HSNC University, Mumbai

(Established by Government of Maharashtra vide notification dated 30th October, 2019 under section 3(6) of Maharashtra Public Universities Act)

Ordinances and Regulations

With Respect to

Choice based credit system

For the Programmes

Under

The Faculty of Commerce & Management

With effect from the

Academic year 2024-25

Board of Studies in the Subjects of Commerce and Management

1) Name of Chairperson/Co-Chairperson/Coordinator:-

a) **Dr. Rita Khatri** , Professor, Department of Commerce H. R College., Mumbai- 400020, Email id: khatririta@hrcollege.edu, Mobile No. 8828426516

b) **Prof. Smarajit Padhe,** Assistant Professor, K.C College at K.C. College, Mumbai - 400020 Email id smarajit.padhi@kccollege.edu.in, Mobile No. 7977676421.

2) Two to five teachers each having minimum five years teaching experience amongst the full-time teachers of the Departments, in the relevant subject.

a) **Dr. Jasbir Sodi** ,Vice Principal, Associate Professor at H. R. College, Mumbai- 400020 Email id: jas.saj@rediffmail.com, Mobile No.: 9619136511

b) **Dr. Navin Punjabi**, Vice Principal and Associate Professor at H.R. College, Mumbai -400020 Email id navin.punjabi@gmail.com, Mobile No.: 9920177199

c) **Dr. Kulvinder Batth**, Associate Professor, Department of Commerce at K.C. College., Mumbai- 400020, Email id- kulprofessional@gmail.com Mob:9833060902

d) **Ms. Kanu Priya Sharma**, Assistant Professor , at H.R College, Mumbai – 400020 Email id: Kanupriya.sharma@hrcollege.edu , Mobile No : 8879512354

e) **Dr. Shweta Singh**, Assistant Professor at H.R College, Mumbai – 400020, Email id: singhshweta0902@gmail.com , Mobile no : 9702050350

f) **Ms. Charvi Gada,** Assistant Professor, H R College, Mumbai- 400020 Email id: charvigada16@gmail.com / charvigada@hrcollege.edu **Mob no 9987467233**

3) One Professor / Associate Professor from other Universities or professor / Associate Professor from colleges managed by Parent Body;

a.) **Dr. Khushpat Jain** Professor at Sydenham College Mumbai

Email id: ksjain2002@yahoo.com Mobile No   - 9867799797

4) Four external experts from Industry / Research / eminent scholar in the field relevant to the subject   nominated   by the Parent Body;

a) **Dr. Hasina Sayed** Ex- HOD of Commerce, Jai Hind College. Email id: haseenasyd@gmail.com Mob: 9819121250

b) **Dr. Ketan Vira**: Professor, Mumbai institute of Management and Research, Wadala, Mumbai Email. Id ketanvira@rediffmail.com Mobile No : 7710075500

 c) **Mr. Akhilesh Rao** , Director Operations- Ezychain Logistics Pvt limited

Email id raoakhil24@gmail.com Mobile No:9321498932

d) **Mr. Rajiv Kalwani** , Senior Vice President- Reliance Retail Ltd

Email id : rajivkalwani0204@gmail.com   Mobile No:9967613000

5) Top rankers of the Final Year Graduate and Final Year Post Graduate examination of previous year of the concerned subject as invitee members for discussions on framing or revision of syllabus of that subject or group of subjects for one year.

a) **Geetika Bhatia** (Under Graduate student) H R College Email id geetikabhatia58@gmail.com , Mobile no :9820783509

b) **Jeevika Sahajwani** (Under Graduate student) H R College Email id jeevika.sahajwani@gmil.com Mobile no:9712917598

c) **Sarah Vaz** (Under Graduate student) HR College Email id : sarahvaz1@gmail.com, Mobile no: 9769313965

Significant contribution for BMS syllabus:

- **Dr. Radhika Menon** Assistant Professor at H.R College, Mumbai – 400020, Email id: radhika.menon@hrcollege.edu, Mobile no: 7738934390
- **Ms. Tanvi Khandhar** Assistant Professor at H.R College, Mumbai – 400020, Email id: tanvi.khandhar@hrcollege.edu, Mobile no: 9004111381

HSNC University, Mumbai

(2020-2021)

Ordinances and Regulations

With Respect to

Choice Based Credit System

(CBCS)

For the Programmes Under

The Faculty of Commerce and Management

For the programme

Bachelors of Management Studies

Curriculum– Second Year Undergraduate Programmes

Semester-III and Semester -IV

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Semester III

	Sr. No.	Choice Based Credit System	Subject Name	CREDITS
Alternative 1*	1	Major Subjects (Finance)	Business Planning & Entrepreneurship Management	4
			Accounting for Managerial Decisions	4
	2	Minor Subject (Marketing)	Integrated Marketing Communication	4
			OR	
		Minor Subject (Human Resource Management)	Recruitment & Selection	4
Alternative 2*	1	Major Subjects (Marketing)	Business Planning & Entrepreneurship Management	4
			Integrated Marketing Communication	4
	2	Minor Subject (Finance)	Accounting for Managerial Decisions	4
			OR	
		Minor Subject (Human Resource Management)	Recruitment & Selection	4
Alternative 3*	1	Major Subjects (Human Resource Management)	Business Planning & Entrepreneurship Management	4
			Recruitment & Selection	4
	2	Minor Subject (Finance)	Accounting for Managerial Decisions	4
			OR	
		Minor Subject (Marketing)	Integrated Marketing Communication	4
	3	Skill Enhancement Course	IT in Business Management	3
	4	Modern Indian Language	Hindi/ Marathi/ Sindhi/ Sanskrit	2
	5	Open Elective	Business Law	3
	6	**Cocurricular/ Sports/Cultural/NSS**	Here students have to participate for 60 hours in the given co – curricular activities and have to submit the record of their participation	2
		TOTAL		20+2

➢ *** Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Semester IV

	Sr. No.	Choice Based Credit System	Subject Name	CREDITS
Alternative 1*	1	Major Subjects (Finance)	Strategic Management	4
			Personal Financial Planning	4
	2	Minor Subject (Marketing)	Customer Relationship Management	4
			OR	
		Minor Subject (Human Resource Management)	Training & Development	4
Alternative 2*	1	Major Subjects (Marketing)	Strategic Management	4
			Customer Relationship Management	4
	2	Minor Subject (Finance)	Personal Financial Planning	4
			OR	
		Minor Subject (Human Resource Management)	Training & Development	4
Alternative 3*	1	Major Subjects (Human Resource Management)	Strategic Management	4
			Training & Development	4
	2	Minor Subject (Finance)	Personal Financial Planning	4
			OR	
		Minor Subject (Marketing)	Customer Relationship Management	4
	3	Skill Enhancement Course	Research Methodology	3
	4	Modern Indian Language	Hindi/ Marathi/Sindhi/ Sanskrit	2
	5	Open Elective	Corporate Law	3
	6	**Cocurricular/ Sports/Cultural/NSS**	Here students have to participate for 60 hours in the given co – curricular activities and have to submit the record of their participation	2
		TOTAL		20+2

➢ *** Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Preamble

A bachelor's degree programme in management studies, or BMS, is available to undergraduates. Students who complete the course will have the knowledge and abilities necessary to hold management positions in a variety of organizations. At the undergraduate level, the Bachelor of Management Studies programme incorporates concepts and actions in the fundamental functional areas of business management. Additionally, it discusses entrepreneurship, the legal environment of business, information technology, globalization, and economic integration.

The course's goal is to give students the chance, support, and appropriate readings/reference materials they need to obtain formal academic orientation with a focus on the working world. The objective is to make sure that students are more creative as well as more effective.

Students who enroll in a management studies programme will have a strong foundation in management and strategy development. The electives give students the chance to learn more in-depth information about their chosen fields of study, such as finance, marketing and human resource management in international business as major and minor in their second year. In addition to teaching business management, this course will give students the tools they need to comprehend how organizations function, how they are controlled, and how to be sensitive to both domestic and global surroundings. Learning that is student-centered emphasizes techniques and abilities that support independent problem-solving and lifelong learning.

The National Education Policy (NEP) 2020 has introduced several changes to the Bachelor of Management Studies (BMS) curriculum. The new curriculum is now 4 years long, instead of 3, and it is more flexible, interdisciplinary, and research-oriented. Students will be able to choose their own electives and take courses from a variety of disciplines and languages, which will give them a broader understanding of the world and how businesses operate. The new curriculum also emphasizes the importance of problem-solving skills, research, and soft skills, such as communication and teamwork. These changes will make BMS education more relevant and prepare students for the demands of the 21st century workforce.

The curriculum comprises Online Courses (OLC), which are accessible on NPTEL or SWAYAM portals as part of the MOOCS programme being created by MHRD, in order to conform with the educational policies of the Government of India. The students' self-paced learning habits and exposure to emerging learning technology will both be fostered via the online courses.

1. Process adopted for curriculum designing:

The members of the respective departments initially developed a draft syllabus as per NEP guidelines and undertaken subject specific research on the existing curriculum from other Universities, studying the current needs of the industry, analyzing the new trends in the subjects, and even connecting to some NGOs in few subjects. The drafted syllabus was then shown to academicians, experts from industry and researchers through emails and their inputs were gathered through BOS meetings. These valuable inputs were incorporated into the syllabus ensuring that the syllabus is enriched in all aspects.

2. Salient features, how it has been made more relevant:

While designing of the syllabus, care has been taken to ensure that the student learns application skills along with theory. Demonstrations of the practical applications shall be conducted through special lectures and workshops that will contribute to enhanced learning. A combination of lectures, problem solving during tutorials and the supplementary sessions all contribute to make a student job ready.

3. Learning Outcomes.

Management is a critical function for every organization, and students trained in management play this important role in organizations of every size and type. The skills, techniques, and theories acquired by the manager leads to jobs in business, government, and the non-profit sector. Students who plan to establish their own firms or to become part of a family-owned firm may also pursue this course. This course shall help individuals learn to:

- motivate, lead, and develop others
- structure organizations capable of meeting both profit and social responsibility goals
- work well in accomplishing work individually and through others
- communicate accurately
- develop a strategic perspective on the organization and its parts

The primary objective of this programme is providing students with a sound theoretical base and exposure to current business challenges. This is essentially achieved through enhancing the ability of students to meet global challenges through sensitivity towards organizational, economic, and cultural diversity.

Through specialized elective subjects, students can acquire an in-depth knowledge of various streams like Finance, Marketing and Human Resource Management.

4. Input from stakeholders

For drafting the syllabus, each department has taken inputs from industry experts, parents and notable alumni. The stakeholders have been impressed with the inclusion of e-learning options for the learners provided in the syllabus. They have suggested subsequently to add more practical hands on examples,

learning through games and GIS certificate programs. For more advanced related topics, there can be sharing of video lectures and seminars, workshops, industrial visit, short term courses and 30 hours certificate courses could be organized.

Part 2 - The Scheme of Teaching and Examination

Semester – III (Summary)

	Sr. No.	Choice Based Credit System	Subject Code	Subject Name
Alternative 1*	1	**Major Subjects (Finance)**	UC-SMS(F)M1-301	Business Planning & Entrepreneurship Management
			UC-SMS(F)M2-302	Accounting for Managerial Decisions
	2	**Minor Subject (Marketing)**	UC-SMS(M)M3-303	Integrated Marketing Communication
		OR		
		Minor Subject (Human Resource Management)	UC-SMS(H)M3- 304	Recruitment & Selection
Alternative 2*	1	**Major Subjects (Marketing)**	UC-SMS(M)M1-305	Business Planning & Entrepreneurship Management
			UC-SMS(M)M2- 306	Integrated Marketing Communication
	2	**Minor Subject (Finance)**	UC-SMS(F)M3 - 307	Accounting for Managerial Decisions
		OR		
		Minor Subject (Human Resource Management)	UC-SMS(H)M3- 304	Recruitment & Selection
Alternative 3*	1	**Major Subjects (Human Resource Management)**	UC-SMS(H)M1-308	Business Planning & Entrepreneurship Management
			UC-SMS(H)M2 - 309	Recruitment & Selection
	2	**Minor Subject (Finance)**	UC-SMS(F)M3 - 307	Accounting for Managerial Decisions
		OR		
		Minor Subject (Marketing)	UC-SMS(M)M3-303	Integrated Marketing Communication
	3	**Skill Enhancement Course (SEC)**	UC-SMSSEC-310	IT in Business Management
	4	**Modern Indian Language (MIL) (Any one)**	UC-SMSMIL-311 UC-SMSMIL-312 UC-SMSMIL-313 UC-SMSMIL-314	Hindi/ Marathi/ Sindhi/ Sanskrit
	5	**General / Open Elective**	UC-SMSGE-315	Business law

> ➢ *** Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Second Year Semester III Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week					Credit	Internals				External	Total Marks
			Units	SL	L	T	P		SLE/AP	CT/PE	CP	T	SEE	
1	UC-SMS(F)M1-301	Business Planning & Entrepreneurship Management	4	20%*	4	0	0	4	15	20	5	40	60	100
2	UC-SMS(F)M2-302	Accounting for Managerial Decisions	4	20%*	4	0	0	4	15	20	5	15	60	100
3	UC-SMS(M)M3-303	Integrated Marketing Communication	4	20%*	4	0	0	4	15	20	5	15	60	100
	UC-SMS(H)M3- 304	Recruitment & Selection	4	20%*	4	0	0	4	15	20	5	15	60	100
1	UC-SMS(M)M1-305	Business Planning & Entrepreneurship Management	4	20%*	4	0	0	4	15	20	5	15	60	100
2	UC-SMS(M)M2- 306	Integrated Marketing Communication	4	20%*	4	0	0	4	15	20	5	15	60	100
3	UC-SMS(F)M3 - 307	Accounting for Managerial Decisions	4	20%*	4	0	0	4	15	20	5	15	60	100
	UC-SMS(H)M3- 304	Recruitment & Selection	4	20%*	4	0	0	4	15	20	5	15	60	100
1	UC-SMS(H)M1-308	Business Planning & Entrepreneurship Management	4	20%*	4	0	0	4	15	20	5	15	60	100
2	UC-SMS(H)M2 - 309	Recruitment & Selection	4	20%*	4	0	0	4	15	20	5	15	60	100
3	UC-SMS(F)M3- 307	Accounting for Managerial Decisions	4	20%*	4	0	0	4	15	20	5	15	60	100

	Course Code	Course Name		%	L	T	P	T						
	UC-SMS(M) M3 -303	Integrated Marketing Communication	4	20%*	4	0	0	4	15	20	5	15	60	100
4	UC-SMSSEC -310	IT in Business Management	3	-	1	0	2	3	-	20	5	25	50	75
5	UC-SMSMIL -311	HINDI	2	-	2	0	0	2	20	-	-	20	30	50
	UC-SMSMIL -312	MARATHI	2	-	2	0	0	2	20	-	-	20	30	50
	UC-SMSMIL -313	SINDHI	2	-	2	0	0	2	20	-		20	30	50
	UC-SMSMIL -314	SANSKRITI	2	-	2	0	0	2	20	-	-	20	30	50
6	UC-SMSGE- 315	Business Law	3	20%*	3	0	0	3	20	-	5	25	50	75
	Total Hours / Credit							20		Total Marks				500

SL: Self Learning, L: Lecture, T: Total, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

PA- Project Assessment, AP – Assignment project, PE – practical Examination

➤ *** Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Second Year Semester – III Units – Topics – Teaching Hours

	S.N	Subject Code		Subject Unit Title	Lectures	Total No. of lectures	Credit	Total Marks
Alternative 1*	**1**	UC-SMS(F)M1-301	I	Foundations of Entrepreneurship Development:	15	60	4	100
			II	Types & Classification of Entrepreneurs	15			
			III	Entrepreneur Project Development &Business Model Canvas	15			
			IV	Venture Development and New Trends in Entrepreneurship Management	15			
	2	UC-SMS(F)M2-302	I	Understanding Financial Statements	15	60	4	100
			II	Ratio Analysis	15			
			III	Working Capital Management	15			
			IV	Cash Flow Analysis	15			
	3	UC-SMS(M)M3-303	I	Introduction to Integrated Marketing Communication	15	60	4	100
			II	Elements of IMC – I	15			
			III	Elements of IMC – II	15			
			IV	Evaluation & Ethics in Marketing Communication	15			
		UC-SMS(H)M3-304	I	Recruitment	15	60	4	100
			II	Selection	15			
			III	Induction	15			
			IV	Soft Skills	15			
Alternative2*	**1**	UC-SMS(M)M1-	I	Foundations of Entrepreneurship	15			

		305		Development:		60	4	100
			II	Types & Classification of Entrepreneurs	15			
			III	Entrepreneur Project Development &Business Model Canvas	15			
			IV	Venture Development and New Trends in Entrepreneurship Management	15			
	2	UC-SMS(M)M2-306	I	Introduction to Integrated Marketing Communication	15	60	4	100
			II	Elements of IMC – I	15			
			III	Elements of IMC – II	15			
			IV	Evaluation & Ethics in Marketing Communication	15			
	3	UC-SMS(F)M3 - 307	I	Understanding Financial Statements	15	60	4	100
			II	Ratio Analysis	15			
			III	Working Capital Management	15			
			IV	Cash Flow Analysis	15			
		UC-SMS(H)M3-304	I	Recruitment	15	60	4	100
			II	Selection	15			
			III	Induction	15			
			IV	Soft Skills	15			
Alternative 3*	1	UC-SMS(H)M1-308	I	Foundations of Entrepreneurship Development:	15	60	4	100
			II	Types & Classification of Entrepreneurs	15			
			III	Entrepreneur Project Development &Business Model Canvas	15			
			IV	Venture Development and	15			

				New Trends in Entrepreneurship Management				
	2	UC-SMS(H)M2 - 309	I	Recruitment	15	60	4	100
			II	Selection	15			
			III	Induction	15			
			IV	Soft Skills	15			
	3	UC-SMS(F)M3 - 307	I	Understanding Financial Statements	15	60	4	100
			II	Ratio Analysis	15			
			III	Working Capital Management	15			
			IV	Cash Flow Analysis	15			
		UC-SMS(M)M3-303	I	Introduction to Integrated Marketing Communication	15	60	4	100
			II	Elements of IMC – I	15			
			III	Elements of IMC – II	15			
			IV	Evaluation & Ethics in Marketing Communication	15			
	4	UC-SMSSEC-310	I	MIS and ERP	15	45	3	75
			II	Excel Basic	15			
			III	Introduction to Power BI	15			
(Select any one subject)	**5**	UC-SMSMIL-311	I	खंड क : पाठ्यक्रम में निर्धारित कविताएँ	20	30	2	50
			II	खंड ख: वाक्य के भेद, पर्यायवाची शब्द, विलोम शब्द, अनेक शब्दों के एक शब्द	10			
		UC-SMSMIL-312	I	घटक एक : मुलाखत घेणे - पूर्वतयारी	15	30	2	50
			II	घटक दोन : मुलाखत देणे पूर्वतयारी	15			
		UC-SMSMIL-	I	Sindhi Language / Arabic Lipi, Devnagiri Lipi And	15	30	2	50

		313		Romanised Lipi				
			II	Spoken Sindhi (Sindhi regional accents, dialects & expressions) & Rhymes	15			
		UC-SMSMIL-314	I	Basic Language Skills: Grammar	15	30	2	50
			II	Reading & Speaking Skills:	15			
	6	UC-SMSGE-315	I	Indian Contract Act – 1872 Part – I	15	45	3	75
			II	Indian Contract Act 1872 – Part Ii (Special Contracts)	15			
			III	Negotiable Instrument Act	15			
				Total			20	500

- **Lecture Duration – 1 hr**
- **For theory papers One credit =15 hrs**
- **For practicals   One credit=30 hrs**
- *** Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Part 3 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

UC-SMS(F)M1-301 / UC-SMS(M)M1-305 / UC-SMS(H)M1-308
Business Planning and Entrepreneurship Management

Program Objectives:

- To understand the role and fundamentals of Entrepreneurship and the ability to identify and create business opportunities that can be commercialized successfully.
- To learn problem solving, creativity and to elaborate on the understanding of the process and types of innovation.
- To understand the relevance and application of Business Canvas Model, how to start up a venture and launching formalities for a new venture.
- The students develop and can systematically apply an entrepreneurial way of thinking and understand the process adopted for protection of intellectual property involving patents, trademarks, and copyrights.

Learning Outcomes

- Sharpen creative, innovative and problem-solving skills of students which will enable them to ideate towards new entrepreneurial ventures.
- Students will learn life skills and how to tackle failures and uncertainties especially in the domain of entrepreneurship.
- Identification and selection of best entrepreneurial opportunities through application of design thinking and other methodologies.
- Learn new modern business models, entrepreneurial culture and ethics.

Sr No	Units/Modules	No of lectures
I	**Foundations of Entrepreneurship Development:** 1.1 Foundations of Entrepreneurship Development: Definition of Entrepreneur Concept of Entrepreneurship, Importance and significance of growth of entrepreneurial activities 1.2 Entrepreneurial Decision-Making activities Role models, mentors, and support system for entrepreneurs 1.3 Theories of Entrepreneurship: Innovation Theory by Schumpeter, Theory of Social change by Everett Hagen 1.4 External Influences on Entrepreneurship Development (PESTLE) 1.5 Role of Entrepreneurial culture in Entrepreneurship Development, relevance of subcultures of different countries.	15
II	**Types & Classification of Entrepreneurs** 2.1 Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs Development of Women Entrepreneurs with reference to Self Help Group 2.2 Social entrepreneurship–concept, development of social entrepreneurship in India, 2.3 Importance and Social responsibility of NGO's. 2.4 Entrepreneurial development Program (EDP)– concept 2.5 Options available to Entrepreneur: Ancillarisation, BPO, Franchise, M&A 2.6 Types of Ownership Innovative Business Opportunities for new generation Entrepreneurs, Entrepreneurship and Family Business	15
III	**Entrepreneur Project Development &Business Model Canvas** 3.1 Emerging Creativity Education and Research Support 3.2 Innovation, Invention, Opportunities through change, Concept of Critical Thinking and Design Thinking 3.3 Safeguarding innovations - Concept of Intellectual Property Rights; Patents; Patenting trends; trademarks; Industrial designs; Copyrights; Trade secrets 3.4 Idea generation– Sources-Development of product /idea 3.5 Environmental scanning, SWOT analysis and **Porters 5 forces.**	15

		3.6 Creating Entrepreneurial Venture-Entrepreneurship Development Cycle	
		3.7 Business Model Canvas	
		3.8 Critical Risk Contingencies of the proposal, Scheduling and milestones.	
		3.9 Steps involved in starting of Venture: Launching formalities (licensing, registration, GST no and other formalities	
		3.10 Government initiatives to promote entrepreneurship in India: Small and Medium Enterprises Development (MSMED) Act, 2006 (Amended in 2020)	
IV		**Venture Development and New Trends in Entrepreneurship Management**	15
		4.1 Institutional support to an entrepreneur	
		4.2 Product/service development: prototype creation, Proof of Concept (POC), testing the market.	
		4.3 Marketing: customer profiling, Channel of Marketing, avenues of marketing (digital and offline) Sales: B2B vs B2C, Customer pitch	
		4.4 Operations: creating SOPs	
		4.5 Finance: Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects	
		4.6 Human Resources: Role of HRD in New venture and managing teams	
		4.7 New trends in entrepreneurship: Digital Nomadism, Subscription based business	
		4.8 Transition from Campus to Entrepreneurial Life: Elevator pitch, Entrepreneur communities	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Concept of Entrepreneurship
2	1	External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economic, Personal.
3	2	Women Entrepreneurs
4	3	Environmental scanning and SWOT analysis and Porters 5 forces.
5	4	New trends in entrepreneurship: Digital Nomadism, Subscription based business,

Online Resources

1. https://nptel.ac.in/courses/110/107/110107094/

2. https://nptel.ac.in/courses/110/106/110106141/

References

- Innovation and Entrepreneurship (1985) by Peter F. Drucker

- Angels, Dragons and Vultures (2011) by Simon Acland

- Crossing the Chasm (1991) by Geoffrey A. Moore

- The $100 Startup (2012) by Chris Guillebeau

- A Dozen Lessons for Entrepreneurs by Tren Griffin

- The Sage handbook of small business and entrepreneurship by Blackburn, Robert A; De Clercq, Dirk; Heinonen, Jarna

- Dream With Your Eyes Open by Ronnie Screwvala by Ronnie Screwvala

- Bhaag by Ganesh V.

- Connect The Dots by Rashmi Bansal

- Dhirubhai Ambani: Against All Odds by A G Krishnamurthy

- Steel King: Lakshmi Mittal by Prateeksha M Tiwary

- Stay Hungry Stay Foolish by Rashmi Bansal

- Government of India, Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade (DIPP) report on Evolution of Start-up India, Capturing the 5 years story.

- Government of India, Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade (DIPP) report on Start-up India the way ahead.

Examination pattern

A). Formative Assessment   **40 marks**

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks

| 3 | Active participation in routine class instructional deliveries | 05 Marks |

B). Summative Assessment

Semester End Examination- 60 %   <u>**60 Marks**</u>

1) Duration – These examinations shall be of 2 hours duration.

2) Question Paper Pattern: -

    i. There shall be four questions each of 15 marks.

    ii. All questions shall be compulsory with internal choice within the questions.

    iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

UC-SMS(F)M2-302/ UC-SMS(F)M3 – 307
Accounting for Managerial Decisions

Course Objectives:

- This subject helps the students to get familiar with the Financial Management techniques.
- To impart knowledge about the practical aspects of the subject.
- The course aims at explaining the core concepts of Financial Management and its importance in managing the company.
- To apply different technique of financial management like Ratios and Cashflows analysis for making the future plans and policies
- To equip students with a proper understanding of management of receivables.

Learning Outcomes

- To develop understanding of Financial Statements and learn to read and analyse them
- To calculate Various Ratios and interpret the company's position
- To Calculate Working Capital Requirements of a company
- To evaluate the optimal credit policy for the company
- To Analyse the Cash Flow Statement and cash position of the companies

Sr No	Units/Modules	No of lectures
1	**Understanding Financial Statements** 1.1 Introduction to financial Management its meaning & importance 1.2 Study of Balance sheet and Income statement/Revenue statements in vertical form suitable for analysis 1.3 Meaning of Financial Statement Analysis, Steps, Objective of Analysis. 1.4 Preparation of Comparative Statement, Common Size Statement, Trend Analysis	15
2	**Ratio Analysis** 2.1 Ratio analysis: Meaning, classification, Du Point Chart, advantages and Limitations. 2.2 Balance Sheet Ratios: I) Current Ratio ii) Liquid Ratio iii) Stock Working Capital Ratio iv) Proprietary Ratio v) Debt Equity Ratio vi) Capital Gearing Ratio vii) CASA ratio, Provisioning coverage ratio viii) Gross NPA ratio, Net NPA Ratio ix) Capital Adequacy Ratio x) Credit-deposit ratio 2.3 Revenue Statement Ratios: i) Gross Profit Ratio ii) Expenses Ratio iii) Operating Ratio iv) Net Profit Ratio v) Net Operating Profit Ratio vi) Stock Turnover Ratio 2.4 Combined Ratio i) Return on Capital employed (Including Long Term Borrowings) ii) Return on proprietor's Fund (Shareholders Fund and Preference Capital) iii) Return on Equity Capital	15

	iv) Dividend Payout Ratio		
	v) Debt Service Ratio		
	vi) Debtors Turnover		
	vii) Creditors Turnover		
3	**Working Capital Management** 3.1Concept, Nature of Working Capital, Planning of Working Capital, Operating Cycle, Cash management, Receivables Management 3.2 Estimation / Projection of Working Capital Requirement in case of Trading and Manufacturing Organization, Receivables Management 3.3 Short Practical Problems on Operating Cycle & Receivables Management	15	
4	**Cash Flow Analysis** 4.1Concepts, Need and Importance of Cash flow Statements 4.2 Preparation of Cash Flow Statement with reference to Accounting Standard No .3. (Indirect method only)	15	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	I	Understanding Financial Statements
2	II	Ratio Analysis practical application – analysing Ratios of different companies and interpreting its financial position.

Online Resources

https://resource.cdn.icai.org/62098bosinp8cp1.pdf
https://resource.cdn.icai.org/62099bosinp8cp2.pdf
https://resource.cdn.icai.org/62098bosinp8cp1.pdf

Reference Books:

- **Cost Management by Saxena & Vashist**
- **Cost & Management Accounting by Ravi N.Kishor , Publication Taxmonth**
- **Financial Of Management Accounting by S.R.Varshney, Wisdom**

Evaluation Pattern:

External Paper Pattern:

Q. 1	A. Practical Question	15 Marks
	OR	
	B. Practical Question	
Q. 2	A. Practical Question	15 Marks
	OR	
	B. Practical Question	
Q. 3	A. Practical Question	15 Marks
	OR	
	B. Practical Question	
Q. 4	A. Practical Question	15 Marks
	OR	
	B. Short Notes (Any 3/4) (one short note from each module)	

Note: Each of the four questions (Q.1 A/B, Q.2 A/B, Q.3 A/B & Q.4 A) should be from different module

UC-SMS(M)M2- 306 / UC-SMS(M)M3-303

Integrated Marketing Communication

Program Objectives:

- To acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme.
- To provide the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.
- To analyze the strategies and practices involved in the process of marketing communication management.

Learning Outcomes:

- To examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.

- To enable students to choose a marketing communication mix to achieve the communications and behavioural objectives of the IMC campaign plan.
- To develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
- Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
- Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.

Sr No	Units/Modules	No of lectures
1	**Introduction to Integrated Marketing Communication** 1.1 Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. 1.2 Promotional Tools for IMC, IMC planning process, 1.3 Communication process 1.4 Establishing objectives and Budgeting: Determining Promotional Objectives, AIDA, DAGMAR, Problems in setting objectives	15
2	**Elements of IMC – I** 2.1 Sales promotion and Direct marketing – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, Role of direct marketing in IMC, Objectives of Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media 2.2 Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR, In house PR, PR Consultancy, Publicity 2.3 Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling	15
3	**Elements of IMC – II** 3.1 Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. 3.2 Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship 3.3 Current Trends in IMC – Internet & IMC, Advertising on internet, PR through Internet Banner, Sales promotion on Internet, direct marketing on	15

4	**Evaluation & Ethics in Marketing Communication**	15
	4.1 Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking and Copy testing	
	4.2 Online evaluation: Click through Matrix Response cards, Redemption Rate, Internet Responses, QR Codes and Social Media	
	4.3 Respondent Behaviour Evaluation: POPAI, Toll free numbers, Test Markets –Purchase simulation tests	
	4.4 Ethics in Marketing – stereotyping, targeting vulnerable customers, offensive brand messages Commercial free speech, misleading claims, puffery, fraud, questionable B2B practices	
	4.5 Case Studies of Leading Brands	

Self-Learning topics (Unit wise)

Sr. No.	Topics
1	1.1 Reasons for growth of IMC
2	2.3 Personal selling - definition, features, stages and qualities required for personal seller
3	3.3 Current trends in IMC - Internet Marketing tools, Social Media tool
4	4.4 Ethics in Marketing

Online Resources

Unit	Topics
1	https://nptel.ac.in/courses/110/108/110108141/
2	https://nptel.ac.in/courses/110/105/110105122/
3	https://nptel.ac.in/noc/courses/noc20/SEM2/noc20-mg61/
4	https://nptel.ac.in/courses/110/107/110107147/

Reference Books:

Advertising & Promotion- An Integrated Marketing Communications Perspective, George Belch, Michael Belch & Keyoor Purani, TATA McGraw Hill Reference Books:

Advertising Management, Jaishri Jethwaney & Shruti Jain, Oxford University Press

Advertising & Promotions: An IMC perspective, Kruti Shah and Alan D'Souza, Tata McGraw Hill

Advertising Management, Aakar, Batra and Myers, Prentice 4. Advertising & Promotions, S H Kazmi and Satish K Batra, Excel Advertising; Principles and Practice, Wells, Moriarty and Burnett, Pearson

Advertising & Promotion: An IMC approach, Terence A. Shimp Pub., Cengage Learning Foundations of Advertising, Chynawalla & Sethia, HPH,

Advertising management - Rajeev Batra, John G Myers & Aaker, 5/e, PHI, 2007. Event marketing and management- Sanjaya Singh, Vikas Publication, 2003.

Advertising Basics, Vilanilam, Varghese, Response BOOKS, 2007 Advertising, Sangeeta Sharma &Raghuvir Singh, PHI, 2006.

Examination pattern

A). Formative Assessment   40 marks

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

B). Summative Assessment

Semester End Examination- 60 %   <u>**60 Marks**</u>

1) Duration – These examinations shall be of 2 hours duration.
2) Question Paper Pattern: -
   i. There shall be four questions each of 15 marks.
   ii. All questions shall be compulsory with internal choice within the questions.
   iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

UC-SMS(H)M2 – 309 / UC-SMS(H)M3- 304

Recruitment & Selection

Course Objectives:

- To familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.

- To upgrade the students with the changing trends in recruitment and selection in different industries.

- To thrust upon role of technology in recruitment and selection

- To evaluate the issues and challenges in the recruitment and selection process

Learning Outcomes

- Better understanding about the sources of recruitment

- Clarity on the selection techniques, types of interviews and selection test.

- Measures to solve issues pertaining to recruitment and selection

- Awareness on induction and socialization post selection

Sr No	Units/Modules	No of lectures
1.	**Recruitment** 1.1 Recruitment: Concept, Meaning, Objectives, Scope and Significance 1.2 Job analysis: Job description and specification 1.3 Process of recruitment 1.4 Sources or Types of recruitment: internal and external 1.5 Current trends in recruitment: Employer branding, Social media recruitment Outsourcing, Gig workers, Remote hiring and workplace evolution	15
2.	**Selection** 2.1 Selection concept and meaning, Objectives of selection 2.2 Selection process: Screening, Pre and Post criteria for selection, application blank, reference check, offer and appointment letter , Types of Selection test 2.3 Selection Interviews: Types of interviews, Guidelines for smooth flow of interviews for interviewee and interviewer, Effective interview techniques 2.4 Issues in selection: Errors and Ethics in selection and ways to overcome them, DEI 2.5 Role of Technology in Recruitment and Selection: Gamification, Simulation, Virtual and Augmented reality	15
3.	**Induction**	15

	3.1 Concept, Types- Forms/Informal Advantages of Induction, How to make induction effective	
	3.2 Orientation and Onboarding: Programme and Types, Process	
	3.3 Socialization: Types- Anticipatory, Encounter, Setting in, Socialization Tactics	
	3.4 Current trends followed with respect to Services, Finance, IT, Advisory Services, Law and Media Industry	
4.	**Soft Skills** 4.1 Preparing Bio data, CV and video resume 4.2 Social and Soft Skills- Group Discussion and Personal interview, Video and Tele Conferencing Skills 4.3 Presentation and Negotiation Skills, Aesthetic Skills 4.4 Exit Interviews: ways conduction effective exit interviews 4.5 Creating a good LinkedIn profile	15

Self-Learning topics (Unit wise)

Sr. No.	Topics
1.4	Sources of recruitment
2.2	Types of Selection test
2.4	Errors in selection
3.1	Concept , Types- Forms/Informal Advantages of Induction, How to make induction effective
4.1	Preparing Bio data, CV
4.4	Exit Interviews: ways conduction effective exit interviews

Online Resources

Unit	Topics
1	https://avcce.digimat.in/nptel/courses/video/122105020/L06.html
2	https://youtu.be/zXkWGbMbmkU (IIT DELHI)
3	https://youtu.be/PtStYwlNiDA?si=t-QuDrvot8PeTPtA
4	https://www.coursera.org/in/articles/what-is-exit-interview
5	https://youtu.be/NcD3nufvA7Y

Reference Books:

- Reference Books • Human Resource Management Text and Cases 8th Edition - K Aswathappa
- Human Resource Management – Garry Dessler
- Recruiting 101: The Fundamentals of Being a Great Recruiter Paperback – 1 January 2016
- Recruitment And Selection: A Theoretical Framework: Vinitaa Agarwal and Radhika Suri

Examination pattern

A). Formative Assessment   **40 marks**

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

B). Summative Assessment

Semester End Examination- 60 %   **60 Marks**

1) Duration – These examinations shall be of 2 hours duration.
2) Question Paper Pattern: -
   i. There shall be four questions each of 15 marks.
   ii. All questions shall be compulsory with internal choice within the questions.
   iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

UC-SMSSEC-310

IT in Business Management

Course Objectives:

1. To make students acquainted with the knowledge of Computer, Enterprise Resource Planning, Supply chain management, Customer Relationship Management etc.

2. Database (excel) is another requirement by many industries. So, in this course learners are introduced from basic of Excel.

3. Microsoft Excel is a widely used and a popular so we aim to teach basic and advanced MS-Excel to our students which will add value to their technical skills.

4. Introduction to Power Bi for creating Dash Board which is the current requirement of the corporate world

5. We have made the syllabus more of Practical and that will help to solve the problems on computer (hand on)

Learning Outcomes:

1. The course will help student to be a professional when it comes to working with the industry and corporates world or they can plan to take a full-time course in any of the topics mentioned in the syllabus.

2. We are making them professional in a way that one can be qualified to be a Literate in the Field of database for current industry and academia.

3. ERP and MIS will be helpful for students to be market oriented. It will also develop the management skills of the learners.

4. Power Bi skill will give them power to work with large amount of DATA in making DASHBOARD

5. Technical skills in excel will be developed in such a way that they will be Industry-ready at the end of final year.

Sr No	Units/Modules	No of lectures
1	**MIS and ERP** **1.1 MIS** 1.2 Overview of MIS : Definition, Characteristics 1.3 Subsystems of MIS (Activity and Functional subsystems) 1.4 Structure of MIS 1.5 Reasons for failure of MIS. 1.6 Understanding Major Functional Systems	**15**

	1.7 Marketing & Sales Systems		

	1.7 Marketing & Sales Systems 1.8 Finance & Accounting Systems 1.9 Manufacturing & Production Systems 1.10 Human Resource Systems 1.11 Inventory Systems 1.12 Sub systems, description and organizational levels 1.13 Decision support system: Definition, Relationship with MIS 1.14 Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS **1.2 ERP** 1.2.1 Concepts of ERP 1.2.2 Architecture of ERP 1.2.3 Generic modules of ERP 1.2.4 Applications of ERP 1.2.5 ERP Implementation concepts 1.2.6 ERP lifecycle 1.2.7 Concept of XRP (extended ERP) 1.2.8 Features of commercial ERP software	

2	**Excel Basic**
	  2.1 Creating and Navigating worksheets and adding information to worksheets
	  2.1.1 Types of data, entering different types of data such as texts, numbers,dates, functions. Cell referencing
	  2.1.2 Quick way to add data Auto complete, Autocorrect, Auto fill, Auto fit. Undo and Redo, Flash fill
	  2.1.3 Moving data, contiguous and non-contiguous selections, Selecting with keyboard. Cut-Copy, Paste. Adding and moving columns or rows. Inserting columns and rows.
	  2.1.4 Find and replace values. Spell check. Flash fill
	  2.1.5 Formatting cells, Numbers, Date, Times, Font, Colors, Borders, Fills.
	  2.1.6 Adding, removing, hiding and renaming worksheets.
	  2.1.7 Add headers/Footers to a Workbook. Page breaks, preview.
	  2.1.8 Creating formulas, inserting functions, cell references, Absolute, Relative (within a worksheet, other worksheets and other workbooks).
	  2.2 Functions
	  2.2.1 Mathematical and statistical functions. ROUND, ROUNDDOWN, ROUNDUP, CEILING, FLOOR, INT, MAX, MIN, MOD, SQRT, ABS, SUM, COUNT, AVERAGE
	  2.2.2 Financial functions: FV, PV, PMT, PPMT, IPMT, NPER, RATE
	  2.3 Data Analysis
	  2.3.1 Sorting, Subtotal, Filter, Advance Filter
	  2.3.2 Pivot Tables- Building Pivot Tables, Pivot Table regions,
	  2.3.3 Rearranging Pivot Table
		15

3	**Introduction to Power BI** 3.1 POWER BI DESKTOP (installation and tool to get familiar with)	**15**

| | • Overview of the Rhyme Interface
• Importing the Data using power query
• Fixing the Column Names using power query
• Transforming the Data
3.2 POWER BI CHART (REPORT)
• Creating Reports
3.3 POWER BI KPI INDICATORS (visualization and how they can benefit)
3.4 POWER BI DASHBOARD (how to create interactive Dashboard)
3.5 Creating Power BI Reports and AutoFilters
• Report Design with Legacy &. DAT File
• Report Design with Database Table
• "Get Data" Option and Report Verification in Cloud.
• Stacked Bar Chart, Stacked Column Chart
• Clustered Bar Chart, Clustered Column Chart
• Adding Report Titles, Report Format Options
3.6 Hierarchies and Drill Down Report
• Hierarchies and Drill Down Options
• Aggregate with Bottom /Up Navigation Rules
• Automated Records Selection with Tabular Data
• Parameter for Column Data and Table / Query Filters | |

Reference Books:

1. Concepts in Enterprise Resource Planning , Third Edition, Bret Wagner, Ellen Monk, Course Technology

2. Management Information Systems, Managing the Digital Firm, Kenneth C. Laudon, Jane P. Laudon, Prentice Hall

3. Excel 2019 Advanced Topics: Leverage More Powerful Tools to Enhance Your Productivity (Excel 2019 Mastery), George, Natha.

4. Data Analytics With MS Excel & Power BI by Punit Prabhu

5. Microsoft Power BI Quick Start Guide: Build dashboards and visualizations to make your data come to life by Devin Knight (Author), Brian Knight (Author), Mitchell Pearson (Author), Manuel Quintana (Author)

6. Microsoft Power BI Dashboards Step by Step 1st Edition by Errin O'Connor (Author)

7. Enterprise Resource Planning" by Bansal

8. "Enterprise Resource Planning" by Rajesh Ray

9. Management Information System. Prof. Kunal Kanti Ghosh, Prof. Surojit Mukherjee, Prof. Saini Das, IIT Kharagpur:
   https://nptel.ac.in/courses/110/105/110105148/

10. Management Information System (MIS),
    https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23

Examination Pattern

External - 50 marks

Internal - 25 marks

External Exam paper Pattern

      Q1 Any 2 out of 3   (Module 1)   **15 marks**

      Q2 Any 2 out of 3   (Module 3)   **15 marks**

      Q3 Any 3 out of 4   (Module 2)   **20 marks**

Internal Evaluation

Student will have to prepare journal based on assignment given in class well in advance and one practical of 15 marks on the day of lab test on the given topic of MS Excel and Power BI

- Practical exam based on problem done in class (only 1)   15 **marks**
  (Either on Ms Excel or Power BI)

- Journal   0**5 marks**
- Attendance   **05 marks**

Detailed Scheme Practical

Practical of Semester III

Title	No. of Lectures
1. Creating blank Templets 2. Cell formatting, Header footer, rows to be repeated on each page setting 3. All function from numeric, string, date and time, financial function 4. Linking worksheets 5. Data sorting, multi sorting, customized sorting 6. Filtering data with auto filter and advance filter 7. Subtotal and pivot table 8. Installation of Power BI on PC 9. How to add text file data to PowerBI, convert, transform to power Query and Merging of column, split the data of column, delete the column 10. How to add excel file to Power BI, convert, transform to power Query and Merging of column, split the data of col, 11. Connecting PDF file to power Query to transfer data to tabular form 12. To display unique list of data using power query, auto update of newly added to excel will reflect in power query 13. Adding data from multiple sheets of excel workbook (append Query. 14. Calling pivot table to power query (unpivoting the pivot table) 15. Data Cleaning (removing unwanted row, column, 16. Using if condition in power query and transforming the data 17. Creating Chart and Report 18. Creating a dash board using PowerBI, compare the same with excel Dash Board	02 Lectures per Practical per Batch

UC-SMSMIL-311

Modern Indian Language: Hindi

Course Objectives:

1. विद्यार्थियों में सोचने, समझने, मूल्यांकन करने और स्वतंत्र निर्णय लेने की क्षमता का विकास करना।

2. भारतीय सभ्यता-संस्कृति से अवगत कराते हुए उनमें नैतिक एवं मानवीय मूल्यों का विकास करना।

3. पाठ्यक्रम में विद्यार्थियों को साहित्यिक ज्ञान के साथ व्याकरण व भाषा संबंधी ज्ञान देने पर विशेष ध्यान दिया गया है।

Learning Outcome:

1. विद्यार्थियों में सोचने, समझने, मूल्यांकन करने और स्वतंत्र निर्णय लेने की क्षमता का विकासित होगी।

2. विद्यार्थियों में भारतीय सभ्यता-संस्कृति के प्रति सम्मान तथा नैतिक एवं मानवीय मूल्यों के प्रति सम्मान की भावना जागृत होगी।

3. विद्यार्थियों में साहित्यिक ज्ञान के साथ व्याकरण व भाषा संबंधी ज्ञान की समझ विकसित होगी।

Sr No	Units/Modules	No of lectures
1	**खंड क: पाठ्यक्रम में निर्धारित कविताएँ :** 1. रात यों कहने लगा मुझसे गगन का चाँद: रामधारी सिंह 'दिनकर' 2. इस नदी की धार में ठंडी हवा आती तो है: दुष्यंत कुमार 3. बनाया है मैंने ये घर धीरे-धीरे: राम दरश मिश्र	20
2	**खंड ख:** वाक्य के भेद, पर्यायवाची शब्द, विलोम शब्द, अनेक शब्दों के एक शब्द	10

मूल्यांकन एवं प्रश्नपत्र का प्रारूप
सत्र 1 एवं 2 के लिए

आंतरिक परीक्षा : 20 अंक

सत्रांत परीक्षा   : 30 अंक

	आंतरिक परीक्षा	अंक -20
1	प्रोजेक्ट	10
2	प्रत्यक्ष पुस्तक परीक्षण	10

	सत्रांत परीक्षा	अंक -30
1	अवतरण की संदर्भ सहित व्याख्या	10
2	दीर्घोत्तरी प्रश्न	10
3	टिप्पणियाँ	5
4	वस्तुनिष्ठ प्रश्न	5

पर्यायवाची अथवा समानार्थक शब्द-

जिन शब्दों के अर्थ में समानता पायी जाती है उन्हें पर्यायवाची कहा जाता है। कुछ पर्यायवाची शब्द निम्न प्रकार है-

शब्द   **पर्यायवाची शब्द**

1. अग्नि   - आग, पावक, अनल, हुताशन, कृशानु
2. अतिथि   - मेहमान, पाहुना, आगन्तुक, अभ्यागत
3. आँख   - लोचन, नेत्र, चक्षु, नयन, दृग, अक्षि
4. आसमान   - नभ, आसमान, व्योम, शून्य, अम्बर
5. अहंकार   - गर्व, दर्प, घमण्ड, अभिमान, दम्भ
6. अमृत   - सुधा, मधु, सोम, अमी, अमिय, पीयूष
7. अच्छा   - शुभ, उचित, उपयुक्त, सौम्य
8. असुर   - राक्षस, दानव, दैत्य, दनुज, निशाचर
9. आनन्द   - हर्ष, उल्लास, प्रसन्नता, खुशी, आमोद-प्रमोद
10. आभूषण   - गहना, अलंकार, जेवर
11. इच्छा   - अभिलाषा, कामना, आकांक्षा, मनोरथ
12. ईश्वर   - भगवान, परमात्मा, दीनबंधु, ईश, प्रभु
13. इन्द्र   - देवेन्द्र, सुरेन्द्र, सुरपति, देवराज, सुरेश, देवेश
14. बाग   - बगीचा, वाटिका, उपवन
15. कमल   - पंकज, अरविन्द, राजीव, अम्बुज, नीरज, जलज,
16. किनारा   - कूल, तट, कगार, तीर
17. कृष्ण   - घनश्याम, श्याम, कान्हा, गोपाल, मोहन, मुरलीधर, केशव, माधव, गिरिधर, मुरारी
18. कोयल   - पिक, कोकिला, वसन्त दूत, श्यामा
19. तालाब   - सर, तड़ाग, सरोवर, जलाशय, ताल
20. दिन   - वासर, वार, दिवस, अहन्
21. देवता   - अमर, देव, सुर, आदित्य, विबुध
22. दुष्ट   - अधम, नीच, कुटिल, खल, दुर्जन

23.	धन	-	अर्थ, मुद्रा, लक्ष्मी, श्री, द्रव्य, दौलत, सम्पत्ति
24.	नदी	-	तटिनी, सरिता, सलिला, अपगा, तरंगिणी, नद
25.	नौका	-	नाव, पोत, जलयान, तरिणी, बेड़ा, तरी
26.	नौकर	-	सेवक, अनुचर, भृत्य, दास, परिचारक
27.	पक्षी	-	खग, पतंग, चिड़िया, विहं, नभचर, पखेरू
28.	पत्नी	-	सहचरी, भार्या, वामा, जीवनसंगिनी, वधू, प्रिया
29.	पति	-	स्वामी, नाथ, भर्ता, कांता, बालम, साजन
30.	पवन	-	हवा, वायु, समीर, अनिल, मारुत, जगत्प्राण, प्रकंपन
31.	पंडित	-	विद्वान, मनीषी, बुध, कोविद, सुधी
32.	पुत्र	-	लड़का, बेटा, सुत, तनय, लाल, नंदन, आत्मज
33.	पुत्री	-	तनया, सुता, बेटी, तनुजा, आत्मजा, दुहिता
34.	पुष्प	-	फूल, कुसुम, सुमन, प्रसून, मंजरी
35.	पत्ता	-	पत्र, दल, पात, पर्ण, किसलय
36.	पृथ्वी	-	भूमि, भू, धरा, वसुधा, वसुंधरा, धरित्री, अवनि
37.	मनुष्य	-	नर, मानव, मनुज, जन, मर्त्य, व्यक्ति
38.	मेघ	-	जलद, नीरद, पयोद, बादल, घन, जलधर, वारिद
39.	मित्र	-	सखा, साथी, सहचर, मीत, दोस्त
40.	जननी	-	माँ, धात्री, अम्बा, अम्बिका, माता

2. विलोम अथवा विपरीतार्थक शब्द : विपरीत अर्थ का ज्ञान कराने वाले शब्दों को विलोम अथवा विपरीतार्थक शब्द कहा जाता है। कुछ विपरीतार्थक शब्द निम्न प्रकार हैं-

शब्द	विलोम	शब्द	विलोम	शब्द	विलोम	शब्द	विलोम
अर्थ	अनर्थ	सक्रिय	निष्क्रिय	उचित	अनुचित	चिन्तित	निश्चिन्त
अच्छा	बुरा	आलोक	अन्धकार	उपस्थित	अनुपस्थित	थल	जल
अल्प	अधिक	अनुकूल	प्रतिकूल	उत्तर	दक्षिण/प्रश्न	चेतन	जड़
अमृत	विष	अपना	पराया	उपयुक्त	अनुपयुक्त	धीर	अधीर
आदि	अन्त	पक्ष	विपक्ष	जन्म	मरण	नूतन	पुरातन
आशा	निराशा	आदर	निरादर	उदय	अस्त	नवीन	प्राचीन
आकाश	पाताल	आचार	अनाचार	उष्ण	शीत	पराजय	जय

व्यय	आय	अपेक्षा	उपेक्षा	उतार	चढ़ाव	जंगली	पालतू
आस्तिक	नास्तिक	पुरस्कार	दण्ड	निकट	दूर	ठोस	तरल
आयात	निर्यात	पूर्ण	अपूर्ण	न्याय	अन्याय	तरुण	वृद्ध
अन्धकार	प्रकाश	धर्म	अधर्म	हिंसा	अहिंसा	प्रेम	घृणा
अनुग्रह	विग्रह	आर्द्र	शुष्क	देव	दानव	तीव्र	मन्द
विराग	अनुराग	आग्रह	दुराग्रह	उन्नति	अवनति	दुर्लभ	सुलभ
आदान	प्रदान	धनी	निर्धन	चल	अचल	दोषी	निर्दोषी
अनुज	अग्रज	अनिष्ट	इष्ट	चतुर	मूढ़	दुराचारी	सदाचारी

3.अनेक शब्दों के लिए एक शब्द - हिंदी में वाक्यांश अथवा अनेक शब्दों के लिए एक शब्द का प्रयोग किया जाता है। इस प्रकार लेखन में संक्षिप्तता आती है और लेख सुगंठित हो जाता है। वाक्यांश के लिए एक शब्द के कुछ उदाहरण निम्न प्रकार हैं-

वाक्यांश	एक शब्द	वाक्यांश	एक शब्द
जिसके माता पिता न हों	अनाथ	प्रतिदिन होने वाला	दैनिक
जिसका आदि न हो	अनादि	सप्ताह में एक बार होनेवाला	साप्ताहिक
जिसका अंत न हो	अनंत	माह में एक बार होने वाला	मासिक
जो सबसे आगे रहता हो	अग्रणी	तीन महीने में होने वाला	त्रैमासिक
जो ईश्वर में आस्था रखता हो	आस्तिक	छह महीने में होने वाला	अर्द्धवार्षिक
जो ईश्वर में विश्वास न रखता हो	नास्तिक	वर्ष में होने वाला	वार्षिक
दूर की बात सोचने वाला	दूरदर्शी	उपकार को मानने वाला	कृतज्ञ
जिसका आकार हो	साकार	उपकार को न मानने वाला	कृतघ्न
जिसका आकार न हो	निराकार	जिसका रूप अच्छा हो	सुरूप
जो दान देता हो	दानी	जिसका रूप अच्छा न हो	कुरुप
जो अनुकरण करने योग्य हो	अनुकरणीय	जिसकी तुलना न हो	अतुलनीय
जो दिखाई न दे	अदृश्य	जिसके समान दूसरा न हो	अनन्य
जो पढ़ा लिखा न हो	अनपढ़	जिसमें दया हो	दयालु

जो धन का दुरुपयोग करता है	अपव्ययी	सबको समान देखने वाला	समदर्शी
जो कानून के विरुद्ध	अवैध	समान समय में होने वाला	समसामयिक
जिसका इलाज न हो सके	लाइलाज	नीति को जानने वाला	नीतिज्ञ
जिसे क्षमा न किया जा सके	अक्षम्य	जिसका वर्णन न हो सके	अवर्णनीय
अचानक होने वाली घटना	आकस्मिक	जो आकाश में घूमता हो	नभचर
आलोचना करने वाला	आलोचक	जिसका दस मुख हो	दसानन
जो प्रशंसा के योग्य हो	प्रशंसनीय	जिसका पेट बड़ा हो	लम्बोदर

4. मुहावरा- मुहावरा शब्द मूल रूप से अरबी भाषा का शब्द है तथा इसका वास्तविक अर्थ 'अभ्यास' अथवा बातचीत है। हिंदी में यह शब्द पारिभाषित रूप में एक ऐसे वाक्यांश का बोधक बन गया है. जिससे किसी साधारण अर्थ की प्रतीति विलक्षण तथा प्रभावशाली ढंग से होती है। मुहावरे का प्रयोग वाक्य में विलक्षणता उत्पन्न करने के लिए किया जाता है। मुहावरे के प्रयोग से भाषा में सौष्ठव, माधुर्य, कथन में चमत्कार और प्रभाव उत्पन्न होता है।

कुछ प्रचलित मुहावरें, उनके अर्थ तथा वाक्य में उनका प्रयोग इस प्रकार से हैं -

मुहावरा	मुहावरे का अर्थ	मुहावरे का वाक्य में प्रयोग
अंग-अंग मुस्काना	बहुत प्रसन्न होना	परीक्षा में सफल होने की सूचना पाकर शिवम् का अंग-अंग मुस्करा रहा था।
अंग-अंग ढीला पड़ना	बहुत थक जाना	आसाम से लम्बी रेल-यात्रा के बाद घर पहुँचने पर मेरा अंग-अंग ढीला पड़ गया।
अक्ल पर पत्थर पड़ना	समझ में न आना	युवाओं में बढ़ती लत को देखकर तो ऐसा ही लगता है, जैसे उनके अक्ल पर पत्थर पड़ गया है।
अगर-मगर करना	बहाना बनाना	राहुल दो दिन में मेरे पैसे लौटाने वाला था, लेकिन जब भी मांगो अगर-मगर करने लगता है।
अपना उल्लू सीधा करना	स्वार्थ पूरा करना	मोहन अपना उल्लू सीधा करने के लिए इतनी मीठी बातें करता है।
अंगारे उगलना	कठोर शब्द बोलना	सोहन के बिना बताए एक माह रहने पर घर आते ही पिताजी अंगारे उगलने लगे।

अक्ल के घोड़े दौड़ाना	सोच विचार करना	विमान में तकनीकी खराबी दूर करने के लिए इंजीनियरों ने अपनी अक्ल के घोड़े दौड़ाए।
अपना-सा मुँह लेकर रह जाना	लज्जित होना	जब किसी ने भी सोहन की बात नहीं सुनी तो वह अपना-सा मुँह लेकर रह गया।
अपने पाँव पर कुल्हाड़ी मारना	अपनी मुश्किल बढ़ाना	राधा ने अपनी सारी सम्पत्ति बेटे के नाम करके अपने पाँव पर आप कुल्हाड़ी मार ली।
अंगूठा दिखाना	इन्कार करना	राधा ने तीर्थ यात्रा से लौट कर जब बहू से अपने जेवर मांगे तो उसने अंगूठा दिखा दिया।
अपने मुँह मियाँ-मिट्टू बनना	अपनी बड़ाई स्वयं करना	राजू को हर जगह अपने मुँह मियाँ-मिट्टू बनने की आदत थी।
आँखें दिखाना	गुस्से में देखना	कक्षा में छात्रों को शोर करते देख कर अध्यापक ने अपनी आँखे दिखायीं।
आँखे चुराना	सामना करने से बचना	मित्र को मुसीबत में पड़ा देख कर कपटी मित्रों ने उससे आँखे चुरा लीं।
आँखों में धूल झोंकना	धोखा देना	रमेश अपने माता-पिता के पैसे का गलत उपयोग कर; उनकी आँखों में धूल झोंक रहा है।
आँखों का तारा	बहुत प्रिय होना	राधा अपनी माता-पिता के आँखों की तारा है।
आँखे पथरा जाना	राह देखते-देखते थक जाना	भाई की प्रतीक्षा करते-करते बहन की आँखे पथरा गई।
आँखों पर पर्दा पड़ना	सच्चाई न दिखाई देना	आजकल लालच के चलते अच्छे-अच्छे लोगों की आंखों पर पर्दा पड़ जा रहा है।
आड़े हाथों लेना	खरी-खरी सुनाना	रवि के घर देर से पहुँचने पर उसके पिता ने उसे आड़े हाथों लिया।
आकाश से बातें करना	बहुत ऊँचा होना	मुंबई में हजारों की संख्या में ऐसी इमारतें हैं, जो आकाश से बातें करती हैं।
आसमान पर चढ़ना	बहुत अभिमान करना	कक्षा में प्रथम स्थान आने पर रवि का दिमाग आसमान पर चढ़ गया है।
आँच न आने देना	जरा भी नुकसान न होने देना	माता-पिता स्वयं कष्ट उठा कर अपनी सन्तान पर आँच नहीं आने देते।
आसमान सिर पर	बहुत शोर करना	कक्षा में शिक्षक कै न होने पर छात्रों ने आसमान सिर पर उठा लिया।

उठाना		
आकाश-पाताल एक करना	कठिन प्रयत्न करना	राघव ने आईएएस बनने के लिए आकाश-पाताल एक कर दिये थे।
आग-बबूला होना	गुस्से से भर जाना	राजू और रिया को पढ़ाई छोड़ कर टीवी देख रहे थे, जिसे देख कर पापा आग बबूला हो गए।
ईद का चाँद	बहुत दिनों बाद दिखाई देना	नौकरी लगने के बाद सोहन ईद का चाँद हो गया है।
इधर-उधर की हाँकना	व्यर्थ बोलना	मैं सब बातें जानता हूँ, मुझसे ज्यादा इधर-उधर की मत हांको।
ईंट का जवाब पत्थर से देना	जो जैसे पेश आए, उससे वैसे ही पेश आना	इस बार यदि तुमने मुझे गलत बोला न तो मैं भी अब ईंट का जवाब पत्थर से दूँगा।
उल्लू बनाना	मूर्ख बनाना	अंग्रेज व्यापारी सरल भारतीयों का उल्लू बना कर सारा धन इंग्लैण्ड ले गए।
उंगली पर नचाना	अपने अधीन करना	राधा अपने पति को उंगली पर नचाती है।
ऊँट के मुँह में जीरा	जरूरत से कम मिलना	दारा सिंह जैसे पहलवान को नाश्ते में एक सेब देना ऊँट के मुँह में जीरा देना है।

संदर्भ ग्रंथ एवं अन्य स्रोत :

> **पुस्तक का नाम लेखक/ संपादक प्रकाशक**

> नील कुसुम रामधारी सिंह दिनकर लोकभारती प्रकाशन

> साये में धूप दुष्यंत कुमार राजकमल प्रकाशन

> दूसरा घर रामदरश मिश्र वाणी प्रकाशन

> भोलाराम का जीव हरिशंकर परसाई/सं. वेदप्रकाश राजकमल प्रकाशन

> आधुनिक हिन्दी हास्य – व्यंग्य केशव चन्द्र वर्मा भारतीय ज्ञानपीठ, काशी

> सरल हिन्दी व्याकरण और रचना वासुदेव नन्दन प्रसाद भारती भवन P & D

> http://kavitakosh.org

UC-SMSMIL-312

Modern Indian Language: Marathi

Course Objectives:

१. विद्यार्थ्यांना मुलाखत या भाषिक कौशल्य प्रकाराचा परिचय करून देणे.

२. मुलाखतकाराने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख करून देणे.

३. मुलाखत देणाऱ्याने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख करून देणे.

४. विद्यार्थ्यांना मुलाखतीसाठी आवश्यक असणाऱ्या कौशल्यांचा परिचय करून देणे.

Course Outcome:

१. विद्यार्थ्यांना मुलाखत या संभाषणप्रकाराच्या स्वरूपाचा परिचय होईल.

२. मुलाखतकाराने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख होईल.

३. मुलाखत देणाऱ्याने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख होईल.

४. विद्यार्थ्यांना मुलाखतीसाठी आवश्यक असणारी कौशल्ये परिचित होतील.

Sr No	Units/Modules	No of lectures
१	घटक एक : मुलाखत घेणे - पूर्वतयारी (६० मिनिटांच्या १५ तासिका) श्रेयांकन १	१५
२	घटक दोन : मुलाखत देणे पूर्वतयारी (६० मिनिटांच्या १५ तासिका) श्रेयांकन १	१५

Reference books:

१. व्यावहारिक मराठी, ल.रा. नसिराबादकर, भाषाविकास संशोधन संस्था, कोल्हापूर, २०२३

२. व्यावहारिक मराठी, (संपा.) स्नेहल तावरे, स्नेहवर्धन प्रकाशन, पुणे

३. व्यावहारिक मराठी अध्यापनाच्या दिशा, (संपा.) वसंत शेकडे, ऋतू प्रकाशन, अहमदनगर, २०१२

४. व्यावहारिक मराठी, (संपा.) कल्याण काळे, द.दि.पुंडे, निराली प्रकाशन, पुणे

५. व्यावहारिक मराठी, लीला गोविलकर, जयश्री पाटणकर, स्नेहवर्धन प्रकाशन, पुणे

६. मराठी लेखन दर्शन, चंद्रहास जोशी, मेहता पब्लिकेशन हाऊस, पुणे

७. उपयोजित मराठी, संजय लांडगे, दिलीपराज प्रकाशन, पुणे

८. अनिवार्य मराठी, लीला गोविलकर, के. सागर पब्लिकेशन, पुणे

९. व्यक्तिमत्त्व विकासासाठी संभाषण व लेखनकौशल्ये, (संपा.) पृथ्वीराज तौर आणि इतर, अथर्व पब्लिकेशन, २०१८.

मूल्यांकन आणि प्रश्नपत्रिकेचे स्वरूप

सत्र ३ व ४ साठी

अंतर्गत परीक्षा : गुण - २०

सत्रांत परीक्षा   : गुण - ३०

	अंतर्गत परीक्षा	गुण - २०
1	प्रत्यक्ष मुलाखत किमान दोन	१० + १०
	सत्रांत परीक्षा	गुण - ३०
1	**बहिर्गत परीक्षा ३० गुण (वेळ दीड तास)** • एकूण तीन प्रश्न विचारावेत. • प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत. • तिसरा प्रश्न हा घटक १ आणि २ वर आधारित दहा गुणांचा वस्तुनिष्ठ स्वरूपाचा असावा.	३०

UC-SMSMIL-313

Modern Indian Languages: Sindhi

Course Objectives:

Sauli Sindhi/ Simple Sindhi (Basic)

The objectives of the course include –

The basic Sindhi course aims to introduce learners to the Sindhi language and culture by providing fundamental vocabulary and grammar skills for communication, developing listening, speaking, reading, and writing proficiency, fostering cultural awareness, and empowering learners to engage effectively with Sindhi-speaking communities while appreciating linguistic diversity and cultural richness. The curriculum tries to re-engineer concepts by integrating rhymes thereby keeping Sindhi culture and tradition alive.

Learning Outcome

- Communicate effectively in Sindhi and can hold basic conversations in Sindhi, including greetings, introductions, and expressing simple ideas.
- Demonstrate comprehension of common phrases and expressions used in daily communication.
- Read and understand basic Sindhi texts such as short stories, poems, or simple articles.
- Write simple sentences and short paragraphs on familiar topics using correct grammar and vocabulary.

Sr No	Units/Modules	No of lectures
1	Sindhi Language / Arabic Lipi, Devnagiri Lipi and Romanised Lipi Speaking, Reading and Writing, Translation Basic Sindhi Sindhi Idioms & Proverbs Pahaka, , Conversation (Conversation) Return From School (Conversation) Good Health Care (Conversation) Visit To The Doctor	15
2	Spoken Sindhi (Sindhi regional accents, dialects & expressions) & Rhymes Short Sentences – Grammar (Present Tense) Grammar – Short Sentences (Present Continuous, Past, Future Tense) Grammar – Short Sentences (Pronouns, Interrogative, Demonstrative, Indefinite) Grammar – Short Sentences (Linking & Helping Verbs and Some Indefinite Pronouns) Framing Simple Sentences Sindhi Rhymes -" when you are happy." And " hik nando bhij"	15

Evaluation Pattern For 50 Marks

Written / Term End	Internal	Total
30	20	50

Experiential Learning Evaluation SLE (20 marks)

Presentation / Studio activity on Sindhi book Review / Translation

Term End Exam – 30 Marks

Q1 Attempt any 4 questions out of 5   (20)

   (5 marks each)

Q2 Attempt any one out of 2   (10)

   (10 Marks each)

Reference Books

Romanized Sindhi by Kamal Mirchandani

UC-SMSMIL-314

Modern Indian language: Sanskrit

Course Objectives:

1. To introduce the fundamentals of Sanskrit grammar

2. To teach various concepts in Sanskrit grammar

3. To enhance language proficiency by providing adequate exposure to reading and writing skills

4. To orient the learners towards various communication tasks

5. To increase the range of lexical resource through a variety of exercises

Learning Outcomes:

On successful completion of the course learners are expected to -

- Read understand and speak basic Sanskrit
- Understand the framework of Sanskrit grammar
- Construct small sentences in Sanskrit
- To imbibe Sanskrit grammar and Listening, Speaking, Reading andWriting skills

Sr No	Units/Modules	No of lectures
1	Basic Language Skills: Grammar a) Alphabet, Shabda-Parichay b) Sentence construction (selected verbs) Vibhakti of Selected nouns	15
2	Reading & Speaking Skills: a) Vocabulary with Pictures b) Text reading of Nītiśatakam from verses (1-10) Conversational Practice	15

Suggested Topics for Tutorials: (Semester – III)

1. Group Discussions

2. Fundamentals of Grammar

3. Vocabulary and Language Games

4. Picture Composition

5. Conversational Sanskrit skit

Internal Evaluation of 20 Marks		
Sr.No.	**Particulars**	**Marks**
1	Experiential learning evaluation which can include studio activity like students recording Sanskrit mantras	20 Marks

Evaluation Pattern:	**End Examination of 30 Marks**	**Duration : 2 Hours**
Question 1	MCQS / Objectives on Grammar: Unit – I	10 Marks
Question 2	Translation of Verses (from Nītiśatakam)	10 Mraks
Question 3	Rewrite the story using the appropriate words from the given words.	10 Marks

Reference Books

1. Kale, M. R., A Higher Sanskrit Grammar: For the use of school and college student, Motilal Banarsidass Publishers Pvt. Ltd., Delhi, 2016

2. Max Müller, A Sanskrit Grammar for Beginners, Piramal Publications, Delhi, 2016

3. R. Antonie, S.J., A Sanskrit Manual (Part-I &Part-II), Allied Publishers Limited, New Delhi, 2002

4. नीतिशतकम्- Nitisatakam (With English Translation and Transliteration), ed. W. Vivian de Thabrew, Pilgrims Publishing,Varanasi, 2018

5. Dr. Kankar, 130 संस्कृत कथा: 130 Short Sanskrit Stories, Neeta Prakashan,

6. पञ्चतन्त्रकथासंग्रहः Stories from Panchatantra, Published by: http://Sanskritebooks.wordpress.com https://ia801308.us.archive.org/29/items/Sanskrit_EBooks_Assorted_Titles/Stories%20from%20Panchatantra%20-%20Sanskrit%20English.pdf

UC-SMSGE-315

Business Law

Course Objectives:

- To Introduce students to the foundational principles of business law, including contracts and property rights.

- To Provide students with the skills necessary to identify and analyze legal issues commonly encountered in business Settings.

- To Explore the legal frameworks governing business entities such as partnerships, corporations, and limited liability companies.

- To Equip Students with the knowledge and tools to navigate business transactions, including Contract Drafting, Negotiation, and Interpretation.

Learning Outcomes:

- To understand and analyze about the framework of Indian Business Laws.

- To be acquainted about the legal aspects of business.

- To be able to apply basic legal knowledge to business transactions.

- To be able to communicate effectively using standard business and legal terminology

- To familiarize with case law studies related to Business Laws.

- To Evaluate the industry about legal knowledge acquired during the Course.

- To Analyse the principles rooted in business laws.

Sr No	Units/Modules	No of lectures
I	**INDIAN CONTRACT ACT – 1872 PART – I** 1.1 Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts. 1.2 Offer and Acceptance – Rules of Valid Offer and Acceptance, Counter Offer, Standing or Open Offer, Distinguish between Offer and Invitation to offer. Concept of Communication and Revocation of Offer and Acceptance (Ss. 3 – 5). 1.3 Capacity to Contract (Ss. 10-12) – Minor, Unsound Mind, Disqualified Persons. 1.4 Consideration (Ss. 2 & 25) – Concept and Importance of Consideration, Legal rules of Consideration, Exceptions to the Rule, 'No Consideration	15

	No Contract' (S. 25) Unlawful Consideration (S. 23).		
	1.5 Consent (Ss.13, 14-18, 39, 53, 55, 66)- Agreements in which consent is not free – Coercion, Undue Influence, Misrepresentation Fraud, Mistake.		
	1.6 Void Agreements (Ss. 24-30) – Concept, Void Agreements under Indian Contract Act.		
	1.7 Modes of Discharge of Contract, Remedies on Breach of Contract (S.73 - 75).		
II	**INDIAN CONTRACT ACT 1872 – PART II (SPECIAL CONTRACTS)** 2.1 Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essential Elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety. 2.2 Law of Bailment (Ss. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee. 2.3 Law of Pledge – Concept, Essentials of Valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee (Ss.173, 174, 177). 2.4 Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of Creation of Agency, Modes of Termination of Agency, Rights & Duties of Principal and Agent.	15	
III	**NEGOTIABLE INSTRUMENT ACT** 3.1 Meaning and Characteristics of Negotiable Instrument, Operational rules of Evidence –Presumptions, classification of Negotiable Instruments. Promissory Notes and Bills of Exchange (Ss. 4,5,108-116) 3.2 Essential elements of Promissory Note and Bill of Exchange, Distinguish Between Promissory note and Bill of Exchange. Acceptor and Acceptance, definition of Acceptor, Acceptance for honour, Absolute and qualified or conditional acceptance, Drawer, Drawee in case of Need (Ss.7,115&116) Payee 3.3 Cheques, Types of Cheque and Penalties in case of dishonor of certain cheques, distinguish between cheque and Bill of exchange, (Sec: 6,123-131A,138-147) 3.4MiscellaneousProvisions:(Secs:8-10,22,99-102,118-122,134 ,137) Holder (S.8), Holder in Due Course (S.9), Rights and privileges of H.D.C. Payment in due course (S.10)	15	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	1.6 Void Agreements (Ss. 24-30) – Concept, Void Agreements under Indian Contract Act.
2	2	2.4 Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of Creation of Agency, Modes of Termination of Agency, Rights & Duties of Principal and Agent.

Online Resources

https://nptel.ac.in/courses/129106006

https://onlinecourses.swayam2.ac.in/cec21_mg02/preview

https://www.icai.org/post.html?post_id=17760

Reference Books

1. Ansons, Law of Contract, (OUP UK)

2. Bajaj Puneet, Law of Contract (Macmillan)

3. Bangia, R.K, Contract I: With Specific Relief Act (LexisNexis)

4. Bhatt Sairam, Law Of Business Contract s In India Sage Publications

5. Chopras D.S, Cases And Materials On Contract Law & Specific Relief (Thomson Reuters)

6. Charles Fox, Working with Contracts, What they don't teach you at Law Schools

7. Cracknell, D.G, Obligations: Contract Law, (Old Baily Press London)

8. Fifoot, Law of Contract (Butterworth).

9. Gupta Ritu, Law of Contract: Includes the Specific Relief Act 1963, (LexisNexis Haryana)

10. Shetty Krishna, Simplest Book on Contract Law, Naveen Publications. 47

11. Kapoor S.k, " Law of Contracts I Section 1 to 75 of the Indian Contract Act, 1872 and the Specific Relief Act 1963, (Central Law Agency)

12. Mitra S.C, Law of Contracts, (Orient Publishing)

13. Mulla Dinshaw F, Indian Contract Act, (LexisNexis)

14. Muray, Rayan, Contract Law: The Fundamentals, (Sweet & Maxwell)

15. Pathak Akhileshwar, Contract Law, (Oxford)

16. Pollock & Mulla "Indian Contract Act and Specific Relief Act" (LexisNexis)

17. Ramaswamy, B.S, Contracts and their Management, (Lexis Nexis).

18. Singh Avatar, (EBC)

19. Singh, R. K, Law Relating to Electronic Contracts (LexisNexis).

Evaluation Pattern

External Paper Pattern

Q1	Attempt Any 2 out of 3 (7.5 Mark each)
	
	   a) Long Answer
	
	   b) Long Answer
	
	   c) Long Answer
		15 Marks

Q2	Attempt Any 2 out of 3 (7.5 Mark each)
	
	   a) Long Answer
	
	   b) Long Answer
	
	   c) Long Answer
		15 Marks

Q3	Attempt Any 2 out of 3 (10 Mark each)
	
	   a) Long Answer
	
	   b) Long Answer
	
	   c) Long Answers
		20 Marks

Note : For each question (Q1 A/B/C ,Q 2 A/B/C, Q3 A/B/C) should be from different modules

Part 4: The Scheme of Teaching and Examination

Semester – IV

Summary

	Sr. No.	Choice Based Credit System	Subject Code	Subject Name
Alternative 1*	1	Major Subjects (Finance)	UC-SMS(F)M1-401	Strategic Management
			UC-SMS(F)M2-402	Personal Financial Planning
	2	Minor Subject (Marketing)	UC-SMS(M)M3-403	Customer Relationship Management
		OR		
		Minor Subject (Human Resource Management)	UC-SMS(H)M3- 404	Training & Development
Alternative 2*	1	Major Subjects (Marketing)	UC-SMS(M)M1-405	Strategic Management
			UC-SMS(M)M2- 406	Customer Relationship Management
	2	Minor Subject (Finance)	UC-SMS(F)M3 - 407	Personal Financial Planning
		OR		
		Minor Subject (Human Resource Management)	UC-SMS(H)M3- 404	Training & Development
Alternative 3*	1	Major Subjects (Human Resource Management)	UC-SMS(H)M1- 408	Strategic Management
			UC-SMS(H)M2 - 409	Training & Development
	2	Minor Subject (Finance)	UC-SMS(F)M3 - 407	Personal Financial Planning
		OR		
		Minor Subject (Marketing)	UC-SMS(M)M3-403	Customer Relationship Management
	3	Skill Enhancement Course (SEC)	UC-SMSSEC-410	Research Methodology
	4	Modern Indian Language (MIL)	UC-SMSMIL- 411	Hindi/
			UC-SMSMIL- 412	Marathi/
			UC-SMSMIL- 413	Sindhi/
			UC-SMSMIL- 414	Sanskrit
	5	Open Elective	UC-SMSGE - 415	Corporate Law

➢ *** Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Second Year Semester IV Internal and External Detailed Scheme

Sr. No.	Subject Code	Subject Title	Periods Per Week						Internals				External	Total Marks
			Units	SL	L	T	P	Credit	SLE/AP	CT/PE	CP	T	SEE	
1	UC-SMS(F)M1-401	Strategic Management	4	20%*	4	0	0	4	15	20	5	40	60	100
2	UC-SMS(F)M2-402	Personal Financial Planning	4	20%*	4	0	0	4	15	20	5	15	60	100
3	UC-SMS(M)M3-403	Customer Relationship Management	4	20%*	4	0	0	4	15	20	5	15	60	100
	UC-SMS(H)M3- 404	Training & Development	4	20%*	4	0	0	4	15	20	5	15	60	100
1	UC-SMS(M)M1-405	Strategic Management	4	20%*	4	0	0	4	15	20	5	15	60	100
2	UC-SMS(M)M2- 406	Customer Relationship Management	4	20%*	4	0	0	4	15	20	5	15	60	100
3	UC-SMS(F)M3 - 407	Personal Financial Planning	4	20%*	4	0	0	4	15	20	5	15	60	100
	UC-SMS(H)M3- 404	Training & Development	4	20%*	4	0	0	4	15	20	5	15	60	100
1	UC-SMS(H)M1-408	Strategic Management	4	20%*	4	0	0	4	15	20	5	15	60	100
2	UC-SMS(H)M2 - 409	Training & Development	4	20%*	4	0	0	4	15	20	5	15	60	100
3	UC-SMS(F)	Personal Financial	4	20%*	4	0	0	4	15	20	5	15	60	100

#	Code	Subject	SL	SLE	L	T	P	Total	CT	TA	PA	AP	SEE	Total
	M3- 407	Planning												
	UC-SMS(M) M3 -403	Customer Relationship Management	4	20 %*	4	0	0	4	15	20	5	15	60	100
4	UC-SMSSEC -410	Research Methodology	3	-	1	0	2	3	-	20	5	25	50	75
5	UC-SMSMIL -411	Hindi	2	-	2	0	0	2	20	-	-	20	30	50
	UC-SMSMIL -412	Marathi	2	-	2	0	0	2	20	-	-	20	30	50
	UC-SMSMIL -413	Sindhi	2	-	2	0	0	2	20	-		20	30	50
	UC-SMSMIL -414	Sanskrit	2	-	2	0	0	2	20	-	-	20	30	50
6	UC-SMSGE- 415	Corporate Law	3	20 %*	3	0	0	3	20	-	5	25	50	75
	Total Hours / Credit							20			Total Marks			500

SL: Self Learning, L: Lecture, T: Total, P: Practical, SLE- Self learning evaluation,

CT-Commutative Test, SEE- Semester End Examination, TA-Teacher Assessment

PA- Project Assessment, AP – Assignment project, PE – Practical Examination

➢ **Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Second Year Semester – IV Units – Topics – Teaching Hours

	Sr. No	Subject Code	Subject Unit Title		Lectures	Total No. of lectures	Credits	Total Marks
Alternative 1*	1	UC-SMS(F)M1-301	I	Introduction	15	60	4	100
			II	Strategy Formulation	15			
			III	Strategy Implementation	15			
			IV	Strategic Evaluation & Control	15			
	2	UC-SMS(F)M2-302	I	Financial Planning Process & Investor Psychology	15	60	4	100
			II	Personal Financial Statement Analysis	15			
			III	Financial Mathematics, Retirement, and Insurance Planning	15			
			IV	Tax, Estate Planning	15			
	3	UC-SMS(M)M3-303	I	Introduction to Customer Relationship Management	15	60	4	100
			II	CRM Marketing Initiatives, Customer Service and Data Analytics	15			
			III	CRM Planning, Implementation, and Evaluation	15			
			IV	CRM New Horizons	15			
		UC-SMS(H)M3- 304	I	Overview of Training	15	60	4	100
			II	Overview of Development	15			
			III	Career development and Management Development Concepts	15			
			IV	Performance measurement	15			
Alternative 2*	1	UC-SMS(M)M1-305	I	Introduction	15	60	4	100
			II	Strategy Formulation	15			
			III	Strategy Implementation	15			
			IV	Strategic Evaluation & Control	15			
	2	UC-SMS(M)M2-	I	Introduction to Customer Relationship Management	15	60	4	100
			II	CRM Marketing Initiatives, Customer	15			

		306			Service and Data Analytics			
			III	CRM Planning, Implementation, and Evaluation	15			
			IV	CRM New Horizons	15			
	3	UC-SMS(F) M3 - 307	I	Financial Planning Process & Investor Psychology	15	60	4	100
			II	Personal Financial Statement Analysis	15			
			III	Financial Mathematics, Retirement, and Insurance Planning	15			
			IV	Tax, Estate Planning	15			
		UC-SMS(H) M3- 304	I	Overview of Training	15	60	4	100
			II	Overview of Development	15			
			III	Career development and Management Development Concepts	15			
			IV	Performance measurement	15			
Alternative 3*	**1**	UC-SMS(H) M1-308	I	Introduction	15	60	4	100
			II	Strategy Formulation	15			
			III	Strategy Implementation	15			
			IV	Strategic Evaluation & Control	15			
	2	UC-SMS(H) M2 - 309	I	Overview of Training	15	60	4	100
			II	Overview of Development	15			
			III	Career development and Management Development Concepts	15			
			IV	Performance measurement	15			
	3	UC-SMS(F) M3 - 307	I	Financial Planning Process & Investor Psychology	15	60	4	100
			II	Personal Financial Statement Analysis	15			
			III	Financial Mathematics, Retirement, and Insurance Planning	15			
			IV	Tax, Estate Planning	15			
		UC-SMS(M)M3-	I	Introduction to Customer Relationship Management	15	60	4	100
			II	CRM Marketing Initiatives, Customer	15			

		303		Service and Data Analytics				
			III	CRM Planning, Implementation, and Evaluation	15			
			IV	CRM New Horizons	15			
	4	UC-SMSSEC-310	I	Introduction to Research	15	45	3	75
			II	Data Collection and Processing	15			
			III	Data Analysis and Interpretation (30 hours Practical)	15			
(Select any one subject)	5	UC-SMSMIL-311	I	खंड क : पाठ्यक्रम में निर्धारित हास्य व्यंग्य :	20	30	2	50
			II	खंड ख : काल के भेद, मुहावरें, निबंध	10			
		UC-SMSMIL-312	I	घटक एक : निबंधलेखन: निबंधलेखनाचे विविध प्रकारांचा सैद्धांतिक परिचय व प्रत्यक्ष निबंधलेखन	15	30	2	50
			II	घटक दोन : विविध विषयांवर प्रत्यक्ष प्रदीर्घ निबंधलेखन	15			
		UC-SMSMIL-313	I	Stories & Prose	15	30	2	50
			II	Prose & Poem	15			
		UC-SMSMIL-314	I	Basic Language Skills: Grammar	15	30	2	50
			II	Reading & Speaking Skills:	15			
	6	UC-SMSGE-315	I	Companies Act 2013 Part I	15	45	3	75
			II	Companies Act 2013 Part II	15			
			III	Intellectual Property Rights	15			
				Total			**20**	**500**

- **Lecture Duration – 1 hr**
- **For theory papers One credit =15 hrs**
- **For practicals   One credit=30 hrs**
- **Students will have to choose any one alternative option out of the three offered for Major & Minor Subjects.**

Part 5 - Detailed Scheme

Curriculum Topics along with Self-Learning topics - to be covered, through self-learning mode along with the respective Unit. Evaluation of self-learning topics to be undertaken before the concluding lecture instructions of the respective Unit.

UC-SMS(F)M1-401 / UC-SMS(M)M1-405 / UC-SMS(H)M1- 408

Strategic Management

Course Objectives:

- To enable students to understand the relationship between strategic analysis and strategic implementation
- To facilitate comprehension of the distinction between firms and markets
- To make students apply strategic principles in order to understand the benefits and costs of diversification
- To enable understanding the international dimensions of strategic management
- To study the major contemporary trends in strategic management.

Learning Outcomes:

- Understand the relationship between strategic analysis and strategic implementation
- Comprehend the distinction between firms and markets
- Apply strategy principles to understand the benefits and costs of diversification
- Understand the international dimensions of strategic management
- Study the major contemporary trends in strategic management

Sr No.	Modules/ Units	No. of Lectures
1	**Introduction** 1.1 Strategy-Meaning, Definition 1.2 Strategic Management-Meaning, Definition, Importance, Strategic management 1.3 Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) 1.4 Strategic Intent-Mission, Vision, Goals, Objective, Plans 1.5 Core Competencies of Business and Competitive Advantage 1.6 Strategic Choice- Factors and Importance	15

	1.7 Blue Ocean Strategy and Value Innovation, Red Ocean Strategy , Purple Ocean Strategy	
2	**Strategy Formulation** 2.1 Environment Analysis and Scanning(SWOT) 2.2 Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) 2.3 Business Level Strategy(Cost Leadership, Differentiation, Focus) 2.4 Functional Level Strategy(R&D, HR, Finance, Marketing, Production)	15
3	**Strategy Implementation** 3.1 Models of Strategy making. 3.2 Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work 3.3 Implementation: Meaning, Steps and implementation at Project, Process, Structural ,Behavioral ,Functional level. 3.4 Business Continuity Plan: Introduction, Concepts of Business Continuity Plan (BCP), Relevance and Importance of BCP, Steps in Business Continuity Plan, Business Impact Areas, BCP and its Influence on Strategic Management, BCP and its Influence on Policy Making, Contingency Planning	15
4	**Strategic Evaluation & Control** 4.1 Meaning, Steps of Evaluation & Techniques of Control Difference Between Strategic Control and Operational Control 4.2 Synergy: Concept , Types , evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. 4.3 Recent Trends in Strategic Management: Introduction, Strategic Thinking, Organizational Culture and its Significance, Organizational Development and Change Management Strategic management in a new globalized economy	15

Self-Learning topics (Unit wise)

Unit	Topics
1	1.2 Strategic Management-Meaning, Definition, Importance, Strategic management
2	2.1 Environment Analysis and Scanning (SWOT)

3	3.4 Business Continuity Plan: Introduction,
4	4.3 Organizational Development and Change Management

Online Resources

https://nptel.ac.in/courses/110/108/110108047/
https://www.youtube.com/watch?v=EQUGBQ-W_o8 (IIT Kharagpur)
https://www.youtube.com/watch?v=tzU3b4d5hbc (IIT Madras)
https://nptel.ac.in/courses/110/101/110101146/

Reference Books:

- Besanko, D., Dranove, D., Shanley, M., & Schaefer, S. (2016). Economics of strategy (6thed.), John Wiley.
- Grant, R. M. (2015). Contemporary strategy analysis: Text and Cases, (8th ed.). Wiley.
- Porter, M. E. (2004). Competitive strategy. New York: Simon & Schuster.
- Porter, M. E. (1998). Competitive advantage of nations. London: Macmillan Press
- Prahalad, C. K., & Krishnan, M. S. (2008). The New Age of Innovation: Driving co- created
- value through global networks. New York: McGraw Hill.
- Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill.
- P.K. Ghosh : Business Policy , Strategy , Planning and Management
- Christensen , Andrews Dower: Business Policy- Text and Cases
- William F. Gkycj : Business Policy – Strategy Formation and Management Action
- Bongee and Colonan : Concept of Corporate Strategy

Examination pattern

A). Formative Assessment   **40 marks**

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	20 Marks

2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

B). Summative Assessment

Semester End Examination- 60 %   **60 Marks**

3) Duration – These examinations shall be of 2 hours duration.
4) Question Paper Pattern: -
   i. There shall be four questions each of 15 marks.
   ii. All questions shall be compulsory with internal choice within the questions.
   iii. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

UC-SMS(F)M2-402 / UC-SMS(F)M3 - 407

Personal Financial Planning

Program Objective:

- To enlighten the students on process of Personal Financial Planning and its importance.
- To make students learn about the essential elements of Financial Planning, Strategies and its important statements

Learning Outcomes:

- The students will be able to carry out the Personal Financial Planning activity, its process and its calculations.
- The students will understand Personal debt management and its various components

Sr. no.	Modules/ Units	No. of Lectures
1	**Financial Planning Process & Investor Psychology**	**15**
	1.1 Introduction to Financial Planning 1.2 Process of Financial Planning 1.3 Financial Values and Strategies • Values Define Your Financial Success • Financial Goals Follow from Your Values • Financial Strategies Guide Your Financial Success 1.4 Goals : life protection, capital protection, growth and inflation protection	
2	**Personal Financial Statement Analysis**	**15**
	2.1 Cash inflows and outflows 2.2 Income and expenditure statement 2.3 Budgeting and forecasting 2.4 Monitoring budgets and provisions for savings v. Personal Balance sheet and Net Worth 2.5 Calculation of Returns-Nominal Rate of Return, Effective Rate of Return, Internal Rate of Return, and Compounded Annual Growth rate (CAGR), Real Rate of Return, Rate of Return after adjusting taxes, Analysis of Return.	
3	**Financial Mathematics, Retirement, and Insurance Planning**	**15**
	3.1 Risk return relationship 3.2 Personal debt management: CIBIL score, Loan Calculations & Amortization (Excel-loan amortization template) 3.3 Retirement Planning 3.4 Insurance Planning: health insurance, term insurance, ULIP and traditional plans, motor insurance, home insurance	
4	**Tax, Estate Planning**	

	4.1 Tax planning wrt sec 10, 24, Capital gains, dividend tax, sec 80	
	4.2 Estate planning	
	4.3 Case Studies	

Self-Learning topics (Unit wise)

Sr. No	Topic
1	Investment Planning
2	Risk and Return Relationship
3	Financial ratios
4	Insurance Planning

Online Resources

https://www.youtube.com/watch?v=LLdKcFpHgM8

https://www.youtube.com/watch?v=C49nSjzg1iw

https://www.youtube.com/watch?v=XYkwa1D1AC4

References:

- The only Financial Planning Book that you will ever need: Amar Pandit: TV 18 Broadcast Ltd (CNBC TV18)

- How to be your own financial planner: Manish Chauhan : TV 18 Broadcast Ltd (CNBC TV18)

Examination pattern

A). Formative Assessment   **40 marks**

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

B). Summative Assessment

Semester End Examination- 60 %   <u>**60 Marks**</u>

1)   Duration – These examinations shall be of 2 hours duration.
2)   Question Paper Pattern: -
    i.   There shall be four questions each of 15 marks.
    ii.   All questions shall be compulsory with internal choice within the questions.
    iii.   The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

UC-SMS(H)M3- 404 / UC-SMS(H)M2 - 409

Training & Development

Course Objectives:

- To enable students to understand the concepts, principles and process of training and development
- To develop an understanding of how to assess training needs and design training programmes in an Organizational setting.
- To familiarize students with the levels, tools and techniques involved in evaluation of training effectiveness
- To develop an understanding on various non training solutions to improve employee performance

Learning Outcomes:

- It will make students learn how to improve the performance of employees at work place through training and development.
- It will enhance the decision-making skills of students.
- Students will learn how good training programme can help the organization in retaining their talent and in coping with this ever-changing environment.
- Relevance of management development programmes in the Organizations to develop best managers.

Sr. No	Modules/ Units	No. of Lectures
1	**Overview of Training** 1.1 A Systematic Approach to Training Human Resource Development Meaning, Importance, HRM Vs HRD 1.2 Concept, scope, importance, objectives, features, need and assessment of training. Distinction between Training and Development – Principles of Learning – e-Learning, Competency Mapping 1.3 Process of Training–Steps in Training, identification of Job Competencies, criteria for identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis, Types–On the Job &Off the Job Method. 1.4 Criteria &designing-Implementation– an effective training program. 1.5 Evaluation of Training and Levels of training	15
2	**Overview of Development** 2.1 Development– concept, scope, importance & need and features, Human Performance Improvement 2.2 Meaning of counselling, Counselling techniques with reference to development employees, society and organization. 2.3 Model for planned self-development, Importance of Personal Development plan, different ways to improve personal development skills. Examples of personal Development plan. 2.4 Succession planning meaning, Succession Planning Vs Career Planning, Process of Succession Planning	15
3	**Career development and Management Development Concepts** 3.1 Career development cycle, Benefits of career planning to individual as well as organization - Internal mobility: promotions, transfers, Separation 3.2 Special issues in training and employee development and career development 3.3 Meaning of Management Development 3.4 Process of MDP. 3.5 Programs & methods, importance, evaluating a MDP.	15

4	**Performance measurement**	15
	4.1 Performance measurements– Concept, Advantages of Appraisals, pitfalls &ethics of appraisal.	
	4.2 New technologies used in training, Global Training Trends**:** New technology in training and development, Cultural Diversity Training	
	4.3 Competency Mapping – Concept, importance, need, application	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Evaluation of Training and needs
2	1	Types of Training
3	2	Succession Planning
4	4	Competency Mapping – Concept, importance, need, application

Online Resources

https://www.youtube.com/watch?v=FiPPfxWgefA (IIT Kharagpur)
http://www.digimat.in/nptel/courses/video/110105069/L06.html
http://www.digimat.in/nptel/courses/video/110105069/L09.html
https://www.youtube.com/watch?v=nqXUfrblLUM (NPTEL)

Reference Books

- David A Decenzo & Stephen P Robbins India Personnel/Human Resource Management, - Prentice-Hall
- Gary Dessler, Prentice-Hall, India , Human Resource Management
- John M Ivancevich – TMH, Human Resource Management, 7e
- Wayne F Cascio – TMH , Managing Human Resources, 5e
- K Aswathappa – Tata Mcgraw-Hills, Human Resources and Personnel Management Text and Cases
- Training And Development- S.K. Bhatia

Examination pattern

A). Formative Assessment   **40 marks**

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

B). Summative Assessment

Semester End Examination- 60 %   **60 Marks**

1)   Duration – These examinations shall be of 2 hours duration.

2)   Question Paper Pattern: -

   iv. There shall be four questions each of 15 marks.

   v. All questions shall be compulsory with internal choice within the questions.

   vi. The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

UC-SMS(M)M2- 406 / UC-SMS(M)M3-403

Customer Relationship Management

Course Objectives:

- To understand the importance of customer relationship management in modern business practices
- To analyse the role of CRM in marketing, customer service, data driven decision making
- To explore the process of planning, implementation, and evaluation of CRM initiatives
- To examine the role of technology in facilitating CRM processes

Learning Outcomes:

- It will help students to understand the foundations and principles of CRM
- Analyze how CRM supports marketing initiatives, customer service and data-driven decision making.
- Possess the skills to plan and execute CRM initiatives,
- Students will be able to identify potential implications for future CRM strategies and practices,

Sr. No	Modules/ Units	No. of Lectures
1.	**Introduction to Customer Relationship Management**	15
	1.1 Concept, Objectives, Benefits of CRM to Customers and Organisations, Components of CRM: Information, Process, Technology and People, Barriers to CRM	
	1.2 Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Brand Building through Relationship Marketing, Relationship Challenges	
	1.3 Customer Centricity in CRM, Customer Journey Mapping, Customer Touch Points	
	1.4 Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy	
2.	**CRM Marketing Initiatives, Customer Service and Data Analytics**	15
	2.1 CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Customer Profitability and Value Modeling, Channel Optimization, Personalization, Event-Based Marketing, Customer Profiling, Customer Segmentation, Integrating social media, email, mobile channels with CRM	
	2.2 CRM and Customer Service: Call Center and Customer Care, Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement	
	2.3 CRM and Data Analytics: Importance of data analytics in CRM, Customer	

	Behaviour Prediction, Data-driven decision-making in CRM	
3.	**CRM Planning, Implementation, and Evaluation** 3.1 Planning and Implementation of CRM: B2B CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Customer Knowledge Management, Customer Interaction Management, CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement, Case studies highlighting successful CRM implementations 3.2 CRM Evaluation: Basic Measures- Service Quality, Customer Satisfaction, Customer Loyalty. Key performance indicators (KPIs) for evaluating CRM effectiveness, Continuous improvement in CRM through feedback loops	15
4.	**CRM New Horizons** 4.1 CRM Trends, Challenges and Opportunities 4.2 Emerging technologies in CRM to enhance customer experience (Chatbots, Augmented Reality, Virtual Reality) 4.3 Ethical issues in AI-powered CRM, Best practices for CRM privacy and data protection 4.4 Case studies and real-world examples of organisations adapting to new CRM horizons and overcoming challenges	15

Self-Learning Topics:

UNIT	TOPIC
1.	1.2 Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Brand Building through Relationship Marketing, Relationship Challenges
2.	2.2 CRM and Customer Service: Call Center and Customer Care, Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement
4.	4.1 CRM Trends, Challenges and Opportunities

https://egyankosh.ac.in/youtubevideo.jsp?src=W00PEkGTmdA&title=Customer%20Relation%20Management%20CRM
https://onlinecourses.swayam2.ac.in/imb19_mg10/preview
https://www.egyankosh.ac.in/bitstream/123456789/30872/1/Unit-7.pdf

Recommended Text:

- Baran Roger J. & Robert J. Galka (2014), Customer Relationship Management: The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group.

- Anderrson Kristin and Carol Kerr (2002), Customer Relationship Management, Tata McGraw-Hill.

- Ed Peelen, Customer Relationship Management, Pearson Education

- Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press.

- Judith W. Kincaid (2006), Customer Relationship Management Getting it Right, Pearson Education.

- Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Pearson Education

- Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, McGraw Hill Education.

Examination pattern

A). Formative Assessment   **40 marks**

Sr. No.	Particulars	Marks
1	**ONE** class test / online examination to be conducted in the given semester	20 Marks
2	Self-Learning Evaluation	15 Marks
3	Active participation in routine class instructional deliveries	05 Marks

Semester End Examination- 60 %   <u>**60 Marks**</u>

1)   Duration – These examinations shall be of 2 hours duration.

2)   Question Paper Pattern: -

   vii. There shall be four questions each of 15 marks.

  viii. All questions shall be compulsory with internal choice within the questions.

   ix.   The question may be sub-divided into sub-questions a, b, c, d & e only and the allocation of marks depends on the weightage of the topic.

The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared by the university.

UC - SMSSEC - 410

Research Methodology

Course Objectives:
- To Understand Research Concepts and its usages in each field.
- To Understand different types of research and creating a research design.
- To study primary data collection techniques and sources of secondary data.
- To acquaint data analytic techniques through modern methods.

Learning Outcomes:

The students will be –

- Learners are expected to demonstrate an understanding of research methodologies.
- Identify the overall process of designing a research study from its inception to the report stage.
- Imbibe data collection, analysis, interpretation and presentation skills at par with globally accepted standards.
- It will equip students with strategies of making Questionnaire and conducting a survey.
- Learners will be able to analyse the data through different techniques using software

Sr. No	Modules/ Units	No. of Lectures
I	**Introduction to Research** 1.1 Foundation of Research: Meaning, Objectives, Need and Importance of Research, Types of Research, Stages of Research Process 1.2 Review of Literature 1.3 Hypothesis: Meaning, Nature, Significance, Types and Sources. 1.4 Research Design: Concept, Importance and Contents. 1.5 Sampling: Meaning of Sample and Sampling, Methods of Sampling.	15
II	**Data Collection and Processing** 2.1 Types of Data and Sources: Primary and Secondary Data Sources. 2.2 Methods of Collection of Primary data Observation: Structured and Unstructured, Disguised and Undisguised, Mechanical observations. Experimental: Field, laboratory. Interview: Personal interview, focused group, in-depth interview methods. Survey: Telephonic Survey, Mail, E-mail, internet survey, social media and Media listening. Survey Instrument: Questionnaire designing- Types of questions, Scaling Techniques: Likert Scale, Semantic Differential Scale 2.3 Processing of Data: Meaning and Essentials of – Editing, Coding, Classification, Tabulation and Graphical Representation 2.4 Structure and Layout of Research Report Writing	15
III	**Data Analysis and Interpretation (30 hours Practical)** 3.1 Data Analysis through SPSS Software: Descriptive statistics- t test, f test, z test. Chi Square test, ANOVA, Test of Reliability and Validity 3.2 Referencing Software: Mendeley	15

Practical

Sr. No	Unit	Topic
1	3	Data Analysis and Interpretation

Reference Books

- Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
- Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
- Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
- Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
- Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
- Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
- SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
- Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House
- Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wrintston, 2nd Edition, New York
- Business Research Methods, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc
- Business Research Methods, Emary C.Willima, Richard D. Irwin In. Homewood
- Research Methods in Economics and Business by R. Gerber and P.J. Verdoom, The Macmillan Company, New York
- Research and Methodology in Accounting and Financial Management, J.K Courtis
- Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E
- Panneerselvam, R., Research Methodology, Prentice Hall of India, New Delhi, 2004.
- Kothari CR, Research Methodology- Methods and Techniques, New Wiley Ltd., 2009
- Mayan, M. J. (2016). Essentials of Qualitative Inquiry. Routledge. (Chapter 1, Introduction to Qualitative Inquiry, Chapter 4, Research Question and Sampling).
- Mickez, R. (2012). Interviewing Elites: Addressing Methodological Issues. Qualitative Inquiry 18: 482-493.

Examination Pattern:

External Paper Pattern: (Theory Modules) : 50 Marks

Internal :25 Marks

Q. 1	Any 2 out of 3	15 Marks
Q. 2	Any 2 out of 3	15 Marks
Q. 3	Any 2 out of 3	20 Marks

Practical :25 Marks

Sr. No	Unit	Topic	
1	3	Data Analysis and Interpretation	25 Marks

Examination Pattern

External - 50 marks

Internal - 25 marks

Internal Evaluation

Student will have group wise two assignment and following is the evaluation pattern

Assignment I   **10 marks**

Assignment II   **10 marks**

Attendance   **05 marks**

UC-SMSMIL- 411

Modern Indian Language: Hindi

Course Objectives:

1. विद्यार्थियों में सोचने, समझने, मूल्यांकन करने और स्वतंत्र निर्णय लेने की क्षमता का विकास करना।

2. भारतीय सभ्यता-संस्कृति से अवगत कराते हुए उनमें नैतिक एवं मानवीय मूल्यों का विकास करना।

3. पाठ्यक्रम में विद्यार्थियों को साहित्यिक ज्ञान के साथ व्याकरण व भाषा संबंधी ज्ञान देने पर विशेष ध्यान दिया गया है।

Learning Outcome:

1. विद्यार्थियों में सोचने, समझने, मूल्यांकन करने और स्वतंत्र निर्णय लेने की क्षमता का विकासित होगी।

2. विद्यार्थियों में भारतीय सभ्यता-संस्कृति के प्रति सम्मान तथा नैतिक एवं मानवीय मूल्यों के प्रति सम्मान की भावना जागृत होगी।

3. विद्यार्थियों में साहित्यिक ज्ञान के साथ व्याकरण व भाषा संबंधी ज्ञान की समझ विकसित होगी।

Sr. No	Modules/ Units	No. of Lectures
1	खंड क : पाठ्यक्रम में निर्धारित हास्य व्यंग्य : 1. भोलाराम का जीव: हरिशंकर परसाई 2. घूस एक चिकनाई है: रवीन्द्र कालिया 3. भगवान बचाए मेहमान से: पूरन सरमा	20
2	खंड ख : काल के भेद, मुहावरें, निबंध	10

मूल्यांकन एवं प्रश्नपत्र का प्रारूप
सत्र 1 एवं 2 के लिए

आतंरिक परीक्षा : 20 अंक

सत्रांत परीक्षा : 30 अंक

	आतंरिक परीक्षा	अंक -20
1	प्रोजेक्ट	10
2	प्रत्यक्ष पुस्तक परीक्षण	10

	सत्रांत परीक्षा	अंक -30
1	अवतरण की संदर्भ सहित व्याख्या	10
2	दीर्घोत्तरी प्रश्न	10
3	टिप्पणियाँ	5
4	वस्तुनिष्ठ प्रश्न	5

पर्यायवाची अथवा समानार्थक शब्द-

जिन शब्दों के अर्थ में समानता पायी जाती है उन्हें पर्यायवाची कहा जाता है। कुछ पर्यायवाची शब्द निम्न प्रकार है-

शब्द	पर्यायवाची शब्द
41. अग्नि	- आग, पावक, अनल, हुताशन, कृशानु
42. अतिथि	- मेहमान, पाहुना, आगन्तुक, अभ्यागत
43. आँख	- लोचन, नेत्र, चक्षु, नयन, दृग, अक्षि

44. आसमान	-	नभ, आसमान, व्योम, शून्य, अम्बर
45. अहंकार	-	गर्व, दर्प, घमण्ड, अभिमान, दम्भ
46. अमृत	-	सुधा, मधु, सोम, अमी, अमिय, पीयूष
47. अच्छा	-	शुभ, उचित, उपयुक्त, सौम्य
48. असुर	-	राक्षस, दानव, दैत्य, दनुज, निशाचर
49. आनन्द	-	हर्ष, उल्लास, प्रसन्नता, खुशी, आमोद-प्रमोद
50. आभूषण	-	गहना, अलंकार, जेवर
51. इच्छा	-	अभिलाषा, कामना, आकांक्षा, मनोरथ
52. ईश्वर	-	भगवान, परमात्मा, दीनबंधु, ईश, प्रभु
53. इन्द्र	-	देवेन्द्र, सुरेन्द्र, सुरपति, देवराज, सुरेश, देवेश
54. बाग	-	बगीचा, वाटिका, उपवन
55. कमल	-	पंकज, अरविन्द, राजीव, अम्बुज, नीरज, जलज,
56. किनारा	-	कूल, तट, कगार, तीर
57. कृष्ण	-	घनश्याम, श्याम, कान्हा, गोपाल, मोहन, मुरलीधर, केशव, माधव, गिरिधर, मुरारी
58. कोयल	-	पिक, कोकिला, वसन्त दूत, श्यामा
59. तालाब	-	सर, तड़ाग, सरोवर, जलाशय, ताल
60. दिन	-	वासर, वार, दिवस, अहन्
61. देवता	-	अमर, देव, सुर, आदित्य, विबुध
62. दुष्ट	-	अधम, नीच, कुटिल, खल, दुर्जन
63. धन	-	अर्थ, मुद्रा, लक्ष्मी, श्री, द्रव्य, दौलत, सम्पत्ति
64. नदी	-	तटिनी, सरिता, सलिला, अपगा, तरंगिणी, नद
65. नौका	-	नाव, पोत, जलयान, तरिणी, बेड़ा, तरी
66. नौकर	-	सेवक, अनुचर, भृत्य, दास, परिचारक
67. पक्षी	-	खग, पतंग, चिड़िया, विहं, नभचर, पखेरू
68. पत्नी	-	सहचरी, भार्या, वामा, जीवनसंगिनी, वधू, प्रिया
69. पति	-	स्वामी, नाथ, भर्ता, कांता, बालम, साजन
70. पवन	-	हवा, वायु, समीर, अनिल, मारुत, जगत्प्राण, प्रकंपन
71. पंडित	-	विद्वान, मनीषी, बुध, कोविद, सुधी
72. पुत्र	-	लड़का, बेटा, सुत, तनय, लाल, नंदन, आत्मज
73. पुत्री	-	तनया, सुता, बेटी, तनुजा, आत्मजा, दुहिता
74. पुष्प	-	फूल, कुसुम, सुमन, प्रसून, मंजरी

75. पत्ता	- पत्र, दल, पात, पर्ण, किसलय
76. पृथ्वी	- भूमि, भू, धरा, वसुधा, वसुंधरा, धरित्री, अवनि
77. मनुष्य	- नर, मानव, मनुज, जन, मर्त्य, व्यक्ति
78. मेघ	- जलद, नीरद, पयोद, बादल, घन, जलधर, वारिद
79. मित्र	- सखा, साथी, सहचर, मीत, दोस्त
80. जननी	- माँ, धात्री, अम्बा, अम्बिका, माता

2. विलोम अथवा विपरीतार्थक शब्द : विपरीत अर्थ का ज्ञान कराने वाले शब्दों को विलोम अथवा विपरीतार्थक शब्द कहा जाता है। कुछ विपरीतार्थक शब्द निम्न प्रकार हैं-

शब्द	विलोम	शब्द	विलोम	शब्द	विलोम	शब्द	विलोम
अर्थ	अनर्थ	सक्रिय	निष्क्रिय	उचित	अनुचित	चिन्तित	निश्चिन्त
अच्छा	बुरा	आलोक	अन्धकार	उपस्थित	अनुपस्थित	थल	जल
अल्प	अधिक	अनुकूल	प्रतिकूल	उत्तर	दक्षिण/प्रश्र	चेतन	जड़
अमृत	विष	अपना	पराया	उपयुक्त	अनुपयुक्त	धीर	अधीर
आदि	अन्त	पक्ष	विपक्ष	जन्म	मरण	नूतन	पुरातन
आशा	निराशा	आदर	निरादर	उदय	अस्त	नवीन	प्राचीन
आकाश	पाताल	आचार	अनाचार	उष्ण	शीत	पराजय	जय
व्यय	आय	अपेक्षा	उपेक्षा	उतार	चढ़ाव	जंगली	पालतू
आस्तिक	नास्तिक	पुरस्कार	दण्ड	निकट	दूर	ठोस	तरल
आयात	निर्यात	पूर्ण	अपूर्ण	न्याय	अन्याय	तरुण	वृद्ध
अन्धकार	प्रकाश	धर्म	अधर्म	हिंसा	अहिंसा	प्रेम	घृणा
अनुग्रह	विग्रह	आर्द्र	शुष्क	देव	दानव	तीव्र	मन्द
विराग	अनुराग	आग्रह	दुराग्रह	उन्नति	अवनति	दुर्लभ	सुलभ
आदान	प्रदान	धनी	निर्धन	चल	अचल	दोषी	निर्दोषी
अनुज	अग्रज	अनिष्ट	इष्ट	चतुर	मूढ़	दुराचारी	सदाचारी

3.अनेक शब्दों के लिए एक शब्द - हिंदी में वाक्यांश अथवा अनेक शब्दों के लिए एक शब्द का प्रयोग किया जाता है। इस प्रकार लेखन में संक्षिप्तता आती है और लेख सुगंठित हो जाता है। वाक्यांश के लिए एक शब्द के कुछ उदाहरण निम्न प्रकार हैं-

वाक्यांश	एक शब्द	वाक्यांश	एक शब्द
जिसके माता पिता न हों	अनाथ	प्रतिदिन होने वाला	दैनिक
जिसका आदि न हो	अनादि	सप्ताह में एक बार होनेवाला	साप्ताहिक
जिसका अंत न हो	अनंत	माह में एक बार होने वाला	मासिक
जो सबसे आगे रहता हो	अग्रणी	तीन महीने में होने वाला	त्रैमासिक
जो ईश्वर में आस्था रखता हो	आस्तिक	छह महीने में होने वाला	अर्द्धवार्षिक
जो ईश्वर में विश्वास न रखता हो	नास्तिक	वर्ष में होने वाला	वार्षिक
दूर की बात सोचने वाला	दूरदर्शी	उपकार को मानने वाला	कृतज्ञ
जिसका आकार हो	साकार	उपकार को न मानने वाला	कृतघ्न
जिसका आकार न हो	निराकार	जिसका रूप अच्छा हो	सुरूप
जो दान देता हो	दानी	जिसका रूप अच्छा न हो	कुरुप
जो अनुकरण करने योग्य हो	अनुकरणीय	जिसकी तुलना न हो	अतुलनीय
जो दिखाई न दे	अदृश्य	जिसके समान दूसरा न हो	अनन्य
जो पढ़ा लिखा न हो	अनपढ़	जिसमें दया हो	दयालु
जो धन का दुरुपयोग करता है	अपव्ययी	सबको समान देखने वाला	समदर्शी
जो कानून के विरुद्ध	अवैध	समान समय में होने वाला	समसामयिक
जिसका इलाज न हो सके	लाइलाज	नीति को जानने वाला	नीतिज्ञ
जिसे क्षमा न किया जा सके	अक्षम्य	जिसका वर्णन न हो सके	अवर्णनीय
अचानक होने वाली घटना	आकस्मिक	जो आकाश में घूमता हो	नभचर
आलोचना करने वाला	आलोचक	जिसका दस मुख हो	दसानन
जो प्रशंसा के योग्य हो	प्रशंसनीय	जिसका पेट बड़ा हो	लम्बोदर

4. मुहावरा- मुहावरा शब्द मूल रूप से अरबी भाषा का शब्द है तथा इसका वास्तविक अर्थ 'अभ्यास' अथवा बातचीत है। हिंदी में यह शब्द पारिभाषित रूप में एक ऐसे वाक्यांश का बोधक बन गया है. जिससे किसी साधारण अर्थ की प्रतीति

विलक्षण तथा प्रभावशाली ढंग से होती है। मुहावरे का प्रयोग वाक्य में विलक्षणता उत्पन्न करने के लिए किया जाता है। मुहावरे के प्रयोग से भाषा में सौष्ठव, माधुर्य, कथन में चमत्कार और प्रभाव उत्पन्न होता है।

कुछ प्रचलित मुहावरें, उनके अर्थ तथा वाक्य में उनका प्रयोग इस प्रकार से हैं -

मुहावरा	मुहावरे का अर्थ	मुहावरे का वाक्य में प्रयोग
अंग-अंग मुस्काना	बहुत प्रसन्न होना	परीक्षा में सफल होने की सूचना पाकर शिवम् का अंग-अंग मुस्करा रहा था।
अंग-अंग ढीला पड़ना	बहुत थक जाना	आसाम से लम्बी रेल-यात्रा के बाद घर पहुँचने पर मेरा अंग-अंग ढीला पड़ गया।
अक्ल पर पत्थर पड़ना	समझ में न आना	युवाओं में बढ़ती लत को देखकर तो ऐसा ही लगता है, जैसे उनके अक्ल पर पत्थर पड़ गया है।
अगर-मगर करना	बहाना बनाना	राहुल दो दिन में मेरे पैसे लौटाने वाला था, लेकिन जब भी मांगो अगर-मगर करने लगता है।
अपना उल्लू सीधा करना	स्वार्थ पूरा करना	मोहन अपना उल्लू सीधा करने के लिए इतनी मीठी बातें करता है।
अंगारे उगलना	कठोर शब्द बोलना	सोहन के बिना बताए एक माह रहने पर घर आते ही पिताजी अंगारे उगलने लगे।
अक्ल के घोड़े दौड़ाना	सोच विचार करना	विमान में तकनीकी खराबी दूर करने के लिए इंजीनियरों ने अपनी अक्ल के घोड़े दौड़ाए।
अपना-सा मुँह लेकर रह जाना	लज्जित होना	जब किसी ने भी सोहन की बात नहीं सुनी तो वह अपना-सा मुँह लेकर रह गया।
अपने पाँव पर कुल्हाड़ी मारना	अपनी मुश्किल बढ़ाना	राधा ने अपनी सारी सम्पत्ति बेटे के नाम करके अपने पाँव पर आप कुल्हाड़ी मार ली।
अंगूठा दिखाना	इन्कार करना	राधा ने तीर्थ यात्रा से लौट कर जब बहू से अपने जेवर मांगे तो उसने अंगूठा दिखा दिया।
अपने मुँह मियाँ-मिट्टू बनना	अपनी बड़ाई स्वयं करना	राजू को हर जगह अपने मुहँ मियाँ-मिट्टू बनने की आदत थी।
आँखें दिखाना	गुस्से में देखना	कक्षा में छात्रों को शोर करते देख कर अध्यापक ने अपनी आँखे

		दिखायीं।
आँखे चुराना	सामना करने से बचना	मित्र को मुसीबत में पड़ा देख कर कपटी मित्रों ने उससे आँखे चुरा लीं।
आँखों में धूल झोंकना	धोखा देना	रमेश अपने माता-पिता के पैसे का गलत उपयोग कर; उनकी आँखों में धूल झोंक रहा है।
आँखों का तारा	बहुत प्रिय होना	राधा अपनी माता-पिता के आँखों की तारा है।
आँखे पथरा जाना	राह देखते-देखते थक जाना	भाई की प्रतीक्षा करते-करते बहन की आँखे पथरा गई।
आँखों पर पर्दा पड़ना	सच्चाई न दिखाई देना	आजकल लालच के चलते अच्छे-अच्छे लोगों की आंखों पर पर्दा पड़ जा रहा है।
आड़े हाथों लेना	खरी-खरी सुनाना	रवि के घर देर से पहुँचने पर उसके पिता ने उसे आड़े हाथों लिया।
आकाश से बातें करना	बहुत ऊँचा होना	मुंबई में हजारों की संख्या में ऐसी इमारतें हैं, जो आकाश से बातें करती हैं।
आसमान पर चढ़ना	बहुत अभिमान करना	कक्षा में प्रथम स्थान आने पर रवि का दिमाग आसमान पर चढ़ गया है।
आँच न आने देना	जरा भी नुकसान न होने देना	माता-पिता स्वयं कष्ट उठा कर अपनी सन्तान पर आँच नहीं आने देते।
आसमान सिर पर उठाना	बहुत शोर करना	कक्षा में शिक्षक के न होने पर छात्रों ने आसमान सिर पर उठा लिया।
आकाश-पाताल एक करना	कठिन प्रयत्न करना	राघव ने आईएएस बनने के लिए आकाश-पाताल एक कर दिये थे।
आग-बबूला होना	गुस्से से भर जाना	राजू और रिया को पढ़ाई छोड़ कर टीवी देख रहे थे, जिसे देख कर पापा आग बबूला हो गए।
ईद का चाँद	बहुत दिनों बाद दिखाई देना	नौकरी लगने के बाद सोहन ईद का चाँद हो गया है।
इधर-उधर की हाँकना	व्यर्थ बोलना	मैं सब बातें जानता हूँ, मुझसे ज्यादा इधर-उधर की मत हांको।
ईंट का जवाब पत्थर से देना	जो जैसे पेश आए, उससे वैसे ही पेश आना	इस बार यदि तुमने मुझे गलत बोला न तो मैं भी अब ईंट का जवाब पत्थर से दूँगा।

उल्लू बनाना	मूर्ख बनाना	अंग्रेज व्यापारी सरल भारतीयों का उल्लू बना कर सारा धन इंग्लैण्ड ले गए।
उंगली पर नचाना	अपने अधीन करना	राधा अपने पति को उंगली पर नचाती है।
ऊँट के मुँह में जीरा	जरूरत से कम मिलना	दारा सिंह जैसे पहलवान को नाश्ते में एक सेब देना ऊँट के मुँह में जीरा देना है।

संदर्भ ग्रंथ एवं अन्य स्रोत :

➢ **पुस्तक का नाम लेखक/ संपादक प्रकाशक**

➢ नील कुसुम रामधारी सिंह दिनकर लोकभारती प्रकाशन

➢ साये में धूप दुष्यंत कुमार राजकमल प्रकाशन

➢ दूसरा घर रामदरश मिश्र वाणी प्रकाशन

➢ भोलाराम का जीव हरिशंकर परसाई/सं. वेदप्रकाश राजकमल प्रकाशन

➢ आधुनिक हिन्दी हास्य – व्यंग्य केशव चन्द्र वर्मा भारतीय ज्ञानपीठ, काशी

➢ सरल हिन्दी व्याकरण और रचना वासुदेव नन्दन प्रसाद भारती भवन P & D

➢ http://kavitakosh.org

UC-SMSMIL- 412

Modern Indian language: Marathi

Course Objectives:

१. निबंधाच्या विविध प्रकारांचा परिचय करून देणे.

२. निबंधप्रकारानुसार बदलणाऱ्या भाषेच्या स्वरूपाची ओळख विद्यार्थ्यांना करून देणे.

३. मुलाखतीच्या तंत्रांचा परिचय विद्यार्थ्यांना करून देणे.

४. विद्यार्थ्यांना निबंध लिहिण्यास आणि मुलाखत देण्यास प्रोत्साहित करणे.

५. विद्यार्थ्यांना प्रत्यक्ष स्पर्धा परीक्षांसाठी प्रोत्साहित करणे.

Learning Outcomes:

१. निबंधाच्या विविध प्रकारांचा विद्यार्थ्यांना परिचय होईल.

२. निबंधप्रकारानुसार बदलणाऱ्या भाषेच्या स्वरूपाची ओळख विद्यार्थ्यांना होईल .

३. मुलाखत देणे या प्रक्रियेशी संबंधित विविध तंत्रांचा परिचय विद्यार्थ्यांना होईल.

४. विद्यार्थ्यांना निबंध लिहिण्यास आणि प्रत्यक्ष मुलाखत देण्यास प्रेरणा मिळेल.

५. विद्यार्थ्यांना प्रत्यक्ष स्पर्धा परीक्षांसाठी प्रेरणा मिळेल.

Sr.No	Modules/ Units	No. of Lectures
१	घटक एक : निबंधलेखन: निबंधलेखनाचे विविध प्रकारांचा सैद्धांतिक परिचय व प्रत्यक्ष निबंधलेखन (६० मिनिटांच्या १५ तासिका) श्रेयांकन १	१५
२	घटक दोन : विविध विषयांवर प्रत्यक्ष प्रदीर्घ निबंधलेखन (६० मिनिटांच्या १५ तासिका) श्रेयांकन १	१५

मूल्यांकन आणि प्रश्नपत्रिकेचे स्वरूप

सत्र ३ व ४ साठी

अंतर्गत परीक्षा   : गुण - २०

सत्रांत परीक्षा   : गुण - ३०

	अंतर्गत परीक्षा	गुण - २०
1	प्रत्यक्ष मुलाखत किमान दोन	१० + १०

	सत्रांत परीक्षा	गुण - ३०
1	**बहिर्गत परीक्षा ३० गुण (वेळ दीड तास)** • एकूण तीन प्रश्न विचारावेत. • प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत. • तिसरा प्रश्न हा घटक १ आणि २ वर आधारित दहा गुणांचा वस्तुनिष्ठ स्वरूपाचा असावा.	३०

Reference books:

1. व्यावहारिक मराठी, ल.रा. नसिराबादकर, भाषाविकास संशोधन संस्था, कोल्हापूर, २०२३

2. व्यावहारिक मराठी, (संपा.) स्नेहल तावरे, स्नेहवर्धन प्रकाशन, पुणे

3. व्यावहारिक मराठी अध्यापनाच्या दिशा, (संपा.) वसंत शेकडे, ऋतू प्रकाशन, अहमदनगर, २०१२

4. व्यावहारिक मराठी, (संपा.) कल्याण काळे, द.दि.पुंडे, निराली प्रकाशन, पुणे

5. व्यावहारिक मराठी, लीला गोविलकर, जयश्री पाटणकर, स्नेहवर्धन प्रकाशन, पुणे

6. मराठी लेखन दर्शन, चंद्रहास जोशी, मेहता पब्लिकेशन हाऊस, पुणे

7. उपयोजित मराठी, संजय लांडगे, दिलीपराज प्रकाशन, पुणे

8. अनिवार्य मराठी, लीला गोविलकर, के. सागर पब्लिकेशन, पुणे

9. व्यक्तिमत्त्व विकासासाठी संभाषण व लेखनकौशल्ये, (संपा.) पृथ्वीराज तौर आणि इतर, अथर्व पब्लिकेशन, २०१८.

UC-SMSMIL- 413

Modern Indian Language: Sindhi

Course Objectives:

Sauli Sindhi/ Simple Sindhi (Advanced)

The objectives of the course include –

The basic Sindhi course aims to introduce learners to the Sindhi language and culture by providing fundamental vocabulary and grammar skills for communication, developing listening, speaking, reading, and writing proficiency, fostering cultural awareness, and empowering learners to engage effectively with Sindhi-speaking communities while appreciating linguistic diversity and cultural richness.

Learning Outcomes:

- Communicate effectively in Sindhi and can hold basic conversations in Sindhi, including greetings, introductions, and expressing simple ideas.
- Demonstrate comprehension of common phrases and expressions used in daily communication.
- Read and understand basic Sindhi texts such as short stories, poems, or simple articles.
- Write simple sentences and short paragraphs on familiar topics using correct grammar and vocabulary.

Sr. No	Modules/ Units	No. of Lectures
1	Stories & Prose Haa Maa'n Sindhi Aahyaa'n Story Of Jhoole Laal Sain Bait~U / Poem Jo Kheeru Peee Bait~U / Poem Paiso Ladh~Um Pata T~Aa'n	15

2	Prose & Poem	15
	Geeta Jo Saar,	
	Sindhu - Anand Golani	
	Bait~U / Poem Vaah Re T~Aaraa Gol T~Aaraa	
	Bait~U / Poem A B C D Maa'n Par^Haa'n	

Experiential Learning Evaluation SLE (20 marks)

Evaluation Pattern For 50 Marks

Written / Term End	Internal	Total
30	20	50

Experiential Learning Evaluation (20 marks)

Presentation / Studio activity on Sindhi book Review / Translation

Term End Exam – 30 Marks

Q1 Attempt any 4 questions out of 5   (20)

    (5 marks each)

Q2 Attempt any one out of 2   (10)

    (10 Marks each)

List of Reference Books
1. Sindhi Sahitya Jo Itihas - Dr M. K. Jetli
2. Sindhi Sahitya Jo Mukhtasir Itihas - Dr K. Lekhwani
3. Sindh Ja Sat Natak - Shobha Lalchandani

Modern Indian Language: Sanskrit

Course Objectives:

- To introduce the fundamentals of Sanskrit grammar
- To teach various concepts in Sanskrit grammar
- To enhance language proficiency by providing adequate exposure to reading and writing skills
- To orient the learners towards various communication tasks
- To increase the range of lexical resource through a variety of exercises

Learning Outcomes:

On successful completion of the course learners are expected to -

- Read understand and speak basic Sanskrit
- Understand the framework of Sanskrit grammar
- Construct small sentences in Sanskrit
- To imbibe Sanskrit grammar and Listening, Speaking, Reading and Writing skills

Sr. No	Modules/ Units	No. of Lectures
1	Basic Language Skills: Grammar	**15**
2	Reading & Speaking Skills:	**15**

Suggested Topics for Tutorials: (Semester – I)

1. Group Discussions
2. Fundamentals of Grammar
3. Vocabulary and Language Games
4. Picture Composition
5. Conversational Sanskrit skit

	Internal Evaluation of 20 Marks	
Sr.No.	**Particulars**	**Marks**
1	Experiential learning evaluation which can include studio activity like students recording Sanskrit mantras	20 Marks

Evaluation Pattern:	End Examination of 30 Marks	Duration : 2 Hours
Question 1	MCQS / Objectives on Grammar: Unit – I	10 Marks
Question 2	Translation of Verses (from Nītiśatakam)	10 Marks
Question 3	Rewrite the story using the appropriate words from the given words.	10 Marks

Reference Books

1. Kale, M. R., A Higher Sanskrit Grammar: For the use of school and college student, Motilal Banarsidass Publishers Pvt. Ltd., Delhi, 2016
2. Max Müller, A Sanskrit Grammar for Beginners, Piramal Publications, Delhi, 2016
3. R. Antonie, S.J., A Sanskrit Manual (Part-I &Part-II), Allied Publishers Limited, New Delhi, 2002
4. नीतिशतकम्- Nitisatakam (With English Translation and Transliteration), ed. W. Vivian de Thabrew, Pilgrims Publishing,Varanasi, 2018
5. Dr. Kankar, 130 संस्कृत कथाः 130 Short Sanskrit Stories, Neeta Prakashan,
6. पञ्चतन्त्रकथासंग्रहः Stories from Panchatantra, Published by: http://Sanskritebooks.wordpress.com https://ia801308.us.archive.org/29/items/Sanskrit_EBooks_Assorted_Titles/Stories%20from%20Panchatantra%20-%20Sanskrit%20English.pdf

UC-SMSGE - 415

Corporate Law

Course Objectives:

- The fundamentals of company form of organization by critically evaluating its peculiar nature
- Legal aspects of the process of formation of a company and importance of legal documents required for formation.
- Legal aspects of the process of issuing the share capital
- The rights and duties associated with membership of a company

- The course is designed to understand the formation, management and other activities of the companies.
- This course aims to impart the students, the corporate management, control, possible abuses, the remedies and government regulation of corporate business
- To introduce to the relevant concept and practicalities of IPR

Learning Outcomes:
- Students will be able to explain the concepts in formation and incorporation of company under Company law 2013 and Principles of IPR
- Students will be aware about the statutory requirements in relation to memorandum of association, articles of association and prospectus.
- Understanding about types of directors and their responsibilities.
- To understand and analyze about the framework of Companies Act 2013.
- To be acquainted about the legal aspects of business and IPR
- To be able to apply basic legal knowledge to business transactions.
- To be able to communicate effectively using standard business and legal terminology
- To familiarize with case law studies related to Companies Laws
- To Evaluate the industry about legal knowledge acquired during the Course.
- To Analyze the principles rooted in Companies Laws and IPR

Sr. No	Modules/ Units	No. of Lectures
I	**Companies Act 2013 Part I**	15
	1.1 Introduction - Historical Development of Concept of Corporate Law in India, Company – Definition, Meaning, Nature and its Characteristics, Nature and Forms of Business, Company vis-à-vis other Forms of Business, Concept of Corporate Personality, Corporate Veil, Limited Liability and Citizenship	
	1.2 Incorporation and its Consequences– Types of Companies and their incorporation, Promoters – Meaning, Position, Duties, Rights, Responsibilities and Liabilities, Formation of Companies – Procedural Aspects, Memorandum of Association & Articles of Association and their Alteration, Doctrine of Ultra-Vires, Constructive Notice	
	1.3 Prospectus– Definition; Abridged Prospectus; Red–Herring Prospectus; Shelf Prospectus; Information Memorandum; Contents, Registration; Misrepresentations and Penalties, Allotment and Certificates – General Principles and Statutory	

	Provisions related to Allotment	
II	**Companies Act 2013 Part II**	15
	2.1 Membership in a Company, Modes of Acquiring Membership, Rights and Privileges of Members	
	2.2 Management and Control of Companies. Directors– Types, Director's Identification Number (DIN), Appointment/Reappointment, Qualifications, Disqualifications, Vacation of Office, Retirement, Resignation and Removal of Managing and Whole–Time Directors and Manager, Role and Responsibilities of Directors, Powers and Duties, Remuneration to directors	
	2.3 Meetings: Various types of meeting of shareholders and board, Convening and Conduct of meetings, Postal Ballot, Meetings through Video Conferencing, e-voting	
III	**Intellectual Property Rights**	15
	3.1 Introduction and the need for intellectual property right (IPR) Types of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secrets IPR in India: Genesis and development	
	3.2 Patents - Elements of Patentability: Novelty, Non-Obviousness (Inventive Steps) Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and license, Restoration of lapsed Patents, Surrender and Revocation of Patents Patent Infringement, Remedies & Penalties – Patent Office and Appellate Board.	
	3.3 Copyrights - Nature of Copyright - Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings Registration Procedure, Term of protection, Ownership of copyright, Assignment and license of copyright Copyright Infringement	
	3.4 Trademarks - Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well-known marks, certification marks and service marks) - Non-Registrable Trademarks Registration of Trademarks - Rights of holder and assignment and licensing of marks Trademark Infringement, Remedies & Penalties - Trademarks registry and appellate board	
	3.5 Design: meaning and concept of novel and original - Geographical indication: meaning, - Procedure for registration, effect of registration and term of protection	

Self-Learning topics (Unit wise):

Sr. No	Unit	Topic
1	1	Prospectus, Membership in a Company
2	2	Trademarks, Design

Online Resources

https://archive.nptel.ac.in/courses/110/105/110105159/
https://onlinecourses.swayam2.ac.in/cec21_mg02/preview
https://www.icai.org/post.html?post_id=17760
https://www.icsi.edu/media/webmodules/publications/FinalCLStudy.pdf
https://onlinecourses.nptel.ac.in/noc23_hs55/preview
https://dst.gov.in/sites/default/files/E-BOOK%20IPR.pdf

Reference Books

- A.K. Mujumdar, Dr. G.K. Kapoor, Company Law and Practice; Taxmann, 59/32, New Rohtak Road, New Delhi-110 005.
- M.C. Kuchhal : Modern Indian Company Law; Shri Mahavir Book Depot, 2603, Nai Sarak, Delhi-110 006.
- A. Ramaiya : Guide to the Companies Act; Lexis Nexis, Butterworths Wadhwa, Nagpur
- Study Material Executive Programme - Company Law- Paper One , 2018, by ICSI 5. https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf
- Gower L. C. B., "Principles of Modern Company Law", Steven & Sons, London.
- Bagrial A. K, "Company Law", Vikas Publishing House, New Delhi.
- Singh Avtar, "Company Law", Eastern Book Co., Lucknow.
- B.L. Wadera, Patents, trademarks, copyright, Designs and Geographical Judications.
- P. Narayanan (Eastern Law House), Intellectual Property Law.
- Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited
- Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited
- Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis
- "EBC's Company Law" by Avtar Singh
- (ALE)A Reference Book On COMPANY LAW-Dr. Sharvari Vaidya (Madiwale)
- Company Law Dr Ashok Kumar Jain

- Taxman Company Law and Practice
- Company Law By G K Kapoor and Sanjay Dhamija
- Company Law for NEP 2020 S Chand Publishing
- Company Law ICSI Module
- Company Law ICAI Module
- Company Law Taxman

Evaluation Pattern

External Paper Pattern

Q1	Attempt Any 2 out of 3	15 Marks
	b) Long Answer	
	b) Long Answer	
	c) Long Answers	
Q2	Attempt Any 2 out of 3	15 Marks
	b) Long Answer	
	b) Long Answer	
	c) Long Answers	
Q3	Attempt Any 2 out of 3	20 Marks
	b) Long Answer	
	b) Long Answer	
	c) Long Answers	

Note : For each question (Q1 A/B/C ,Q 2 A/B/C, Q3 A/B/C) should be from different modules

Prof. Dr Rita Khatri

Chairperson -Commerce and Management