, Buddhism and Sikhism
- ➢ acquire knowledge of women rights and courage to face day to day challenges
- ➢ acknowledge the changes in society, religion and literature in the renaissance period and the importance of empathy and compassion for humanity
- ➢ *learn about the prominent Indians (Men and Women) who contributed significantly in freedom struggle, education, economic development and in the formation and evolution of our nation*
- ➢ understand meaning of race and how that concept has been used to justify exclusion, inequality, and violence throughout history and the origin of civil right movements to fight for equality, liberty and fraternity

- ➢ critically evaluate the socio-political and economic issues at global level and its implications in the present
- ➢ upgrade and enhance learning technological skills and striking a balance between technology and their well being
- ➢ take pride in learning the saga of Indian Past Culture and Heritage
- ➢ understand the rich legacy of KMV and its progressive endeavours

MODULE	TITLE	CONTACT HOURS
I	**Introduction and Initial Assessment**	2
II	**The Human Story**	3
III	***The Vedas* and the Indian Philosophy**	2.5
IV	**The Journey of Woman The Story and the Dream**	2.5
V	**Changing Paradigms in Society, Religion & Literature**	2.5
VI	**Makers of Modern India**	2.5
VII	**Racism: Story of the West**	2.5
VIII	**Modern World at a Glance: Political & Economic Perspective**	2.5
IX	**Technology Vis a Vis Human Life**	2.5
X	**My Nation My Pride**	2.5
XI	**The KMV Experience**	2.5
XII	**Final Assessment, Feedback and Closure**	2.5

EXAMINATION

- **Total Marks: 25 (Final Exam: 20; Internal Assessment: 5)**
- Final Exam: multiple choice quiz**.** Marks – 20; Time: 1 hour
- Internal Assessment: 5 (Assessment: 3; Attendance:2)
  Comparative assessment questions (medium length) in the beginning and close of the programme.
  Marks: 3; Time: 0.5 hour each at the beginning and end.
- Total marks: 25 converted to grade for final result
- Grading system: 90% marks & above: A grade
  - 80% - 89% marks   : B grade
  - 70% - 79% marks   : C grade
  - 60% - 69% marks   : D grade
  - 50% - 59% marks   : E grade
  - Below 50% marks   : F grade (Fail - must give the exam again)

SYLLABUS

Module I   Being a Human: Introduction & Initial Assessment
- Introduction to the programme
- Initial Assessment of the students through written answers to a couple of questions

Module 2 The Human Story
- Comprehensive overview of human intellectual growth right from the birth of human history
- The wisdom of the Ancients
- Dark Middle Ages
- Revolutionary Renaissance
- Progressive modern times
- Most momentous turning points, inventions and discoveries

Module 3   *The Vedas* and the Indian Philosophy
- Origin, teachings and significance of *The Vedas*
- Upnishads and Puranas
- Karma Theory of *The Bhagwad Gita*
- Main tenets of Buddhism & Jainism
- Teachings of Guru Granth Sahib

Module 4 Changing Paradigms in Society, Religion & Literature
- Renaissance: The Age of Rebirth
- Transformation in human thought
- Importance of humanism
- Geocentricism to heliocentricism
- Copernicus, Galileo, Columbus, Darwin and Saint Joan
- Empathy and Compassion

Module 5 Woman: A Journey through the Ages
- Status of women in pre-vedic times
- Women in ancient Greek and Roman civilizations
- Women in vedic and ancient India
- Status of women in the Muslim world
- Women in the modern world
- Crimes against women
- Women labour workforce participation
- Women in politics
- Status of women- our dream

Module 6 Makers of Modern India
- Early engagement of foreigners with India
- Education: The first step to modernization
- Railways: The lifeline of India
- Raja Ram Mohan Roy, Gandhi, Nehru, Vivekanand, Sardar Patel etc.
- Indira Gandhi, Mother Teresa, Homai Vyarawala etc.
- The Way Ahead

Module 7 Racism: Story of the West

- European beginnings of racism
- Racism in the USA - Jim Crow Laws
- Martin Luther King Jr. and the battle against racism
- Apartheid and Nelson Mandela
- Changing face of racism in the modern world

Module 8 Modern World at a Glance: Political & Economic Perspective

- Changing world order
- World War I & II
- UNO and The Commonwealth
- Nuclear Powers; Terrorism
- Economic Scenario: IMF, World Bank
- International Regional Economic Integration

Module 9 Technology Vis a Vis Human Life

- Impact of technology on modern life
- Technological gadgets and their role in our lives
- Technology and environment
- Consumerism and materialism
- Psychological and emotional consequences of technology
- Harmonizing technology with ethics and humaneness

Module 10 My Nation My Pride

- Indian Past Culture and Heritage
- Major Discoveries (Medicinal and Scientific)
- Vedic Age
- Prominent Achievements
- Art, Architecture and Literature

Module 11 The KMV Experience

- Rich Legacy of KMV
- Pioneering role in women emancipation and empowerment
- KMV Contribution in the Indian Freedom Struggle
- Moral, cultural and intellectual heritage of KMV
- Landmark achievements
- Innovative initiatives; international endeavours
- Vision, mission and focus
- Conduct guidelines for students

Module 12 Final Assessment, Feedback & Closure

- Final multiple choice quiz
- Assessment through the same questions asked in the beginning
- Feedback about the programme from the students
- Closure of the programme

PRESCRIBED READING

- *The Human Story* published by Dawn Publications

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

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 ਮਜਬੂਤ ਹੋਵੇਗੀ।

CO6: ਪੈਰ੍ਹਾ 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

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

L	T	P	Total Credits
2	0	0	2

ਸਮਾਂ 3 ਘੰਟੇ

Maximum Marks : 50

Theory : 40

CA : 10

ਪਾਠ ਕ੍ਰਮ
ਯੂਨਿਟ-**I**
ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ (ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

08 ਅੰਕ

ਯੂਨਿਟ-**II**
ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ
(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

08 ਅੰਕ

ਯੂਨਿਟ-**III**
ਪੈਰ੍ਹਾ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ   08 ਅੰਕ

ਯੂਨਿਟ-**IV**
ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫਤਰੀ)
ਮੁਹਾਵਰੇ   08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ।ਸੈਕਸ਼ਨ **A-D** ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ **I-IV** ਵਿਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।

3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।

4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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 ਪੜ੍ਹਨ ਦੀ ਰੁਚੀ ਨੂੰ ਪੈਦਾ ਕਰਨਾ ਹੈ ਅਤੇ ਕਹਾਣੀ ਜਗਤ ਨਾਲ ਜੋੜਨਾ ਹੈ।

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

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

CO4:ਪੈਰ੍ਹਾ 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 ਪੜ੍ਹਨ 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

Punjabi (Compulsory)
COURSE CODE-BVML-2421

L	T	P	Total Credits
2	0	0	2

ਸਮਾਂ : 3 ਘੰਟੇ

Maximum Marks : 50
Theory : 40
CA : 10

ਪਾਠ ਕ੍ਰਮ ਅਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਯੂਨਿਟ-I

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ),(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਪਠਾਣ ਦੀ ਧੀ,ਉਜਾੜ,ਮਾੜਾ ਬੰਦਾ,ਘੋਟਣਾ,ਦਲਦਲ(ਕਹਾਣੀਆਂ ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਸਾਰ)   08 ਅੰਕ

ਯੂਨਿਟ-II

ਗਿਆਨ ਮਾਲਾ(ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,ਅੰਮ੍ਰਿਤਸਰ, 2007
ਲੇਖ :ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ। (ਪਾਠਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਹਨ)
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਸਾਰ)   08 ਅੰਕ

ਯੂਨਿਟ-III

(ੳ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਨਾਂਵ,ਪੜਨਾਂਵ,ਕਿਰਿਆ,ਵਿਸ਼ੇਸ਼ਣ
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ,ਸੰਬੰਧਕ,ਯੋਜਕ,ਵਿਸਮਿਕ   08 ਅੰਕ

ਯੂਨਿਟ-IV

(ੳ)ਸੰਖੇਪ ਰਚਨਾ

(ਅ) ਮੁਹਾਵਰੇ   08 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1.   ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਸੈਕਸ਼ਨ ਹੋਣਗੇ।ਸੈਕਸ਼ਨ A-D ਤੱਕ ਦੇ ਪ੍ਰਸ਼ਨ ਯੂਨਿਟ I-IV ਵਿੱਚੋਂ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

2.   ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।

3.   ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 08 ਅੰਕ ਹਨ।

4.   ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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 2020-21

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 CODE: BVML-2431

L	T	P	Total Credits
2	0	0	2

Examination Time: 3Hours

Contact Hours: 2Hrs/Week

Max.Marks:50
Theory:40
CA:10

Instructions for the Paper Setter:

1. **Question paper shall consist of four Units**
2. **Examiner shall set 8 questions in all by selecting Two Questions of equal marks from each Unit.**
3. **Candidates shall attempt 5questions in 600 words, by at least selecting One Question from each Unit and the 5th question may be attempted from any of the four Units.**
4. **Each question willcarry8marks**

Unit-I
1. Alexander's Invasion's and Impact
2. Administration of Chandragupta Maurya and Ashoka.

Unit-II
3. The Kushans: Gandhar School of Art.
4. Gupta Empire: Golden period (Science, Art and Literature)

Unit-III
5. The Punjab under the Harsh vardhana
6. Socio-cultural History of Punjab from7th to 1000A.D.

UNITIV
7. Development of Languages and Education with Special reference to Taxila
8. Development to Art and Architecture

Suggested Readings
1. L. MJoshi(ed),*History and Culture of the Punjab*, Art-I,Punjabi University, Patiala,1989(3rdedition)
2. L.M. Joshi and Fauja Singh(ed.),*History of Punjab*, Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*,Delhi.1966.

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
COMMUNICATION SKILLS IN ENGLISH
Course Code: BVMM-2102

L	T	P	Total Credits
3	0	2	4

Examination Time: 3 hours (Theory)   **Max. Marks: 50**
3 hours (Practical)   **Theory: 25**
                                                                                        Practical: 15
                                                        Continuous Assessment: 10

Instructions for the paper setters and distribution of marks:

The question paper will consist of four sections and distribution of marks will be as under:

Section-A: Two questions of theoretical nature will be set from Unit I of the syllabus and the candidates will have to attempt one carrying 5 marks.

Section-B: Two questions will be set from Unit II of the syllabus. Candidates will have to attempt one carrying 5 marks.

Section-C: Two questions will be set from Unit III of the syllabus. Candidates will have to attempt one carrying 5 marks.

Section-D: Two questions will be set from Unit IV of the syllabus. Candidates will have to attempt one carrying 5 marks.

Important Note:

The candidate will have to attempt five questions in all selecting one from each section of the question paper and the fifth question from any of the four sections.

(5 x 5 = 25)

Course Contents:

Unit I

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

Unit II

Attending telephone calls; note taking and note making

Activities: Taking notes on a speech/lecture

Unit III

Speaking and Conversational Skills: Components of a meaningful and easy conversation, understanding the cue and making appropriate responses, forms of polite speech, asking and providing information on general topics

Activities: 1) Making conversation and taking turns

2) Oral description or explanation of a common object, situation or concept

Unit IV

The study of sounds of English, stress
Situation based

Conversation in English Essentials of
Spoken English

Activities: Giving Interviews

Recommended Books:

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.

2. *Business Communication* by Sethi, A and Adhikari, B., McGraw Hill Education 2009.

3. *Communication Skills* by Raman, M. & S. Sharma, OUP, New Delhi, India (2011).

4. *A Course in Phonetics and Spoken English* by J. Sethi and P.V. Dhamija, Phi Learning.

PRACTICAL / ORAL TESTING

Time: 3 hours   **Marks: 15**

Course Contents:

1. Oral Presentation with/without audio visual aids

2. Group Discussion

3. Listening to any recorded or live material and asking oral questions for listening comprehension

Questions:

1. Oral Presentation will be of 5 to 7 minutes duration. (Topic can be given in advance or it can be of
student's own choice). Use of audio-visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to
20 minutes.

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-2323
PRINCIPLES OF MANAGEMENT

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   Max.   Marks: 50
                                                            Theory: 40
                                                            CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Management: Meaning and Definition, Nature Purpose, Scope, Importance and Functions. Management as an art, science and profession, Concept of Management, Administration and Organisation, Principles of Management, Scientific Management. **Evolution of Management Thought:** Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard and Peter Drucker to the management thought.
Unit II
Management Techniques: • Management by Objectives – Meaning, Process, Benefits and Weaknesses. • Planning: Meaning, Significance, Types of Plans, Elements of Planning: Objectives, Policies, Rules, Procedures, Strategy. • Organising: Meaning, Nature and Purpose of Organisation, Principles of Organisation, Forms of Organisation: Line, Functional, Line and Staff, Formal and Informal Organisation. **Span of Management:** Meaning, Factors determining Span of Management.
Unit III
Authority: Definition, Types, Responsibility and Accountability, Delegation of Authority: Definition, Steps in Delegation, Obstacles to Delegation and their Elimination, Decentralization vs Centralization, Determinants of Effective Decentralization. **Staffing**: Meaning, Nature and functions of HRM, Factors affecting Staffing, Recruitment, Selection, Training and Development.

Unit IV
Directing: Motivation-Meaning, Nature, Importance, Types, Theories of Motivation: McGregors's, Maslow and Herzberg Theories. Leadership: Meaning, Nature, Styles, Managerial Grid, Likert System, Theories of Leadership. **Coordination:** Principles and Techniques, difference between Cooperation and Coordination. **Controlling:** Meaning, Nature, Importance, Scope, Limitations and Techniques.

REFERENCES:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., &Aryasri, A.R., "Essentials of Management", Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

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 ofbookKeeping 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-2324
BASIC ACCOUNTING

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   Max.   Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks(8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Introduction: Financial Accounting-Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in Accounting, Users of Accounting Information, Limitations of Financial Accounting.   **Conceptual Framework**: Accounting Concepts, Principles and Conventions, Accounting Standards-Concept, Objectives, Benefits, Brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline.

Unit II
Accounting Cycle and Bases of Accounting: Cash Basis, Accrual Basis.   **Recording of Business Transactions**   **Voucher and Transactions**: Origin of Transactions-source documents and vouchers   **Preparation of Voucher:** Accounting Equation Approach, Meaning and Analysis of Transactions using Accounting Equation, Rules of Debit and Credit, Recording of transaction in Journal   **Subsidiary Books:** Purchases book, Sales book, Purchases Return book, Sales Return book, Bills Receivable book, Bills Payable book

Unit III
Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement.   **Depreciation:** Meaning, need & importance of Depreciation, methods of charging Depreciation (WDV & SLM).

Unit IV
Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.   **Final Accounts with Adjustments**: Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment appearing outside the Trial Balance, Treatment of Items of Adjustment appearing inside the Trial Balance.

REFERENCES:

1. Khatri Dhanesh, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
2. Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
3. Wood, F. and Robinson, S ., "Book Keeping and Accounts, "7th Edition (2008), Pearson Publications, New Delhi

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: BVML-2325
COMMERCIAL LAWS

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   **Max. Marks: 50**
                                                                                Theory: 40
                                                                                CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
The Indian Contract Act, 1872 Contract – Meaning, Characteristics and kinds, Essentials of valid contract – Offer and acceptance, consideration, contractual capacity, free consent. Discharge of contract –Modes of discharge, Breach of Contracts and its remedies.
Unit II
Contract of Indemnity and Guarantee   Contract of Bailment & Pledge, Contract of Agency
Unit III
The Sale of Goods Act, 1930 Contract of sale, meaning and difference between sale and agreement to sell., Conditions and warranties, Transfer of ownership in goods including sale by non–owners, Performance of contract of sale ,Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.
Unit IV
Consumer Protection Act: Definitions, objectives, redressal machineries.   The Limited Liability Partnership Act, 2008

REFERENCES:
1. Singh, A., "Principles of Mercantile Law", (2011), Eastern Book Co.
2. Tulsian, P. C., "Business Laws", 2nd Edition (2000), Tata McGraw Hill, New Delhi.
3. Kucchal, M.C., "Business Law", 5th Edition (2009), Vikas Publishing, House (P) Ltd.
4. Maheshwari&Maheshwari, "Business Law", National Publishing House, New Delhi.
5. Chadha, P. R., "Business Law" Galgotia Publishing Company, New Delhi.

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 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: 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: BVMM-2126
MS OFFICE – II

L	T	P	Total Credits
2	0	4	4

Examination Time: 3 Hours   **Max. Marks: 100**
                                                                                Theory: 40
                                                                                Practical: 40
                                                                                CA: 20

Instructions for the Paper Setter
Eight questions of equal marks(8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Fundamentals: Start MS Excel. Excel Screen Elements, About cell, Workbook, Worksheet, Enter Data into the Excel Worksheet, Save an Excel Worksheet, **Explore Excel:** Move from One Place to Another in a Worksheet, How to Change the Spreadsheet Cells Background or Text Color, Knowing The Excel Paste , What if Analysis.

Unit II
Formatting and Customizing Data: Cell Alignment Options, Number Formatting, Adding Header and Footer, How to Prevent the Cell Editing, Merge and Unmerge Cells (Columns), Create and Download the Excel 2016 Templates. **Creating and Formatting Tables:** How to insert a Table, Formatting the Table, Pivot Tables Create Drop Down List, Use of Data Validation Rules.

Unit III
Formulas and Functions (with example illustrations): How to Write an Excel Formula, Excel 2016 Functions, Using NOW Function, Example Using the Excel 2016 PRODUCT Function, Using MAX Function, CELL Function, The RADIANS Function: Convert Degrees to Radians, DATE Function: An Easy Way to Insert a Date into a Formula, COUNT Function. **Creating and Formatting Charts**: Creating Charts, Create and Format the Chart Title, Chart Legend: How to Resize, Move, Changing Legend Font and Color, Creating a Pie Chart, Creating a Histogram **Printing of an EXCEL Sheet**: Print Preview Feature, Preview Worksheets Before Printing, Print Excel Worksheet and Print Multiple Areas of a Workbook, Printing Multiple Worksheets from a Workbook

Unit IV
What is a database and need of a Database, Exploring and designing a database **Building the Database:** Creating a Table, Setting up fields, Building table relationships, Entering and editing data in the table **Analyzing and Reporting Data:** Sorting records entered in the table, Filtering records in the table, About queries, Using queries to make data meaningful, creation of reports

Note for the Practical Examiner:
   a) Practical Exam is based on the syllabus covered in the subject.
   b) The question paper will be set on the spot by the examiner

REFERENCES:
   1. Microsoft Word, Excel, and PowerPoint: Just for Beginners Paperback , Dorothy House
   2. Weverka Peter, "Microsoft Office 2016 All-In-One for Dummies", Wiley India Pvt. Ltd, New Delhi.

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-II)
Session 2022-23
Course Code: BVMP-2127
LAB BASED ON TYPING SKILLS (DATA ENTRY)

L	T	P	Total Credits
0	0	8	4

Examination Time: 3 Hours   **Max. Marks: 50**
                                                           Practical: 40
                                                                    CA: 10

Lab based on Typing skills to increase speed of typing in English, Hindi / Punjabi.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-II)
Session 2022-23
Course Code: BVMF-2328
ON CAMPUS TRAINING AND REPORT WRITING

Course Outcomes:

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

CO1: learn how to communicate effectively at work place

CO2: develop data management skills

CO3: demonstrate report writing skills with the help of computer at their work place

CO4: learn office etiquettes and develop relevant in-depth knowledge

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-II)
Session 2022-23
Course Code: BVMF-2328
ON CAMPUS TRAINING AND REPORT WRITING

L	T	P	Total Credits
0	0	4	2

Examination Time: 3 Hours   **Max. Marks: 25**
Practical: 25

Students will get practical exposure by working at different offices of the college (Reception, Administration Office, IQAC Office, Library etc.) and make a report and presentation.

Instructions for examiners
-The report and presentation should be submitted at the time of the exam by students.
-Internal Assessment is based upon the performance of the above given report and presentation made.

SEMESTER II

MORAL EDUCATION COURSE

AUDIT COURSE (Value Based)

Course Title: Moral Education Course

Course Duration: 30 hours

Course intended for: Semester II students of undergraduate degree programmes of all streams.

Course Credits: 2

Course Code: SECM- 2502

Course Description:-

The Moral Education Programme has been introduced as part of the curriculum of second semester of all streams of undergraduate degree programmes. Moral education has been added as a compulsory subject, the awards of which will not be incorporated in the total marks but will earn the student two credits.

Expectations:-

This academic input has been taken up to sensitize the students to the need of a morally upright character in the present times

EXAMINATION

- **Total Marks: 25 (Final Exam: 20; Internal Assessment: 5)**
- Final Exam: multiple choice Questions Marks-20; Time: 1 hour
- Internal Assessment: 5 (Assessment: 3; Attendance:2)
- Total marks: 25 converted to grade for final result
- Grading system: 90% marks & above: A grade

80%-89% marks	: B grade
70%-79% marks	: C grade
60%-69% marks	: D grade
50%-59% marks	: E grade
Below 50% marks	: F grade (Fail - must give the exam again)

SYLLABUS

Module I: Introduction
- What is Moral Education
- Need content and purpose
- Vedic values
- Character building

Module II: The Self and You

- Understanding the Self-Self awareness, fighting the five evils (lust, anger. attachment, ego and greed), Self growth.
- Personal ethics
- Aspiration v/s ambition, self- seeking v/s selflessness
- Self Discipline

Module III: The Family and You

- Importance of family- the basic unit of human interaction.
- Generation gap
- Relation with peer group, sibling, elders,

Module IV: The Society and You

- Social responsibility
- Our rights and duties
- Civic sense
- Opposite sex relations
- Globalization and IT boom - Cellphone menace
- Drug abuse
- Sex abuse

Module V: The Nation and You

- International peace and brotherhood
- Saving the environment

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-3321
BUSINESS ORGANISATION AND SYSTEMS

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max. **Marks: 50**
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

Unit II
Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit. Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business

Unit III
Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal Domestic & Foreign Trade: Import export trade procedure & their organization.

Unit IV
Organization of Wholesale & Retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

1. Kaul, Vijay Kumar "Business Organization and Management: Text and Cases", Pearson Education, New Delhi.
2. Singla, R.K., "Business Organization and Management", V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., &Willmott, "Organization Theory and Design", Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., "Business Environment" Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, "Business & Society: Ethics, Sustainability and Stakeholder Management", Cengage Learning, New Delhi. Note: The latest editions of the books should be followed.

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

Course Code: BVML-3122
MANAGEMENT INFORMATION SYSTEM

L	T	P	Total Credits
2	0	0	2

Examination Time: 3 Hours   Max.   Marks: 50
                                                                                         Theory: 40
                                                                                         CA: 10

Instructions for the Paper Setter
Eight questions of equal marks are to be set (8 marks each), two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Fundamental Aspects of Information, Data, Information, Characteristics of Information, Attributes of Information , Types of Information , Differentiate between Data and Information Capturing of Information, Converting Information to Computer – readable form, source of Information, on–line Information access and capture.

Unit II
What are Systems, Components of System, Features of System, System Development Tools, Models of Decision Making , Real Time System, Coupling and Cohesion ,Information Systems, Categories of Information Systems, Development Life Cycle of Information System, Models of Decision Making

Unit III
Various types of information systems: Transaction Processing Systems, Office Automation Systems, MIS and Decision Support System. Case Studies Information System: Accounting Information systems, Inventory control systems & Marketing systems.

Unit IV
Concept of Data Warehousing and Data Mining

References:
1. Robert G. Murdick, Joel E. Ross, "Introduction to Management Information Systems",Prentice Hall
2. Muneesh Kumar, "Business Information Systems",Vikas Publishing House
3. Ashok Arora , AkshayaBhatia,"Management Information Systems",Excel Books

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-3323
MARKETING MANAGEMENT

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence. Analyzing the Micro environment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.

Unit II
The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets. Product Life Cycle Marketing Strategies:-Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.

Unit III
Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

Unit IV
Marketing Communications:-Advertising:-Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales Promotions: Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing and Channels of distributions.

REFERENCES:

1.Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, "Marketing Management: South Asian Perspective", Pearson Education New Delhi.
2.Ramaswamy, V.S. and Namakumari, S., "Marketing Management: Global Perspective,Indian Context", MacMillan.
3.Kurtz, David L. and Boone, Louis E., "Principles of Marketing, Thomson South-Western".
4. Enis, B. M., "Marketing Classics: A Selection of Influential Articles", New York, McGraw-Hill.
5.Saxena, Rajan, "Marketing Management", Tata McGraw-Hill, New Delhi.

Note: The latest editions of the books should be followed.

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-3324
BUSINESS AND OFFICE CORRESPONDENCE

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max. **Marks: 50**
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Business Correspondence: Need, Functions, Types of Business Letters, Parts, Structure, Layout, Principles of Effective Letter Writing, Principles of Effective e-mail Writing   **Business Letters:** Business Enquiries and Replies, Credit and Status Enquiries, Placing and fulfilling orders, Complaints and Adjustments
Unit II
Sales Letters, Agency Correspondence and Goodwill Letters , Consumer Grievance Letters, Letters under Right to Information (RTI) Act, Import and Export Correspondence   **Personnel Correspondence:** Job Application Letter and Resume, Letter of Appointment, Confirmation, Promotion, Termination and Resignation, Letter of Recommendation
Unit III
Office Correspondence: Intra-Organizational Business Communication, Memorandum, Notices, Circulars, Orders, Staff Suggestions and Complaints, Correspondence with Regional and Branch Offices, Agenda and Minutes. Report Writing, Kinds of Reports, Feasibility Reports, Investigative Reports and Content Writing.
Unit IV
Public Relation Correspondence: External Communication, Press Release and Notices, Press Conference, Magazines, Brochures, Advertising, Direct Mailing Advertising, Classified Advertising, Speeches, Interviews, Customer Care/Customer Relations.

2/2

REFERENCES
1. Chaturvedi ,Business Communication - Concepts, Cases & Applications Pearsons Educations, New Delhi
2. K. K. Sinha ,Business Communication ,Galgotia Publishing Company, New Delhi
3. NirmalSingh , Business Communication (Principles, Methods and Techniques) - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. R. C. Sharma, Krishna Mohan , Business Correspondence and Report Writing - Tata McGraw-Hill Publishing Company Limited, New Delhi.

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: BVML-3325
ACCOUNTING FOR MANAGERS

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Financial Statement Analysis
Meaning ,Objectives, Importance & Limitations of Financial Statement Analysis,
Tools for Financial Statement analysis: Comparative Statements, Common Size Statements, Ratio Analysis (Liquidity ratios, Solvency ratios, Activity Ratios and Profitability Ratios).
Unit II
Financial Management: Meaning, Nature and Scope.
Capital Budgeting: Meaning, Objectives, Traditional and Modern Methods of Capital Budgeting.
Cost of Capital: Concepts and Calculation of Equity Cost of Capital, Preference Cost of Capital, Debt Cost of Capital and Retained Earnings.
Unit III
Management Accounting: Origin, Concept, Nature and Scope of Management Accounting. Need and Importance of Management Accounting, Distinction between Management Accounting & Financial Accounting, Limitations, Management Accountant duties, functions. Tools & Techniques of Management Accounting- Brief Overview of Funds Flow and Cash Flow Statements.
Unit IV
Cost Management: Concept of Cost, Classification and Elements of Cost, Cost Centre and Cost Unit, Methods and Techniques of Costing.
Overview of ABC Analysis, Target Costing, Kaizen theory

REFERENCES:

1. Agrawal, Srinivasan," Accounting Made Easy", 1e Tata McGraw Hill
2. SudhindraBhat,"Management Accounting", Excel Books, New Delhi
3. S.N. Maheshwari, "Introduction to Accountancy" ,Vikas Pub Edition, 2009
4. Bhattachrya, S.K. and John Dearden, "Accounting for Management - Text and Cases", Vikas Publishing House.
5. Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Text and Cases", McMillan

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-3126
LAB ON ELECTRONIC CRM

L	T	P	Total Credits
0	0	8	4

Examination Time: 3 Hours   Max.   Marks: 75
Practical: 60
CA: 15

Note for the Practical Examiner:
   a) Practical Exam is based on the syllabus below.
   b) The question paper will be set on the spot by the examiner

ZOHO Customer Relationship Management software key modules to be covered–

   1. Sales Force Automation – Lead management, Deal management, Customer/Account management, Forecasting
   2. Marketing Automation – campaigns, email templates etc
   3. Contact management
   4. Order management
   5. Inventory management
   6. Customer Support
   7. Vendor management
   8. Activity management
   9. Workflow Automation
   10. Website Integration
   11. Billing and Payment Management
   12. CRM Analytics and Reporting

ZOHO CRM is an integrated, multichannel CRM that can be accessed on web or on your mobile. It can be integrated seamlessly with your website, google apps, Microsoft exchange etc.

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-3327
COMPUTER BASED ACCOUNTING - TALLY

L	T	P	Total Credits
0	0	8	4

Examination Time: 3 Hours   Max. Marks: 50
Practical: 40
CA: 10

Note for the Practical Examiner:
  a) Practical Exam is based on the syllabus covered in the subject.
  b) The question paper will be set on the spot by the examiner

Computerized Accounting: - Meaning, Need, Concepts of Accounting Groups, Hierarchy of Accounts, Codification in Accounting.
Accounting Package - Setting up an Accounting Entity, Creation of Groups and Accounts Designing and Creating Vouchers; Data Entry Operations using the Vouchers, Processing for Reports to prepare Ledger Accounts, Trial Balance and Balance Sheet.
Database Design for Accounting: Identifying and appreciating the data content in Accounting Transactions; Overview of Database Concepts, ER Model; Creating and Implementing RDM for Financial Accounting; SQL to retrieve data and generate Accounting Information.
Documenting Transactions using Vouchers; System of Vouchers and Database Design for Accounting; Storing and Maintaining Transaction Data.

Tally Financial Accounting Packages: Preparation and Online Finalization of Accounts on Tally,   ERP 9.0; Introduction of Tally, ERP 9.0, Phases of Implementation, Aides for Implementation. Accounts Management (Using Tally, ERP 9.0 Software Package); Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industry/Organization/ Firm.
Note: The mentioned versions of Tally must be replaced with latest available version

REFERENCES:
1. Hall, J.A, "Accounting Information System", South Western College Publishing.
2. Gelinas, Ultric, J. and Steve, G. Suffon, "Accounting Information System, South Western Thomson Learning.
3. "Tally- ERP 9, Simple Steps of Learning", Kogent Learning.

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.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2022-23
Course Code: BVMP-3328
LAB ON LIFE SKILLS

L	T	P	Total Credits
0	0	4	2

Examination Time: 3 Hours   **Max. Marks: 50**
                                                                                        Practical: 40
                                                                                        CA: 10

Evaluation Criteria
The students will prepare Power Point Presentations, discuss Case Studies, participate in Group Discussions and present different situations through Role Plays on the topics specified by WHO. The examiner will evaluate the students on the basis of their presentation, their performance in group discussion, role plays and case studies. The examiner can also propose a situation and the students will be asked to suggest ways to cope with that situation.

Experiential and Reflective Workshop will be conducted on topics like:
1. **Effective Communication**
   Effective communication means that we are able to express ourselves, both verbally and non-verbally, in ways that are appropriate to our cultures and situations. This means being able to express opinions and desires and also needs and fears. And it may mean being able to ask for advice and help in a time of need.

2. **Interpersonal Relationship**
   Interpersonal relationship skills help us to relate in positive ways with the people we interact with. This may mean being able to make and keep friendly relationships, which can be of great importance to our mental and social well-being. It may mean keeping, good relations with family members, which are an important source of social support.

3. **Creative Thinking**
   Creative thinking is a novel way of seeing or doing things that is characteristic of four components – fluency (generating new ideas), flexibility (shifting perspective easily), originality (conceiving of something new) and elaboration (building on other ideas).

4. **Self-Awareness**
   Self-awareness includes recognition of 'self', our character, our strengths and weaknesses, desires and dislikes. Developing self-awareness can help us to recognize when we are stressed or feel under pressure. It is often a prerequisite to effective communication and interpersonal relations, as well as for developing empathy with others.

5. Empathy

To have a successful relationship with our loved ones and society at large, we need to understand and care about other peoples' needs, desires and feelings. Empathy is the ability to imagine what life is like for another person. Empathy can help us to accept others, who may be very different from ourselves. This can improve social interactions, especially in situations of ethnic or cultural diversity.

6. Critical Thinking

Critical thinking is an ability to analyze information and experiences in an objective manner. Critical thinking can contribute to health by helping us to recognize and assess the factors that influence attitudes and behaviour such as values, peer pressure and the media.

7. Coping with Stress

Coping with stress means recognizing the sources of stress in our lives, recognizing how this affects us, and acting in ways that help us control our levels of stress, by changing our environment or lifestyle and learning how to relax.

8. Coping with Emotions

Coping with emotions means recognizing emotions within us and others, being aware of how emotions influence behaviour and being able to respond to emotions appropriately. Intense emotions like anger or sadness can have negative effects on our health if we do not respond appropriately.

Different methods will be used to enhance Life Skills in students as: Class discussions, Brainstorming, Role play, Case studies, Storytelling , Debates, Demonstration and guidance practice, Educational games and Simulations, etc.

<h1 style="text-align:center">PERSONALITY DEVELOPMENT PROGRAMME</h1>

Course Title: Personality Development

Nature of course: Audit Course (Value added)
Course duration: 30 hours

Course intended for: Sem. III students of all streams (UG Only)

Course credits: 2 (For Credit based Continuous Evaluation Grading System) Course Code: SECP-3512

PURPOSE

To enhance holistic development of students and improve their employability skills.

INSTRUCTIONAL OBJECTIVES
- To re-engineer attitude and understand its influence on behaviour.
- To develop inter-personal skills and be an effective goal-oriented team player.
- To develop communication and problem solving skills.
- To develop professionals with idealistic, practical and moral values.

CURRICULUM

Course credits-2   **Total Contact Hours-30**

MODULE	TITLE	HOURS
1.	**Positive Thinking & Attitude**	2
2.	**Self Analysis & Self Confidence**	2
3.	**Communication Skills**	10
	Basic Communication Skills **Body Language** **Interview Skills** **Résumé Writing** **Group Discussion** **Telephone and E-mail etiquette** **Public Speaking**	
4.	**Time Management**	2
5.	**Stress and Conflict Management**	2
6.	**Physical Fitness and Personal Grooming**	2
7.	**Appropriateness of Apparel**	2
8.	**Social Etiquette**	2
9.	**Decision Making process & Problem Solving Skills** **Leadership Skills** **Goal Setting** **Motivation**	5
10.	**Closure**	1

Examination

1. Total marks of the course will be 25 (Final Examination: 20 Marks; Internal Assessment: 5Marks)
2. The pattern of the final examination will be multiple choice questions. 20 multiple choice type questions will be set. Each question will carry 1 mark (20 X 1 = 20). The student will have to attempt all the questions. Total time allotted will be 1 hour.
3. Internal Assessment will consist of Attendance: 2 Marks, Internal: 3 Marks.(Total Internal Assessment:5 Marks)

SYLLABUS

MODULE 1: Positive Thinking & Attitude
- Factors Influencing Attitude
- Essentials to develop Positive Attitude
- Challenges & Lessons from Attitude

MODULE 2: Self Analysis & Self Confidence
- Who am I
- Importance of Self Confidence
- SWOT Analysis

MODULE 3: Communication Skills

(i) **Basic Communication Skills**
- Speaking Skills
- Listening Skills
- Presentation Skills

(ii) **Body Language**
- Forms of Non-Verbal Communication
- Interpreting Body Language clues
- Effective use of Body Language

(iii) **Interview Skills**
- Type of Interviews
- Ensuring success in job interviews
- Appropriate use of Non-verbal Communication

(iv) **Résumé Writing**
- Features
- Different types of Résumés for Different Posts

(v) **Group Discussion**
- Differences between Group Discussion and Debate
- Importance of Group Discussion
- Group Decision
- Ensuring Success in Group Discussions

(vi) Telephone & E-mail Etiquette
- Telephone etiquette
- E-mail etiquette

(vii) Public Speaking
- Introductory Speech
- Informative Speech
- Persuasive Speech
- Extempore Session

MODULE 4: Time Management
- Importance of Time Management
- Values & Beliefs
- Goals and Benchmarks – The Ladders of Success
- Managing Projects and Commitments
- Prioritizing your To-do's
- Getting the results you need

MODULE 5: Stress & Conflict Management
- Introduction to Stress
- Types of Stressors
- Small Changes and Large Rewards
- Stress Prevention
- Overcoming Unhealthy Worry
- Stress at Home and Workplace
- Dealing with Frustration and Anger
- Stress reducing Exercises
- Understanding Conflicts
- Violent and Non-violent Conflicts
- Source of Conflict
- Structural and Cultural Violence

MODULE 6: Physical Fitness and Personal Grooming
- Fitness and Exercise
- Balanced & Healthy Diet
- Skin Care & Hair Care
- Make-up Skills

MODULE 7: Appropriateness of Apparel
- Apparel & Personality
- Psycho-social aspects of Apparel
- Style-tips for smart dressing & effective use of design elements

MODULE 8: Social Etiquette
- Civic Sense
- Workplace Skills
- Meeting and greeting people
- Table Setting and Table Manners

MODULE 9: Decision Making Process and Problem Solving Skills
- Anatomy of a Decision
- How to use Problem solving steps and Problem solving tools
- How to distinguish root causes from symptoms to identify right solution for right problems
- How to improve Problem solving and Decision making by identifying individual problem solving styles
- The Creative process for making decisions
- Tools to improve creativity
- Implementing the Decision – Wrap up

(i) Leadership Skills
- Handling Peer Pressure and Bullies
- Team Work
- Decision Making
- Taking initiatives

(ii) Goal Setting
- Wish List
- SMART Goals
- Blueprint for Success
- Short-term, Long-term, Life-term Goals

(iii) Motivation
- Factors of motivation
- Self Talk
- Intrinsic & Extrinsic Motivators

Books Recommended

1. Rossi, P. (2011). *Everyday Etiquette: How to navigate 101 common and uncommon social situations*. St Martins Pr.
2. Pietrzak, T.,& Fraum, M. (2005). *Building career success skills*. ASTD Press.
3. Treffinger, D.J., Isaksen, S.G., & Brian, K. (2005). *Creative problem solving: An Introduction*.
4. Carr, A. (2004). *Positive Psychology: The science of happiness and human strengths*. Burnner-Routlrdge.
5. Oberg, B.C. (1994). *Speech craft: An Introduction to public speaking*. Meriwether Publishing.

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-4321
SECRETARIAL PRACTICES

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max. Marks: 50

Theory: 40

CA: 10

Instructions for the Paper Setter

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Company Management: Definition, Features and Types of Companies, Company Formation and Incorporation, Promoter, Capital Subscription, Memorandum and Articles, Prospectus.
Unit II
Secretarial Practices: Meaning, Definition, Need and Importance, Appointment, Rights, Duties, Powers and Liabilities of a Secretary, Role of a Secretary in Company Formation. **Meetings:** Meaning of meetings, Types of meetings, Requisites of meetings.
Unit III
Company Directors: Meaning and types of directors, Qualification and Number, Appointment, Removal, Powers, Duties and Liabilities, Remuneration of Directors.
Unit IV
Shares and Debentures: Application, Allotment, Transfer and Transmission, Calls and Forfeiture, Dividend and Interest. **Reconstruction and Amalgamation**, Winding up and Dissolution of Companies.

REFERENCES:
1 .Secretarial Practice and Office Management by Prasanta K Ghosh.
2. The Company Secretarial, hand book: a guide to statutory duties and responsibility;
Ashton, Helen.
3. The Company Secretarial Desktop Guide; Mason, Roger (Thorogood Publishing).

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-4122
DIGITAL DATA MANAGEMENT

L	T	P	Total Credits
2	0	0	2

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Workflow: Meaning, types, Automated workflow – components, File Preparation, Preflighting, Digital Imposition – preRIP, postRIP, OPI, Trapping, Postscript, PDF, Metadata – JDF, XML.   **File Formats & Compression Techniques**: File format – EPS, DCS, JPEG, GIF, TIFF, PNG, comparison of file formats, Compression techniques, Lossy& lossless compression, RLE, Huffman compression, LZW, DCT, Wavelet, Fractal image encoding, Image quality evaluation, Audio compression, Video Compression.

Unit II
2-D Transformations: translation, rotation, scaling, matrix representations and homogeneous coordinates, composite transformations, general pivot point rotation, general fixed point scaling, shearing, reflection about X Axis and Y Axis, Reflection about Straight lines, Reflection through an Arbitrary Line.

Unit III
Database Management: Database, Types, Database Management, Database Languages, Query Processing, Data storage, Backup & recovery, Distributed databases, Data Warehousing, Data Mining

Unit IV
Security: Security in Operating Systems, Principles of Network Security, Cryptography, Fire walls, Intrusion Detection Systems, Secure Email, Digital Rights Management, Element of Designing Accessible Web Content and Web Security

REFERENCES
1. Helmut Kiphhan, "Handbook of Print Media", Springer Verlag, 2001 2. Phil Green,
2. "Understanding Digital Color", 2nd edition, GATF Press, 1999.
3. Mani Subramanian, " Network Management: Principles & Practice", Addison Wesley,1999
4. SanjivPurba, "Handbook of Data Management", Viva Books Private Ltd., 1999
5. Douglas E. Comer, "Computer Networks & Internets", 2nd Edition, Pearson Publications, 1999
6. Larry L. Pearson, Bruce S. Davie, "Computer Networks: A Systems Approach", Third Edition, Morgan Kauffman Publishers Inc., 2003
7. Abraham Silberschatz, Henry F. Korth, S.Sudharshan, "Database System Concepts"

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-4323
MANAGERIAL SKILLS

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Introduction: Introduction to Skills & Personal Skills, Importance of Competent Managers, Skills of Effective Managers, Developing Self Awareness on the issues of Emotional Intelligence, Self Learning Styles, Values, Attitude towards Change, Learning of Skills and Applications of Skills.
Unit II
Problem Solving and Building Relationship: Problem Solving, Creativity, Innovation, Steps of Analytical Problem Solving, Limitations of Analytical Problem Solving, Impediments of Creativity, Multiple Approaches to Creativity, Conceptual Blocks, Conceptual Block Bursting, Skills Development and Application for above areas.
Unit III
Communication Aspects: Building relationship Skills for developing positive interpersonal communication, Importance of Supportive Communication, Coaching and Counseling, Defensiveness and Disconfirmation, Principles of Supportive Communications, Personal Interview Management. Skill Analysis and Application on above areas.   **Team Building:** Developing Teams and Team Work, Advantages of Team, Leading Team, Team Membership, Skill Development and Skill Application.
Unit IV
Empowering and Delegating: Meaning of Empowerment, Dimensions of Empowerment, Ways to develop empowerment, Inhibitors of Empowerment, Delegating Works, Skills Development and Skill Application on above areas.   **Communication related to Course**: How to make Oral Presentations, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering in Viva Voce, Assignment Writing.

REFERENCES:

1. V.S.P.Rao, Managerial Skills, Excel Books,2010, New Delhi
2. David A Whetten, Cameron Developing Management skills, PHI 2008
3. RamnikKapoor, Managerial Skills, PathMakers ,Banglore
4. Kevin Gallagher, Skills development for Business and Management Students,   Oxford,2010
5. Monipally, Muttthukutty ,Business Communication Strategies,Tata McGraw Hill.

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-4324
STATISTICAL ANALYSIS

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   **Max.   Marks: 50**
                                                                                     Theory: 40
                                                                                        CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four
Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus
respectively. Questions may be subdivided into parts (not exceeding four). Candidates
are required to attempt five questions, selecting at least one question from each section.
The fifth question may be attempted from any Section.

Unit I
Statistics: Definition, Functions, Scope and Limitations of Statistics. **Measures of Central Tendency:** Mean, Median and Mode.
Unit II
Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation. Kurtosis, Skewness **Simple Correlation and Regression:** Meaning, Types, Karl Pearson's & Rank Correlation (excluding grouped data), Probable error.
Unit III
Index Numbers: Meaning and Importance, Methods of construction of Index Numbers: Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relative Method, Weighted Index Method: Laspeyres Method, Pasches Method and Fishers Ideal Method including Time and Factor Reversal Tests, Consumer Price Index.
Unit IV
Time Series Analysis: Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Squares for Linear Path).

REFERENCES:
1. Levin, Richard and David S.Rubin."Statistics for Management", 7th Edition, Prentice Hall of India, New Delhi.
2. Chandan, J.S.,"Statistics for Business and Economics", Ist Edition,(1998),Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair,R.M.Jr.,"Quantitative Analysis for Management", 7th Edition, Prentice–Hall of India, New Delhi.
4. Gupta C B, Gupta V,"An Introduction to Statistical Methods", 23rd Edition (1995), Vikas Publications.
5. Siegel, Andrew F, Practical Business Statistics. International Edition, 5th Edition (2001), McGraw Hill Irwin

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: BVML-4325
ENTREPRENEURIAL SKILLS

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hour **Max. Marks: 50**
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Fundamentals of Entrepreneurship: Nature, Entrepreneurial process. Entrepreneurs: Functions, Types, Traits, difference between managers and entrepreneurs. Creativity and Innovation: creativity process, barriers to creativity, developing individual creativity, enhancing organizational creativity, common sources of new venture ideas

Unit II
Motivation: concept, theories-Maslow's theory, McClelland theories. Ethics and Social Responsibility of an Entrepreneur. Role of Entrepreneurship in Economic Development. Role of government towards entrepreneurial development

Unit III
Entrepreneurial decision making, Setting Up a Small Business Enterprise; Business Plan: Elements, Preparation. Sources of finance: Debt/Equity Financing, Support from banks and other financial institutions, venture capital.

Unit IV
Dimensions of Entrepreneurship: Entrepreneurial Culture, Entrepreneurial Society, Women Entrepreneurship, Rural Entrepreneurship.

REFERENCES:

1.Hisrich, Robert D, Peters, Michael P, Manimala, M. J., and Shepherd, D. A., Entrepreneurship,Tata McGraw Hill, Delhi.

2.Desai, Vasant, The dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai.

3.Kumar, Arya, Entrepreneurship, Pearson.

4.Nag, A,Strategic management, Vikas Publishing

5.Chandrasekaran, N., and Ananthanarayanan, P.S.,Strategic Management, Oxford University Press.

6.Zimmerer, Thomas,Essentials of entrepreneurship and small business,Pearson/Prentice Hall. Step by Step Guide For Starting a Business, available at smallb.in

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 mange 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: BVMP-4126
WEB BASED APPLICATIONS FOR OFFICE MANAGEMENT

L	T	P	Total Credits
0	0	4	2

Examination Time: 3 Hours

Max. Marks: 50
Practical: 40
CA: 10

Note for the Practical Examiner:
   a) Practical Exam is based on the syllabus covered in the subject.
   b) The question paper will be set on the spot by the examiner

Unit I
Introduction: About internet and its working, business use of internet, services offered by internet, evaluation of internet, internet service provider (ISP), internet addressing (DNS) and IP addresses). **E–Mail:** Basic Introduction; Advantage and disadvantage, structure of an e–mail message, working of e–mail (sending and receiving messages), managing e–mail (creating new folder, deleting messages, forwarding messages, filtering messages) Implementation of outlook express.
Unit II
Internet Protocol: Introduction, file transfer protocol (FTP), Gopher, Telnet, other protocols like HTTP and TCP IP. **WWW:** Introduction, working of WWW, Web browsing (opening, viewing, saving and printing a web page and bookmark) **Search Engine:** About search engine, Components of search engine, working of search engine, difference between search engine and web directory
Unit III
Introduction to Web based tools for Office Management: **Google Docs:** Creating documents, uploading files to Google Drive, managing files and sharing files on Google Drive, Editing Documents, sharing documents, Changing ownership of the document. **Google Forms:** Creating a Questionnaire/ Quiz using Google Forms Using Google Calendar to organise and Track online meeting, Using Telegram, Whatsapp Web to communicate and share documents online.

Unit IV
Online Platforms for Virtual Meeting: Google Meet, Microsoft Teams, Zoom Online meeting, Cisco Webex., Scheduling and conducting Online Meetings
Online Payment Methods: Internet banking, UPI, Debit and Credit Cards, Mobile Wallets

REFERENCES:

1. Internet & web page designing by V.K.Jain BPB publications.

2. Alexis Leon and Mathews le on,Internet for everyone - Vikas publications.

3. Internet for dummies - Pustakmahal, New Delhi a beginner's guide to html

4. "Understanding the Internet", Kieth Sutherland, Buterworth–Heineman; 1st Edition

5. S. K. Bansal, "Internet Technologies", APH Publishing Corporation.

6. Behrouz A. Forouzan, "Data Communications and Networking", 3rdEditon.

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
Course Code: BVMD-4127
MINOR PROJECT (Computer based)

L	T	P	Total Credits
0	0	8	4

Examination Time: 3 Hours

Max. Marks :100
Practical :80
CA: 20

- Report and Presentation should be submitted monthly
- Internal Assessment is based upon the performance of above said report and presentation made.
- Monthly report is to be evaluated by internal examiner of the concerned college.
- Final report is to be submitted by the end of training period. External assessment is based on final report and viva voce. Final report is to be evaluated by external examiner.

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-IV)
Session 2022-23

ENVIRONMENTAL STUDIES(COMPULSORY PAPER)

Course Code: AECE-4221

(Theory)

Time: 3Hrs.   **Max. Marks: 100**

Theory: 60

Project Report: 20

CA: 20

Instructions for the Paper Setter:

The question paper should carry 60 marks. The structure of the question paper being:
Part-A, Short answer pattern – 20 marks
Attempt any five questions out of seven. Each question carries 4 marks. Answer to each question should not exceed 2 pages

Part-B, Essay type with inbuilt choice – 40 marks
Attempt any five questions out of eight. Each question carries 8 marks. Answer to each question should not exceed 5 pages.

Unit 1

The multidisciplinary nature of environmental studies

Definition, scope and importance, Need for public awareness

Unit 2

Natural Resources: Renewable and non-renewable resources:

Natural resources and associated problems.
(a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3

Ecosystems

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit 4

Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit 5

Environmental Pollution

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

Unit 6

Social Issues and the Environment

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
      Public awareness

Unit 7

Human Population and the Environment

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

Unit 8

Field Work

- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc

References:

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.

2. Down to Earth, Centre for Science and Environment, New Delhi.

3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.

4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.

5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.

6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.

7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.

8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.

9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi

10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi

SEMESTER IV

SOCIAL OUTREACH PROGRAMME

AUDIT COURSE (Value Based)

Course Title: Social Outreach Programme

Course Duration: 30 hours

Course intended for: Semester IV students of undergraduate degree programmes of all

streams.

Course Credits: 2

Course Code: SECS- 4522

Course Description:-

The Social outreach programme proposes to equip the students for community upliftment work. It will strive to prepare citizens who will make a marked difference in the society. The students will be provided with numerous opportunities to build their knowledge and skills on the fundamental values of social fairness and compassion.
        The programme will focus on integrating academic work with community services. It will equip the students to learn to connect knowledge gained in classroom with real life situation by getting hands on experience through community services. It will also foster the development of civic responsibility. The students will get an opportunity to

- Engage in social service.
- Reflect upon larger issues that affect communities through readings and discussions.
- Integrate academic learning and community engagement through practical field work.
- Develop awareness, knowledge and skills for working with diverse groups in the society.

Expectations:-

The students are expected to be actively engaged in working on any of the projects listed below as volunteers. Evaluation will be based on consistency, commitment and results achieved in areas taken up.

List of Projects under Social Outreach Programmes:

- Working as Motivators under the Swatch Bharat Campaign of the Government,
- Literacy drive :   (i). Teaching in the Charitable School Adopted by the College
   (ii).Work in projects undertaken by Rotary Club of Jalandhar.

For inducting students in child labour Schools.
- Enroll as NSS Volunteers for various projects (Cleanliness, Women health awareness)
- Counseling camps in villages
- Tree plantation (i) Maintaining the trees in the park adopted by the college in Vikas Puri, Jalandhar
   (ii)Enroll for projects undertaken by JCI Jalandhar City
- Enroll in the Gandhian Studies Centre as student Volunteer for surveys in villages.
- Women Empowerment Programmes in collaboration with JCI Jalandhar Grace
- Generating awareness on voting among the youth.
- Drug Abuse (Generate awareness among the school children)
- Environment Awareness (Reduce Pollution)
- Old Age Homes/Orphanages
- Operating the Empathy Corner outside the college gate.
- Disaster Management/Relief Work

Evaluation /Assessment:

In the beginning of the semester the students after enrolling for one of the Projects offered will be given deadlines for the project.

- Students will be responsible for getting their hours of service recorded with the faculty and also map the progress of their subjects (children, old people, saplings etc.) .
- The respective departments will monitor the involvement of their students
- The students will submit a report of the project taken up by them.

- There will be no written examination, The students will be given grade on the basis of evaluation of the projects by an evaluation committee, comprising of the Dean of the respective streams, Head and two teachers of the concerned department.
- **Total Marks: 25**

  Project : 20

  Internal Assessment :05

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-5121
INTRODUCTION TO GRAPHIC DESIGNING

L	T	P	Total Credits
2	0	0	2

Examination Time: 3 Hours   Max.   Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Graphic designing: Meaning and importance of Graphic designing in contemporary times, History and Future of Graphic Design, Various tools used in Graphic designing **Techniques of image making:** Denotative and Connotative image making
Unit II
Elements of Design: Color, Line, Shape, Space, Texture, Value **Color:** Color wheel and various color schemes **Principles of Design:** Balance, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety
Unit III
Typography: Anatomy of a letter, Words and spacing, Typographic Measurement: The point system, Typefaces, fonts and type families, Typeface categories, Typographic Standards, Typographic Guidelines
Unit IV
Fundamentals of Shape and Color: Introduction to Shape and color, Graphic shapes, Visual contrast, working with color, the color wheel, Rhythm and pattern **Creating images for print & web:** Formats, Resolution, Raster Vs Vector **Editing Images:** Ethics and Copyright laws

REFERENCES:
1. David Dabner, Sandra Stewart and Eric Zempol , "Graphic design school : A Foundation Course for Graphic Designer Working in Print, Working in Print, Moving Image and Digital Media ", Thames & Hudson Ltd, 5th revised edition
2. David Dabner, " Graphic Design School : The Principle and Practics of Graphic Design ", Thames and Hudson Ltd.
3. AarisSherin," Design Elements, Color Fundamentals: A Graphic Style Manual for Understanding HowColor Affects Design ", Rockport Publishers
4. Kristin Cullen, " Design Elements, Typography Fundamentals: A Graphic Style Manual for Understanding How Typography Affects Design ", Rockport Publishers

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-5322
FUNDAMENTALS OF BANKING

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   Max.   Marks: 50
                                                                        Theory: 40
                                                                        CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by Commercial Banks. **Types of Banks**-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank.
Unit II
Central Bank—Meaning and Functions, Techniques of Credit Control, mechanism of Credit Creation. **Practical Aspect of Banking**- Negotiable Instruments— Cheques, Bills of Exchange and Promissory Notes, endorsements, difference between Cheques and Bills of Exchange.
Unit III
E-Banking- Electronic Transfer of Funds (NEFT, RTGS) **Internet Banking-**Mobile Banking, Wholesale and Retail banking, Universal and Narrow Banking, Off Shore Banking **Clearing House System**
Unit IV
Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Bank **Prudential Norms for Asset Classification(NPAs)-** Income recognition and provisioning, **KYC Norms**

REFERENCES:
1.Sundharam,Varsheney, "Banking Theory, Law & Practice", Sultan Chand & Co.
2.Shekhar,K.C; Shekhar, Lekshmy, "Banking Theory and Practice", Vikas Publishing House.
3.Sethi, Jyotsana; Bhatia, Nishwan, "Elements of Banking and Insurance", PHI Learning Private Limited, New Delhi
4.www.rbi.org

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.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2022-23
Course Code: BVML-5323
FUNDAMENTALS OF GOODS AND SERVICES TAX (GST)

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   Max.   Marks: 50
                                                                                  Theory: 40
                                                                                  CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Tax structure in India, Direct tax and Indirect tax, overview of Goods and Service Tax, Implementation, Reasons of GST introduction, Pros and cons of GST, GST Council, Brief Introduction to IGST, CGST, SGST and UGST.

Unit II
Levy and collection. Exemption from GST: Introduction, Composition Scheme and remission of Tax Registration: Introduction, Registration Procedure, Special Persons, Amendments / Cancellation.

Unit III
Supply: Concept, including composite supply, mixed supply, interstate supply, intra-state supply, supply in territorial waters, place and time of supply. Input Tax Credit: Introduction, Tax Invoice Credit & Debit notes, e-way bill.

Unit IV
Computation of GST Liability and Payment including time, method of making payment, challan generation, CPIN, TDS &TCS. Returns: various returns to be filed by the assesses. GST Portal: Introduction , GST Eco-system, GST Suvidha Provider (GSP)

REFERENCES:
1.Taxmann: Taxmann's GST Manual 2017. Taxman, Publications (P) Ltd.
2.Datey V.S., Taxmann's GST Ready Reckoner Taxman, Publications (P) Ltd.
3.Gupta S.S., GST-How to meet your obligations 2017. Taxman, Publications (P) Ltd.
4.www.cbec.gov.in
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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
CO4: 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-5124
DESIGNING IN COREL DRAW

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   Max.   Marks: 50
                                                   Theory: 40
                                                   CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Bitmap Vs. Vector: Vector Graphics, Resolution and Quality, Colors and Fills, File Size, Common Formats- Bitmap Graphics, Resolution- Size and Quality- Color- File Size. **File Formats -** The CorelDraw Interface: CorelDraw Window - The Startup Screen, Title Bar, Menu Bar, Standard Toolbar, Property Bar, Other Toolbars, Toolbox, Color Palette, Status Bar, Drawing Window, Dialog Boxes.

Unit II
Drawing predefined shapes: Rectangles- 3-Point Rectangles, Ellipses, Using the Modifier Keys, Creating Arcs and Pie Wedges, Polygons, Drawing a Star, Perfect Shapes, Smart Drawing **Tool-** Overview, Creating & Manipulating Text, Creating Artistic Text, Paragraph Text, Character Formatting Font, Paragraph Formatting, Spacing: Indents, Tabs, Frames and Columns, Bullets, Wrapping Text Around Graphics, Changing Case, Insert Symbol Character

Unit III
Selecting & Transforming objects Selecting Objects, Marquee Selections, Using the Menus, Manipulating Objects, Positioning Objects, Resizing Objects, Rotating and Skewing Objects, Manipulating Objects with Other Tools, Free Transformation Tools, Free Rotation Tool, FreeScale Tool, Free Skew Tool**,** The Transform Toolbar, Undoing All Transformations, Applying and editing line ending shapes, splitting and erasing portions of objects

Unit IV
Object ordering, Layers & the Object manager Ordering Objects, The Object Manager, Working with Objects, Moving Objects, Working with Layers, Aligning Objects, Aligning with the Keyboard, Distributing Objects, Writing Tools, Find and Replace, Quick Correct, Spell Checker, Automatic Spell Checking, Grammatik, Thesaurus, Language, Document Information Applying special effects to bitmap by Effects: blend, contour, envelope, extrude, bevel, powerclip etc Exporting files, printing of document/ Design

REFERENCES:

1. Gary David Bouton, "CorelDRAW X7: The Official Guide", McGraw Hill Education
2. Kogent Learning Solutions Inc. "CorelDraw X7 in Simple Steps",Dreamtech Press

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, 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

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hours   **Max. Marks: 50**
                                                                          Theory: 40
                                                                                  CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Image Fundamentals: Digital image pixel, Resolution. DPI, raster image/bitmaps, Vector image/graphics   **Various File Formats:** Bitmap, JPEG, PSD, PNG, TIFF, GIF, TGA   **Color Modes:** RGB /CYMK /LAB /Gray scale   **Understanding Various Tools:** Marquee Rectangular/Elliptical, Move, Lasso, Polygonal Lasso, Magnetic Lasso, Magic wand, Crop Air brush, Paint brush, Pencil, Clone Stamp, Pattern stamp, Content Aware tool, Erase, Paint bucket, Direct selection, Path component selection , Pen tool,eye dropper, Hand Zoom.

Unit II
Understanding various Palettes:-Navigator, info, Color, Swatches Style History, Layers. Paths, Character, Paragraph, Foreground Colors, Background colors, Default colors, Switch colors, Details about Status Bar, Option Bar,Edit Image in Standard mode, Quick Mask Mode

Unit III
Image Display Options: Standard Screen mode, Full Screen Mode with Menu Bar, Full Screen mode.   **Edit Commands:-**Transform Preferences, Define Brush etc.   **Image Commands:** Inverse. Adjust, Extract, Liquefy etc.   **Image adjustments:** Adjust Brightness/ Contrast. Hue/Saturations, de-saturate, Replace Colors, invert, Variations, Canvas size, Rotate canvas, crop, Trim

Unit IV
Layer Commands: Renaming layers, Rearranging Layers, Lock Layers, Merge down, Merge Visible, Flatten Image, Working with layers set.   **Select commands:** Deselect, reselect, inverse etc.   **Filter Effects:** Blur, distort, noise, pixelate, Sharpen, Stylize etc.   **View Commands:** Zoom-in; Zoom-out, Fit-on Screen, Screen modes, rulers, guides   **Print:** Exporting and printing a document

REFERENCES:
1. Caplin Steve, "How to Cheat in Photoshop CC: The art of creating realistic photomontages", Focal Press
2. Danae Lisa, "Adobe Photoshop CC Bible", Wiley
3. Faulkner Andrew,"Adobe Photoshop CC Classroom in a Book", Pearson Education

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-5126
LAB ON COREL DRAW

L	T	P	Total Credits
0	0	8	4

Examination Time: 3 Hours   Max.   Marks: 50
                                                                                          Practical: 40
                                                                                                      CA: 10

 Note for the Practical Examiner:
   a) Practical Exam is based on the syllabus covered in the subject.
   b) The question paper will be set on the spot by the examiner

Practical
1. Create a document using versions shapes.
2. Creating spiral shapes.
3. Create two pictures one another based on mirror function.
4. Fill the color existing image, add some text
5. Create a pie model diagram.
6. Create an envelope.
7. Write a text in different paths.
8. Create an outline on existing image.
9. Create an advertisement.
10. Design a business card for a company embed photo in it.
11. Design a banner for a marriage function

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-5127
LAB ON ADOBE PHOTOSHOP

L	T	P	Total Credits
0	0	8	4

Examination Time: 3 Hours

Max.   Marks: 50
Practical: 40
CA: 10

 Note for the Practical Examiner:
   a) Practical Exam is based on the syllabus covered in the subject.
   b) The question paper will be set on the spot by the examiner

Practical
1. Drawing Watch using custom shapes
2. Create a poster design
3. Using multichannel mode
4. Using the sponge Tool
5. Create a greeting card
6. Adding an arrowhead.
7. Removing an element from an image
8. Applying Transformations
9. Create a multiple page newsletter

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-V)
Session 2022-23
Course Code: BVMP-5328
LAB ON GOODS AND SERVICES TAX (GST)

L	T	P	Total Credits
0	0	4	2

Examination Time: 3 Hours   **Max.   Marks: 50**
                                                                   Practical: 40
                                                                   CA: 10

Instructions for the Examiner
Evaluation will be done by the external examiner. The examination will be conducted by internal examiner/examiners depending upon options offered. The students shall be required to maintain a file containing various documents related to the workshop which will be verified by the external examiner.

Practical
- Accounting in GST
- Computing GST Tax
- Applicability of CGST, IGST, SGST, UTGST on Different Transactions and adjustment of credit.
- Preparation of GST PMT Registers
- Reverse Charge mechanism
- TCS and Reverse Charge Implications in case of E Commerce Transactions in GST
- Billing and Invoicing in GST
- Composition Scheme in GST

INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING

Course Title: Innovation, Entrepreneurship And Creative Thinking

Course Code: SECI-5541

Nature of Course: Audit Course (Value-added)

Course Duration: 30 hours

Course intended for: Semester V students of undergraduate degree programme of-

Course Credits: 2 (For credit based continuous evaluation grading system)

Objectives of the Course:

It is a distinctive and innovative programme structured to prepare the students professionally for meaningful social engagement by setting new patterns and possibilities for employment generation through innovations and entrepreneurship. The purpose of the course is to help students acquire necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability of analyzing and understanding business situations.

Learning Outcomes:
On successful completion of this course, students will be able to:
- ❖ assess and analyze entrepreneurship as a career choice,
- ❖ develop creative and innovative skills,
- ❖ analyse the business environment in order to identify business opportunities,
- ❖ consider the legal and financial conditions for starting a business venture,
- ❖ explain the importance of marketing and management in small businesses venture,
- ❖ develop a business idea into a comprehensive and highly scalable business model,
- ❖ design a successful business plan and launch their product or service in the market
- ❖ understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.

CURRICULUM

Course Code: SECI 5541 CourseCredits:2 Total contact hours: 30

MODULE	TITLE	HOURS
I	Introduction to Entrepreneurship	3 Hrs.
II	Creativity &Innovation	3 Hrs.
III	Entrepreneurial Competencies	3 Hrs.
IV	Management Skills & Functions	3 Hrs.
V	Business Opportunity Identification & Market Analysis	3 Hrs.
VI	Business Plan Preparation	3 Hrs.
VII	Business Model Canvas	3 Hrs.
VIII	Start-Up Financing & Launching	3 Hrs.
IX	Workshop on Design Thinking	4 Hrs.
X	Final Assessment Feedback and Closure	2 Hrs.

EXAMINATION

- **Total Marks:** 25 (Final Exam: 20; Internal Assessment:5)
- **Final Exam:** Multiple Choice Questions: Marks- 20; Time: 1hour
- **Internal Assessment:** 5 (Assessment: 3;Attendance:2)
  A comprehensive multiple-choice quiz at the close of the programme. Marks: 3;

  Time: 0.5 hour (30 minutes).

Total marks: 25 converted to grade for final result

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-6321
FUNDAMENTALS OF INSURANCE

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hour   Max. Marks: 50
                                                                            Theory: 40
                                                                            CA: 10

Instructions for the Paper Setter

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Insurance- Concept of Insurance, Need, Purpose, Principles of Insurance-Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution. Reforms In Indian Insurance Sector-meaning, need and its Implications

Unit II
Legal Framework- Insurance Act 1938, LIC Act 1956, GIC Act 1972 and IRDA 1999 **An overview of Insurance Industry-** Types of Insurance –Life Insurance, Marine Insurance, Motor Vehicle Insurance, Health Insurance, Liability Insurance

Unit III
Underwriting-Meaning, Purpose and Process of Underwriting Reinsurance-Meaning, Features of reinsurance, difference between reinsurance and double insurance, Essentials of Reinsurance Programs as per IRDA.

Unit IV
Distribution Channels in Insurance- Role and Code of Conduct by IRDA for Agents, Direct Marketing, Bancassurance and Brokers **Insurance Specialists-** Underwriters, Surveyors and Loss Assessors, Actuaries, Third Party Administrators

REFERENCES:

1. Sethi, Jyotsana and Bhatia, Nishwan, "Elements of Banking and Insurance".
2. Emmett J.Vaughan and Therese Vaughan "Fundamentals of Risk and Insurance"
3. Agarwal, O.P "Banking and Insurance"
4. Periasamy,P; Veeraselvam,M., "Risk and Insurance Management", Tata Mc Graw Hill
5. www.irda.org

Note: The latest editions of the books should be followed.

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-6322
HUMAN RESOURCE MANAGEMENT

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hour

Max. Marks: 50
Theory: 40
CA: 10

Instructions for the Paper Setter

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM.   **Human Resource Planning (HRP):** Concept, Need and Importance of HRP, Factors Affecting HRP, Human Resource Planning Process.
Unit II
Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques of recruitment.   Meaning and Process of Selection, Problems associated with Recruitment and Selection.
Unit III
HR Training and Development: Concept and Need, Process of Training and Development Programme: - Identification of Training and Development Needs, Objectives and Methods of Training Programme   **Job Analysis**: Meaning and Objectives, Process, Methods of Job Analysis, Uses of Job Analysis and Problems of Job Analysis, Meaning of Job description and Job specification
Unit IV
Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.   **Employee Retention:** Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.

REFERENCES:
 1) Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
2) Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
3) Mathis, Robert L. and Jackson, John H., "Human Resource Management," New Delhi,Thomson.

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 and learn skills necessary to manage a project from the ideation phase to the realization phase;

CO2: Understand the workflow and management E-Publsihing

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

CO4: Acquire a new perspective on E-Publishing.

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

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hour   **Max. Marks: 50**
                                               Theory: 40
                                               CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Introduction: Internet, WWW, Web2.0, Broadband, Print On demand, eBook, e-Journals, e- Newspaper, internet advertising, Digital libraries, e-Readers, Electronic Publishing Advantages, Issues.   **Publishing :** Areas of publishing – Legal, STM, Book Publishing – Manuscript, Anatomy of a book, Layout & Design, Journal Publishing - Layout & Design, Web Publishing - Layout &Design, Accessibility, usability, standards, Publishing on Handheld devices - Layout & Design.
Unit II
Workflow: Authors, Publishers, e -Publishing Companies; Workflow – Receiving Jobs (FTP),Pre editing, Copy editing, Proof reading, Graphics, Pagination, Quality Control, Output – Print, Proof, Web, Handheld devices; Workflow software, File management – File Naming conventions, Storage, Metadata, Searching, Digital Asset Management, Repurposing, PDFX/3 workflow.
Unit III
Software & tools: Conventional workflow, XML workflow, STM Typesetting software, Pagination software's, Image manipulation software's, Markup languages – fundamentals, Presentation technologies - (HTML, CSS, WML, XSL/XSL-FO), Representation technologies(XML, DTD, W3C XML Schema, DSDL), Transformation technologies (SAX, DOM, XSLT)   **Version control of publications:** Importance of version control, how version control works and different methods of version control: File naming conventions, tracking using version numbers, version control tables and Good practices for version management of publications.

Unit IV
Access control of publications: Introduction to Authentication and authorization, User access, Data integrity, Flexible document storage mechanism: manuals, work processes, checklists, instructions, Revision control, Approval process, Approval tracking, Revision history, Secure access requirements: User access can be set by groups, individuals or documents to allow for the precise access that you require to your data, Print Screen and Print Control, Digital Signatures Watermarks, Pdf conversion, Access control etc **Emerging trends:** Future publishing Models, Digital Rights Management, Business models in Internet.

REFERENCES:

1. Handbook of Print Media – Helmut kipphan, Springer.

2. Digital colour Printing Technology – Bishwanath Chakkaravarthy

3. Printing in a digital world – David Bergsland.

4. On demand Digital Printing Primer – Howard M. Fentan – GATF.

5. Pocket Guide to Digital Printing – Frank Cost.

6. "DHTML AND CSS FOR THE WORLD WIDE WEB" Book, by Jason Cranford Publisher, 2001 Peachpit Press

7. "HOW TO USE HTML & XHTML" by Gary Rebholz,, Published 2001

8. "XML FOR THE WORLD WIDE WEB" by Elizabeth Castro, Published 2001, Peachpit Press

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: BVML-6324
INDIAN FINANCIAL SYSTEM

L	T	P	Total Credits
4	0	0	4

Examination Time: 3 Hour　　　　　　　　　　　**Max. Marks: 50**
　　　　　　　　　　　　　　　　　　　　　　　Theory: 40
　　　　　　　　　　　　　　　　　　　　　　　CA: 10

Instructions for the Paper Setter
Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Introduction to Indian Financial System: Meaning, Significance, Purpose and Organization, Liberalization of Financial system **Financial Markets**: Introduction, classification.
Unit II
Capital Market: Meaning and features of Capital Market **New Issue Market:** Functions, Methods of floating new issues, Operations in New Issue Market, Problems. **Secondary Market:** NSE, OTCEI, **Stock Exchange**: Definition, Functions, Management and Organisation
Unit III
Money Market: Meaning and Structure, Functions of Money Market in India, Growth of Indian Money Market, Capital Market Vs. Money Market, Money Market Participants, Defects of Indian Money Market, Requisites of a Developed Money Market, the Indigenous Bankers and Money Lenders **Call Money Market:** Meaning, Features, Benefits, Indian Call Money Market– A Profile, Participants.
Unit IV
Introduction to Financial Services: Meaning, Nature, Types, Importance of Financial Services. The changing environment of financial services. **Overview of Merchant Banking, Mutual Funds and Credit Rating Agencies.**

REFERENCES:
1. Capital Market Management, V.A Avadhani - Himalaya publishing House.
2. Financial Institutions and Market, LM Bhole - Tata McGraw Hill.
3. Indian Financial System, Dr. S Guruswamy, Tata McGraw Hill.
4. L M Bhole, and Jitendra Mahakud,"Financial Institution and Markets", McGraw-Hill Education
5. Primary Market & IPO, ICFAI Publication .

6. Khan, M.Y., "Financial Services" , Tata McGraw Hill, New Delhi.

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: BVMM-6125
DESKTOP PUBLISHING IN ADOBE IN-DESIGN

L	T	P	Total Credits
2	0	4	4

Examination Time: 3 Hours

Max. Marks: 100
Theory: 40
Practical: 40
CA: 20

Instructions for the Paper Setter

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

Unit I
Getting to Know the Work Area – The Application window; Navigating Pages; Rulers, Guides& Frames; Panels & Panel Menus; View and Preview settings **Quick Start –** New Document Set Up; Adding and Editing Text; Adding and Replacing Graphics; Moving Objects; Printing and Creating a PDF; Saving Files
Unit II
Setting up a Document – New Document Settings; Saving and Revering, Saving to IDML; Margins and Columns; Ruler Guides; Bleeding Color or Images **Managing Pages –** Adding, deleting and moving pages; Navigation; changing page sizes; creating and applying Master Pages; Overriding Master Page Items, Page Numbering **Working with Type –** Importing / Placing Text; Text Frames, Selecting and Editing Text; Special Characters; Story Editor; Spell-check; Find / Change
Unit III
Importing & Editing Graphics – Importing / Placing Graphics; Linking Graphics & Links Panel; Fitting Graphics to Frames **Working with Color –** Strokes & Fills; Color Swatches; Gradient Swatches; Sampling Color **Frames & Paths -** Editing Frames and Paths; Corner Options; Creating Polygons & Starbursts; Turnings text into Outlines **Layers –** Creating and controlling layers; grouping and locking layers; aligning and distributing; Text wrap

Unit IV
Paragraph & Character Styles – Setting up character / paragraph styles; formatting a paragraph; Tabs, Bullets & Numbering **Practical:** Create a Bio- Data, Create an Application Form, Create a Letter Pad, Create a Greeting card, Create a Wedding card, Create a Visiting card, Create a Book Wrapper, Create a Brochure, Index Preparation, Working with master Preparation

Note for the Practical Examiner:

a) Practical Exam is based on the syllabus covered in the subject.

b) The question paper will be set on the spot by the examiner

REFERENCES:

1.   Bear, Jacci Howard. "What's Involved in Desktop Publishing?"Lifewire. Retrieved Ruiter, Maurice M. de Advances in Computer Graphics III. Springer Science & Business Media.
2. "The Definitive, Non-Technical Introduction to LaTeX, Professional Typesetting and Scientific Publishing". Math Vault.. Retrieved
3. Amanda Presley (2010-01-28). "What Distinguishes Desktop Publishing From Word Processing?". Bright Hub. Retrieved

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: BVMP-6326
PERSONALITY ENHANCEMENT LAB

L	T	P	Total Credits
0	0	8	4

Examination Time: 3 Hour   Max. Marks: 50
                                                                                      Practical: 40
                                                                                      CA: 10

Instructions for the Examiner
Evaluation will be done by the external examiner. The examination will be conducted by internal examiner/examiners depending upon options offered. The students shall be required to maintain a file containing various documents related to the subject which will be verified by the external examiner.

Corporate Etiquette

- Making a Great First Impression
- Greetings, Introductions, The Art Of Small Talk and Conversations
- Polishing Business Manners: Handshake, gifts, visiting cards, humour, office behaviour etc.
- Mastering Cross Cultural Etiquette to deal with Diversity
- Dining Etiquette
- Understanding the Art of Entertaining: Playing a Gracious Host
- Interview Skills
- Social Behaviour & Etiquette

Personality Development

- Self-Esteem &Confidence Building
- Power Dressing: Wardrobe Etiquette
- Grooming for Success
- Body Language, Poise, and Eye Contact
- Pronunciation, Voice Modulation, and Diction
- Assertive Behaviour
- Leadership Qualities
- Handling difficult situations with grace, style, and professionalism

Note: The course would involve interactive sessions, individual and group exercises, role plays, situation-handling, and experience-sharing. Selected video films will complement these.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2022-23
Course Code: BVMD-6127
ON JOB TRAINING (MAJOR PROJECT)

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.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2022-23
Course Code: BVMD-6127

ON JOB TRAINING (MAJOR PROJECT)

L	T	P	Total Credits
0	0	12	6

Max Marks: 100
(External Assessment = 50;
Internal Assessment = 50)

- Report and Presentation should be submitted monthly
- Internal Assessment is based upon the performance of above said report and presentation made.
- Monthly report is to be evaluated by internal examiner of the concerned college.
- Final report is to be submitted by the end of training period. External assessment is based on final report and viva voce. Final report is to be evaluated by external.