

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

Bachelor of Vocation

(Management & Secretarial Practices)

Semester: I-VI

(Under Credit Based Continuous Evaluation Grading System)

Session: 2021-22



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

PROGRAMME SPECIFIC OUTCOMES

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

PSO1: understand the application of ethics and professional responsibility.

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

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

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

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

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

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

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

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

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
CURRICULUM AND SCHEME OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Vocation(Management& Secretarial Practices)
Session 2021-22

Session 2021-22								
Bachelor of Vocation(Management& Secretarial Practices)								
Semester I								
(Job Role of CRM Domestic Non-Voice SSC/Q2211)								
Course code	Course Title	Course Type	Credits	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
BVML-1421/ BVML-1031/ BVML-1431	Punjabi(Compulsory)/ ¹ Basic Punjabi/ ² Punjab History and Culture	C	2	50	40	-	10	3
BVML-1102	Communication Skills in English	S	4	50	40	-	10	3
BVML-1123	Computer Fundamentals	C	4	50	40	-	10	3
BVML-1324	Work Management, Workplace, Health and Safety	S	4	50	40	-	10	3
BVML-1325	Customer Relationship Management	S	4	50	40	-	10	3
BVML-1326	Office Management	S	4	50	40	-	10	3
BVMM-1127	MS Office-I	S	4	100	40	40	20	3+3
AECD-1161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	AC	2	50	40	-	10	3
SECF-I492	*Foundation Course	AC	2	25	20	-	5	1
	Total		30	400				

C-Compulsory

S- Skill

AC- Audit Course

¹ Special paper in lieu of Punjabi (Compulsory).

² Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

***Marks of these papers will not be added in total marks and only grades will be provided.**

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
CURRICULUM AND SCHEME OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Vocation(Management & Secretarial Practices)
Session 2021-22

Bachelor of Vocation(Management& Secretarial Practices) Semester II (Job Role of Domestic Data Entry Operator SSC/Q2212)								
Course code	Course Title	Course Type	Credits	Max Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
BVML-2421/ BVML-2031/ BVML-2431	Punjabi(Compulsory)/ 1Basic Punjabi/ 2Punjab History and Culture	C	2	50	40	-	10	3
BVMM-2102	Communication Skills in English	S	4	50	25	15	10	3+3
BVML-2323	Principles of Management	C	4	50	40	-	10	3
BVML-2324	Basic Accounting	S	4	50	40	-	10	3
BVML-2325	Commercial Laws	S	4	50	40	-	10	3
BVMM-2126	MS Office – II	S	4	100	40	40	20	3+3
BVMP-2127	Lab based on Typing Skills (Data Entry)	S	4	50	-	40	10	3
AECD-2161	*Drug Abuse: Problem, Management and Prevention (Compulsory)	AC	2	50	40	-	10	3
SECM-2502	*Moral Education	AC	2	25	20	-	5	1
	Total		30	400				

C-Compulsory

E-Elective

AC- Audit Course

¹ Special paper in lieu of Punjabi (Compulsory).

² Special paper in lieu of Punjabi (Compulsory) for those students who are not domicile of Punjab.

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Kanya Maha Vidyalaya, Jalandhar (Autonomous)
CURRICULUM AND SCHEME OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Vocation(Management & Secretarial Practices)
Session 2021-22

Bachelor of Vocation(Management& Secretarial Practices) Semester III (Job Role of Associate-CRM SSC/Q2202)								
Course code	Course Title	Course Type	Credits	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
BVML-3321	Business Organisation and Systems	C	4	50	40	-	10	3
BVML-3122	Management Information System	S	4	50	40	-	10	3
BVML-3323	Marketing Management	C	4	50	40	-	10	3
BVML-3324	Business and Office Correspondence	S	4	50	40	-	10	3
BVML-3325	Accounting for Managers	S	4	50	40	-	10	3
BVMP-3126	Lab on Electronic CRM	S	4	75	-	60	15	3
BVMP-3327	Computer based Accounting - TALLY	S	2	50	-	40	10	3
BVMP-3328	Lab on life Skills	S	2	50	-	40	10	3
SECG-3532	*Gender Sensitization	AC	2	25	20	-	5	1
	Total		30	425				

C-Compulsory

S- Skill

AC- Audit Course

***Marks of these papers will not be added in total marks and only grades will be provided.**

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

CURRICULUM AND SCHEME OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME

Bachelor of Vocation(Management & Secretarial Practices) Session 2021-22

Bachelor of Vocation(Management & Secretarial Practices) Semester IV								
Course code	Course Title	Course Type	Credits	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
BVML-4321	Secretarial Practices	C	4	50	40	-	10	3
BVML-4122	Digital Data Management	C	2	50	40	-	10	3
BVML-4323	Managerial Skills	S	4	50	40	-	10	3
BVML-4324	Statistical Analysis	S	4	50	40	-	10	3
BVML-4325	Entrepreneurial Skills	S	4	50	40	-	10	3
BVMP-4126	Web based Applications for Office Management	S	2	50	-	40	10	3
BVMD-4127	Minor Project (Computer based)	S	4	100	-	80	20	-
AECE-4221	*Environmental Studies (Compulsory)	AC	4	100	60	20	20	3+1
SECS-4522	*Social Outreach	AC	2	25	20	-	5	1
	Total		30	400				

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Kanya Maha Vidyalaya, Jalandhar (Autonomous)
CURRICULUM AND SCHEME OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Vocation(Management & Secretarial Practices)
Session 2021-22

Bachelor of Vocation(Management & Secretarial Practices) Semester V								
Course code	Course Title	Course Type	Credits	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
BVML-5121	Introduction to Graphic Designing	C	4	50	40	-	10	3
BVML-5322	Fundamentals of Banking	C	4	50	40	-	10	3
BVML-5323	Fundamentals of Goods and Services Tax (GST)	C	4	50	40	-	10	3
BVML-5124	Designing in Corel Draw	S	3	50	40	-	10	3
BVML-5125	Designing in Adobe Photoshop	S	3	50	40	-	10	3
BVMP-5126	Lab on Corel Draw	S	4	50	-	40	10	3
BVMP-5127	Lab on Adobe Photoshop	S	4	50	-	40	10	3
BVMP-5328	Lab on Goods and Services Tax (GST)	S	2	50	-	40	10	3
SECI-5541	*Job Readiness/Innovation, Entrepreneurship and Venture Development	AC	2	25	20	-	5	1
	Total		30	400				

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Kanya Maha Vidyalaya, Jalandhar (Autonomous)
CURRICULUM AND SCHEME OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME
Bachelor of Vocation(Management & Secretarial Practices)
Session 2021-22

Bachelor of Vocation(Management & Secretarial Practices)								
Semester VI								
(Job Role of Associate-DTP SSC/Q2702)								
Course code	Course Title	Course Type	Credits	Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
BVML-6321	Fundamentals of Insurance	C	4	50	40	-	10	3
BVML-6322	Human Resource Management	C	4	50	40	-	10	3
BVML-6123	E- Publishing Fundamentals	C	4	50	40	-	10	3
BVML-6324	Indian Financial System	S	4	50	40	-	10	3
BVMM-6125	Desktop Publishing in Adobe in- design	S	4	100	40	40	20	3
BVMP-6326	Personality Enhancement lab	S	4	50	-	40	10	3
BVMD-6127	On job Training (Report and Presentation) / Major project / dissertation	S	6	100	-	100	-	-
	Total		30	450				

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2021-22

Course Code: BVML-1123
COMPUTER FUNDAMENTALS

Course Outcomes:

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

- CO1: understand the meaning and basic components of a computer system
- CO2: define and distinguish Hardware and Software components of computer system
- CO3: explain and identify different computing machines during the evolution of computer system
- CO4: gain knowledge about five generations of computer system
- CO5: explain the functions of a computer
- CO6: identify and discuss the functional units of a computer system
- CO7: identify the various input and output units and explain their purposes
- CO8: understand the role of CPU and its components
- CO9: understand the concept and need of primary and secondary memory.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2021-22

Course Code: BVML-1123
COMPUTER FUNDAMENTALS

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 2021-22

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

Course outcomes:

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

CO1: understand the role of safety in the business community.

CO2: demonstrate knowledge of safety, record keeping and management, and the role of the manager at work place

CO3: demonstrate an understanding of workplace injury prevention, risk management and incident investigations.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2021-22
Course Code: BVML-1324
WORK MANAGEMENT, WORKPLACE, HEALTH AND SAFETY

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 Flynn 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 2021-22
Course Code: BVML-1325
CUSTOMER RELATIONSHIP MANAGEMENT

Course Outcomes:

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

CO1: demonstrate knowledge of basic functions of business required to provide customer service within the global market place.

CO2: demonstrate knowledge of service marketing and management that ensures the development of successful customer service outcomes in today's competitive environment.

CO3: apply critical thinking skills to be able to recommend appropriate outcomes in business situations.

CO4: employ effective communications skills, both written and verbal

CO5: recognize and apply appropriate ethical, social and diversity standards within the business environment.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2021-22
Course Code: BVML-1325
CUSTOMER RELATIONSHIP MANAGEMENT

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 2021-22
Course Code: BVML-1326
OFFICE MANAGEMENT

Course Outcomes:

After studying this course, students will be able to:

CO1: support management in office administration.

CO2: prepare business documents.

CO3: manage records.

CO4: demonstrate business communication skills.

CO5: utilize appropriate office technology.

CO6: execute the duties of an office administrator.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2021-22
Course Code: BVML-1326
OFFICE MANAGEMENT

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, Dhanpat Rai & Sons.
2. Duggal, Balraj, Office Management and Commercial Correspondence, Kitab Mahal, 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 2021-22
Course Code: BVMM-1127
MS Office-I

Course Outcomes:

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

- CO1: create a new document, open, save and print a document.
- CO2: edit and format text, change the page layout, background and borders.
- CO3: insert headers and footers, insert and edit tables.
- CO4: insert clip art and pictures to documents.
- CO5: perform mail merge.
- CO6: share and review shared document files.
- CO7: identify the names and functions of the PowerPoint interface.
- CO8: create, edit, save, and print presentations.
- CO9: format presentations, add graphics to a presentation.
- CO10: create and manipulate simple slide shows with outlines and notes.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-I)
Session 2021-22
Course Code: BVMM-1127
MS Office-I

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-II)
Session 2021-22
Course Code: BVML-2323
PRINCIPLES OF MANAGEMENT

Course Outcomes:

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

- CO1: evaluate the global context for taking managerial actions of planning, organizing and controlling.
- CO2: assess global situation, including opportunities and threats that will impact management of an organization.
- CO3: integrate management principles into management practices.
- CO4: assess managerial practices and choices relative to ethical principles and standards.
- CO5: specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- CO6: determine the most effective action to take in specific situations.
- CO7: evaluate approaches to addressing issues of diversity.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-II)
Session 2021-22
Course Code: BVML-2323
PRINCIPLES OF MANAGEMENT

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 2021-22
Course Code: BVML-2324
BASIC ACCOUNTING

Course Outcomes:

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

CO1: understand and apply the essential numerical skills required for Book Keeping and 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 : understand the balancing of ledger accounts at the end of an accounting period

CO5 : facilitate the preparation trial balance, balance sheet and profit and loss account.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-II)
Session 2021-22
Course Code: BVML-2324
BASIC ACCOUNTING

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. KhatriDhanesh, "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 2021-22
Course Code: BVML-2325
COMMERCIAL LAWS

Course Outcomes:

After studying this course, students will be able to:

CO1: define basic terms, values and laws in the area of commercial law

CO2: describe methods of applying principles and provisions of commercial law

CO3: compose simple contracts

CO4: asses the correctness of applying specific laws to a specific cases and choosing the most appropriate one.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-II)
Session 2021-22
Course Code: BVML-2325
COMMERCIAL LAWS

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 2021-22
Course Code: BVMM-2126
MS OFFICE – II

Course Outcomes:

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

- CO1: Indicate the names and functions of the excel interface components.
- CO2: enter and edit data, format data and cells.
- CO3: construct formula, including the use of built-in functions, and relative and absolute references.
- CO4: create and modify charts, preview and print worksheets.
- CO5: use the Excel online Help feature.
- CO6: identify the terminology and functions common to most database management systems.
- CO7: identify the qualities of valuable information.
- CO8: identify the elements of good database design.
- CO9: create and use tables, Create and use queries.
- CO10: create simple reports and forms.
- CO11: use the Access online Help feature.
- CO12: discuss ethical issues connected to the use of databases.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-II)
Session 2021-22
Course Code: BVMM-2126
MS OFFICE – II

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 2021-22
Course Code: BVMP-2127
LAB BASED ON TYPING SKILLS (DATA ENTRY)

Course Outcomes:

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

- CO1: develop correct touch typing techniques
- CO2: key data quickly and accurately
- CO3: demonstrate operational skills in using the computer
- CO4: key accurately, at a rate of 35 words per minute

1/1

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-II)
Session 2021-22

Course Code: BVMP-2127

LAB BASED ON TYPING SKILLS (DATA ENTRY)

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-III)
Session 2021-22
Course Code: BVML-3321
BUSINESS ORGANISATION AND SYSTEMS

Course Outcomes:

After studying this course, students will be able to:

- CO1: understand the nature and purpose of different types of organisations (commercial, voluntary, public sector and so on)
- CO2: describe the different ways in which organisations may be structured
- CO3: understand basic concepts of organisational structure
- CO4: describe the main departments or functions of a business organisation
- CO5: explain the advantages and disadvantages of centralised and decentralized organizations.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22
Course Code: BVML-3321
BUSINESS ORGANISATION AND SYSTEMS

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 2021-22
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: analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
- CO3: distinguish and analyse ethical problems that occur in business and society
- CO4: effectively communicate strategic alternatives to facilitate decision making.
- CO5: demonstrate an understanding of the major functional areas of Business
- CO6: explain fundamental database concepts and apply these concepts to the design and development of relational databases.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22

Course Code: BVML-3122
MANAGEMENT INFORMATION SYSTEM

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 2021-22
Course Code: BVML-3323
MARKETING MANAGEMENT

Course Outcomes:

After studying this course, students will be able to:

- CO1: understand the concepts of marketing management
- 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 tools used by marketing managers in decision situations
- CO5: understand the marketing environment

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22
Course Code: BVML-3323
MARKETING MANAGEMENT

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 2021-22

Course Code: BVML-3324
BUSINESS AND OFFICE CORRESPONDENCE

Course Outcomes:

After studying this course, students will be able to:

CO1: understand professional writing by studying management communication contexts and genres, researching contemporary business topics, analyzing quantifiable data discovered by researching, and constructing finished professional workplace documents.

CO2: recognize, explain, and use the formal elements of specific genres of organizational communication: white papers, recommendation and analytical reports, proposals, memorandums, web pages, wikis, blogs, business letters, and promotional documents.

CO3: understand the ethical, international, social, and professional constraints of audience, style, and content for writing situations among managers or co-workers and colleagues of an organization and between organizations, or between an organization and the public.

CO4: understand the current resources (such as search engines and databases) for locating secondary information, and also understand the strategies of effective primary data gathering.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22
Course Code: BVML-3324
BUSINESS AND OFFICE CORRESPONDENCE

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.

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 2021-22

Course Code: BVML-3325
ACCOUNTING FOR MANAGERS

Course Outcomes:

After studying this course, students will be able to

- CO1: recognize and understand ethical issues related to the accounting profession.
- CO2: employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.
- CO3: effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations.
- CO4: recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.
- CO5: demonstrate an understanding of current auditing standards and acceptable practices, as well as the impact of audit risk on the engagement.
- CO6: understand the audit process from the engagement planning stage through completion of the audit, as well as the rendering of an audit opinion via the various report options.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22
Course Code: BVML-3325
ACCOUNTING FOR MANAGERS

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. Bhattacharya, 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 2021-22
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

CO6: assess, plan, manage and know how to prioritize customer service

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22

Course Code: BVMP-3126
LAB ON ELECTRONIC CRM

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 2021-22

Course Code: BVMP-3327
COMPUTER BASED ACCOUNTING-TALLY

Course Outcomes:

After studying this course, students will be able to

- CO1: learn to 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
- CO2: find employability in the job market.
- CO3: obtain certificate to work with well-known accounting software i.e. Tally ERP.9
- CO4: possess required skill and can also be employed as Tally data entry operator.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22
Course Code: BVMP-3327
COMPUTER BASED ACCOUNTING - TALLY

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 2021-22
Course Code: BVMP-3328
LAB ON LIFE SKILLS

Course Outcomes

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

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

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-III)
Session 2021-22
Course Code: BVMP-3328
LAB ON LIFE SKILLS

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.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code: BVML-4321
SECRETARIAL PRACTICES

Course Outcomes:

After studying this course, students will be able to

CO1: identify the scope, role and functions of the company secretary and apply them in the employing or client organisation.

CO2: critically evaluate and apply the role of company secretary as an advisor to the board.

CO3: ensure effective communication and dissemination of information to and from the board, both internally and externally, for the optimum benefit of the organisation.

CO4: understand the law and best practice in key functional matters (for example, meetings and share capital management) and apply them in the secretary ship function and ensure corporate compliance.

CO5: apply the functions of a company secretary in ensuring corporate compliance through good disclosure and observance of statutory and other regulations

CO6: take responsibility for the ongoing responsibilities of the secretary as a professional practitioner in the organisation and be responsible for continuing personnel development within the secretariat.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code:BVML-4321
SECRETARIAL PRACTICES

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 2021-22

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

CO3: create, influence, monitor and control digital reputation

CO4: use digital opportunities to connect with audiences

CO5: understand that data should be managed differently in different phases of the life cycle

CO6: identify the value and relative importance of data management to the success of a
research project.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code: BVML-4122
DIGITAL DATA MANAGEMENT

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 Kipphan, "Handbook of Print Media", Springer Verlag, 2001
2. Phil Green, "Understanding Digital Color", 2nd edition, GATF Press, 1999.
3. Mani Subramanian, "Network Management: Principles & Practice", Addison Wesley, 1999
4. Sanjiv Purba, "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 Kaufman Publishers Inc., 2003
7. Abraham Silberschatz, Henry F. Korth, S. Sudharshan, "Database System Concepts"

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code: BVML-4323
MANAGERIAL SKILLS

Course Outcomes:

After studying this course, students will be able to:

CO1: understand what is meant by management and managerial effectiveness.

CO2: identify the roles which are fulfilled while working as a manager.

CO3: identify managerial activities that contribute to managerial effectiveness.

CO4: identify a cause of stress in managerial life from a range covering mismatches between capabilities and role, player-manager tension and everyday stressors.

CO4: understand time pressures and the need for time management.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code:BVML-4323
MANAGERIAL SKILLS

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 2021-22
Course Code:BVML-4324
STATISTICAL ANALYSIS

Course Outcomes:

After studying this course, students will be able to:

CO1: demonstrate knowledge of probability and the standard statistical distributions.

CO2: demonstrate knowledge of fixed-sample and large-sample statistical properties of point and interval estimators.

CO3: demonstrate knowledge of the properties of parametric, semi-parametric and non-parametric testing procedures.

CO4: demonstrate the ability to perform complex data management and analysis.

CO5: acquire understanding of how to design experiments and surveys for efficiency.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code: BVML-4324
STATISTICAL ANALYSIS

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", 1st 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 2021-22

Course Code: BVML-4325
ENTREPRENEURIAL SKILLS

Course Outcomes:

After studying this course, students will be able to:

- CO1: analyze the business environment in order to identify business opportunities
- CO2: identify the elements of success of entrepreneurial ventures
- CO3: consider the legal and financial conditions for starting a business venture
- CO4: evaluate the effectiveness of different entrepreneurial strategies.
- CO5: specify the basic performance indicators of entrepreneurial activity
- CO6: explain the importance of management in small businesses venture
- CO7: interpret their own business plan

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code: BVML-4325
ENTREPRENEURIAL SKILLS

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

Bachelor of Vocation
(Management & Secretarial Practices) (Semester-IV)
Session 2021-22

Course Code: BVMP-4126

WEB BASED APPLICATIONS FOR OFFICE MANAGEMENT

Course Outcomes:

After studying this course, students will be able to:

CO1: use internet and manage email effectively

CO2: use various web-based tools for office management

CO3: hold and manage online virtual meetings

1/2

Bachelor of Vocation
(Management & Secretarial Practices) (Semester-IV)
Session 2021-22

Course Code: BVMP-4126

WEB BASED APPLICATIONS FOR OFFICE MANAGEMENT

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 2021-22
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.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-IV)
Session 2021-22
Course Code: BVMD-4127
MINOR PROJECT (Computer based)

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-V)
Session 2021-22

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.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2021-22
Course Code: BVML-5121
INTRODUCTION TO GRAPHIC DESIGNING

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 Zempel , "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 2021-22
Course Code: BVML-5322
FUNDAMENTALS OF BANKING

Course Outcomes:

After studying this course, students will be able to:

- CO1: Understand the importance of commercial banks.
- CO2: Learn and identify the services provided by commercial banks.
- CO3: Gain knowledge about Regional Rural Banks, Foreign banks, Cooperative banks.
- CO4: Understand the main functions of central bank (RBI).
- CO5: Interpret the techniques of credit control and mechanism of credit creation.
- CO6: Practice the process of recording entries in pass book.
- CO7: Learn and specify the working of Clearing House system.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2021-22
Course Code: BVML-5322
FUNDAMENTALS OF BANKING

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 2021-22

Course Code: BVML-5323

FUNDAMENTALS OF GOODS AND SERVICES TAX (GST)

Course Outcomes:

After studying this course, students will be able:

CO1: To learn the concept GST

CO2: To understand the importance of GST in the Indian and global economy and its contribution to the economic development

CO3: To comprehend the principles of taxation, objectives of taxes and its impact, shifting and incidence process of GST in the market oriented economy.

CO4: To understand the implications of GST on taxable capacity consumers, dealers and of the society at large.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2021-22

Course Code: BVML-5323

FUNDAMENTALS OF GOODS AND SERVICES TAX (GST)

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 2021-22

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: Discuss graphic design processes and concepts.

CO4: Learn and identify various tools in Corel Draw

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

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2021-22
Course Code: BVML-5124
DESIGNING IN COREL DRAW

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, Free Scale 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, QuickCorrect, Spell Checker, Automatic Spell Checking, Grammatik, Thesaurus, Language, Document Information Applying special effects to bitmap by Effects: blend, contour, envelope, extrude, bevel, power clip 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 2021-22

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 digital image editing, manipulation and adjustments

CO3: Discuss graphic design processes and concepts.

CO4: Learn and identify various tools in Adobe Photoshop

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

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2021-22
Course Code: BVML-5125
DESIGNING IN ADOBE PHOTOSHOP

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 2021-22
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

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2021-22
Course Code: BVMP-5126
LAB ON COREL DRAW

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 2021-22
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 2021-22

Course Code: BVMP-5127
LAB ON ADOBE PHOTOSHOP

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 2021-22
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: know tax related with movement of goods
- CO5: understand the appeals, offences and penalties with respect to GST

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-V)
Session 2021-22
Course Code: BVMP-5328
LAB ON GOODS AND SERVICES TAX (GST)

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

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22

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

CO3: Gain the necessary business ethics with special reference to the insurance industry.

CO4: Understand the fundamentals of underwriting, risk management in insurance.

CO5: Explain the development of risk premium.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
Course Code: BVML-6321
FUNDAMENTALS OF INSURANCE

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 2021-22
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: focus on and analyze the issues and strategies required to select and develop manpower resources

CO3: integrate the knowledge of HR concepts to take correct business decisions.

CO4: learn about various methods of training and development

CO5: explain the essentials of Effective Performance Appraisal System.

CO6: understand employee retention strategies.

1/1
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
Course Code: BVML-6322
HUMAN RESOURCE MANAGEMENT

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 2021-22
Course Code: BVML-6123
E- PUBLISHING FUNDAMENTALS

Course Outcomes:

After studying this course, students will be able to:

CO1: design methodology in the field of visual communication;

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

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

CO4: understand theoretical and socio-cultural education that aims to acquire a solid cultural background where the technical-media skills are combined with a theoretical reflection

CO5: acquire a new perspective on E-Publishing

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
Course Code: BVML-6123
E- PUBLISHING FUNDAMENTALS

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 2021-22
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 and its functioning.

CO2: Explain the broad features of Indian financial institutions with its apex banks' objectives.

CO3: Effectively narrate the kinds and components of money with its regulatory system.

CO4: Identify the existence and development of merchant banking in India

CO5: Illustrate the functioning of financial market and government security market in the development of Indian financial system.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
Course Code: BVML-6324
INDIAN FINANCIAL SYSTEM

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.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
Course Code: BVMM-6125
DESKTOP PUBLISHING IN ADOBE IN-DESIGN

Course Outcomes:

After studying this course, students will be able to:

CO1: Create personal and/or business publications following current professional and/or industry standards.

CO2: Understand desktop publishing technology and design cycle

CO3: Prepare & package documents for professional printing or exporting

CO4: Understand typography, indenting, hyphenation, rulers and guides.

CO5: Apply principles of good page layout and design to create single and multiple page documents containing graphic illustrations.

1/2
Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
Course Code: BVMM-6125
DESKTOP PUBLISHING IN ADOBE IN-DESIGN

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 Reverting, 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; Turning 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:

- c) Practical Exam is based on the syllabus covered in the subject.
- d) 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 Ruitter, 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

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
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: Master Cross Cultural Etiquette

CO6: Handle difficult situations with grace, style, and professionalism

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22

Course Code: BVMP-6326
PERSONALITY ENHANCEMENT LAB

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 Behavior & 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 2021-22

Course Code: BVMD-6127

**ON JOB TRAINING (REPORT AND PRESENTATION) /
MAJOR PROJECT / DISSERTATION**

Course Outcomes:

After studying this course, students will be able to:

CO1: apply fundamental and disciplinary concepts and methods in ways appropriate to their principal areas of study.

CO2: demonstrate skill and knowledge of current information and technological tools and techniques specific to the professional field of study.

CO3: use effectively oral, written and visual communication.

CO4: identify, analyze, and solve problems creatively through sustained critical investigation.

CO5: integrate information from multiple sources.

CO6: demonstrate an awareness and application of appropriate personal, societal, and professional ethical standards.

CO7: practice the skills, diligence, and commitment to excellence needed to engage in lifelong learning.

Bachelor of Vocation
(Management & Secretarial Practices)(Semester-VI)
Session 2021-22
Course Code: BVMD-6127

**ON JOB TRAINING (REPORT & PRESENTATION) /
MAJOR PROJECT / DISSERTATION**

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.