



**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 Commerce (NEP)**

**Curriculum– Second year Undergraduate Programmes**

**Semester-III and Semester -IV**

## INDEX

### Semester III

Sr No	Particulars	Name of Subject	Credits
1	Major subjects (M1 and M2)	Accountancy and Financial Management III Commerce III – Functions of Management	4+4
2	Minor Subjects(M3)	Macro Economics I	4
3	Open Elective	EVS: Environment Social Governance	3
4	Skill Enhancement Course( <b>Choose any one option</b> )	Advertising: Concepts and Practices I Travel and Tourism Management I Computer Programming I Foreign language(will be announced later)	3
5	Modern Indian Language( <b>Choose any One</b> )	Sindhi Hindi Sanskrit Marathi	2
6	Cocurricular/ Sports/ Fine Applied Visual Performing Arts / Cultural / NCC / 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		22

### Semester IV

Sr No	Particulars	Name of Subject	Credits
1	Major subjects (M1 and M2)	Accountancy and Financial Management IV Commerce IV – Management : Production and Finance	4+4
2	Minor Subjects(M3)	Public Finance	4
3	Open Elective ( <b>Choose any One option</b> )	EVS: Climate Change and Sustainability Business Law	3
4	Skill Enhancement Course( <b>Choose any one option</b> )	Advertising: Concepts and Practices II Travel and Tourism Management II Computer Programming II	3
5	Modern Indian Language ( <b>Choose any One</b> )	Sindhi Hindi Sanskrit Marathi	2
6	Cocurricular/ Sports/ Fine Applied Visual Performing Arts / Cultural / NCC / 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		22

## **Preamble**

The Bachelor of Commerce course is designed to provide competencies in basic commerce discipline as also impart requisite skills in problem solving, leadership, communications, decision making in organizations, values to impact thoughts, actions and beliefs and a basic understanding of India and Indian knowledge base that delves into the resources of the past for a better understanding and resolve of contemporary issues, with appropriate subjects covering areas of economics, accounting, business management, human resource, taxation, marketing management and Information Technology, business communication, value education course and Indian Knowledge System.

The HSNC University follows the Choice Based Credit System (CBCS) under the New Education policy which is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. The degree program has multiple entry and exit mode. This is coupled with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

The course structure will definitely equip the students to accept the challenges of globalization and constant change and will enable them to be well placed in business, academics and administration in the country as well as abroad.

### **1. Process adopted for curriculum designing:**

The members of the respective departments initially developed a draft syllabus after 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 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. 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, short term courses could be organized.

**Part 2 - The Scheme of Teaching and Examination**  
**Semester – III**  
**Summary**

<b>Sr. No.</b>	<b>Choice Based Credit System</b>	<b>Subject Code</b>	<b>Remarks</b>
1	Major Subjects	UC-SCOM1-301	Accountancy and Financial Management III
		UC-SCOM2-302	Commerce III Functions of Management
2	Minor Subject	UC-SCOM3-303	Macro Economics
3	Open Elective	UC-SCOOE-304	Environment Social Governance
4	Skill Enhancement Course(SEC)	UC-SCOSECA-305  UC-SCOSECT-306 UC-SCOSECC-307	Advertising: Concepts and practices Travel and Tourism Management I Computer programming I
5	Modern Indian Language (MIL)	UC-SCOMIL(S)-308 UC-SCOMIL (H)-309 UC-SCOMIL(M)-310 UC-SCOMIL(S)-311	Sindhi Hindi Marathi Sanskrit

**Second Year Semester III Internal and External Detailed Scheme**

Sr · N o.	Subject Code	Subject Title	Periods Per Week					Cred it	SLE/ PA	Internals				Total Marks
			U ni ts	SL *	L	T	P			CT	AP	T	SE E	
1	UC- SCOM1 -301	Accountancy and Financial Management III	4	20% *	4	0	0	4	20	15	5	40	60	100
2	UC- SCOM2 -302	Commerce III	4	20% *	4	0	0	4	20	15	5	40	60	100
3	UC- SCOM3 -303	Macro Economics	4	20% *	4	0	0	4	20	15	5	40	60	100
4	UC- SCOOE -304	Environment Social Governance	3	--	3	0	0	3	20	--	5	25	50	75
5	UC- SCOSE C-305	Advertising: Concepts and practices	3	--	3	0	0	3	20	--	5	25	50	75
6	UC- SCOSE CT-306	Travel and Tourism I	3	-	3	0	0	3	20	--	5	25	50	75
7	UC- SCOSE CC-307	Computer Programming I	3	-	1	0	2	3	20	--	5	25	50	75
8	UC- SCOMI L(H)- 308	Sindhi	2	-	2	0	0	2	20	-	-	20	30	50
9	UC- SCOMI L(M)- 309	Hindi	2	-	2	0	0	2	20	-	-	20	30	50
10	UC- SCOMI	Marathi	2	-	2	0	0	2	20	-	-	20	30	50

	L(S)-310													
11	UC-SCOMI L(S)-311	Sanskrit	2	-	2	0	0	2	20	-	-	20	30	50
	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

### Second Year Semester – III Units – Topics – Teaching Hours

Sr No	Subject Code	Subject Unit Title		Lect ures	Total No. of hours	C re di t	Total Marks
1	UC-SCOM1-301	I	Partnership Final Accounts	18	60	4	100
		II	Amalgamation of Firms (AS 14)	18			
		III	Piecemeal Distribution of Cash	12			
		IV	Accounting For Limited Liability Partnership	12			
2	UC-SCOM2-302	I	Introduction to Management	15	60	4	100
		II	Planning and Decision making	15			
		III	Organizing	15			
		IV	Directing and Controlling	15			
3	UC-SCOM3-303	I	Overview of Macroeconomics	15	60	4	100
		II	Basic Concepts of Keynesian Economics	15			
		III	Post-Keynesian developments in Macroeconomics	15			
		IV	Money, prices, and Inflation	15			
4	UC-FCO-VO-304	I	Basics of ESG	3	45	3	75
		II	ESG in Business	3			
		III	ESG: Global Positions and Green Transitions	3			
5	UC-SCOSECA-305	I	Introduction to Integrated Marketing Communication	15	45 (30hrs Practical assignment)	3	75
		II	Advertising Agency and various aspects of advertising agency	15			
		III	Digital Advertising I	15 (30 hrs)			
6	UC-SCOSECT-306	I	Introduction to Tourism	15	45 (30hrs Practical assignment)	3	75
		II	Tourism Destination Planning and Management	15			
		III	Geographical Representation of Tourism location	15			
7	UC-SCOSECC-307	I	DBMS and Ms Access Basic	15	45 Practical assignment	3	75
		II	Ms Access	15			
		III	Python Programming	15			



8	UC-SCOMIL(S)-308	I	Sindhi Language / Arabic Lipi, Devnagiri Lipi And Romanised Lipi	15	30	2	50
		II	Spoken Sindhi (Sindhi regional accents, dialects & expressions) & Rhymes	15			
8	UC-SCOMIL(H)-309	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			
9	UC-SCOMIL(M)-310	I	घटक एक : मुलाखत घेणे - पूर्वतयारी	15	30	2	50
		II	घटक दोन : मुलाखत देणे पूर्वतयारी	15			
10	UC-SCOMIL(S)-311	I	Basic Language Skills: Grammar	15	30	2	50
		II	Reading & Speaking Skills:	15			
			Total			20	500

- **Lecture Duration – 1 hr**

**One credit = 15 hours of lectures and 30 hours of practicals**

## 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.

**Course Code : UC-SCOM3-301**

**Course: Accountancy and Financial Management III**

### Course Objectives

- To enlighten the students with theoretical as well as practical aspects of accounting of the Partnership Firms with respect to admission, retirement and death of Partner/s.
- To acquaint learners about the process and accounting for Amalgamation of firms.
- To make learners proficient in preparing Limited Liability Partnership (LLP) final accounts.
- To orient the learners with the process of payment of liabilities of the Partnership Firm upon its dissolution.

### Learning Outcomes

- Learners shall possess the knowledge of theoretical as well as practical aspects of accounting of the Partnership Firms with respect to admission, retirement and death of Partner/s.
- The learner shall be able to understand the process and accounting for Amalgamation of firms.
- Learners shall master the preparation of final accounts for Limited Liability Partnerships (LLPs).
- Learners shall be acquainted with the process of payment of liabilities of the Partnership Firm upon its dissolution.

Sr. No.	Modules / Units	No. of lectures
1.	<p><b>Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year</b></p> <p>1.1. Simple final accounts questions to demonstrate the effect on final Accounts when a partner is admitted during the year or when partner Retires / dies during the year;</p> <p>1.2. Allocation of gross profit prior to and after admission / retirement / death when stock on the date of admission / retirement is not given and apportionment of other expenses based on time / Sales / other given basis;</p> <p>1.3. Ascertainment of gross profit prior to and after admission/retirement/death when stock on the date of admission/retirement is given and apportionment of other expenses based on time / Sales / other given basis Excluding Questions where admission / retirement / death takes place in the same year.</p>	18

<b>2.</b>	<b>Amalgamation of Firms (AS 14)</b>  2.1. Realization method only; 2.2. Calculation of purchase consideration; 2.3. Journal / ledger accounts of old firms; 2.4. Preparing Balance sheet of new firm; 2.5. Adjustment of goodwill in the new firm; 2.6. Realignment of capitals in the new firm by current accounts / cash or a combination thereof Excluding Common transactions between the amalgamating firms.	<b>18</b>
<b>3.</b>	<b>Piecemeal Distribution of Cash</b>  3.1. Preparation of Statement of Excess Capital & Statement of Distribution of Cash; 3.2. Asset taken over by a partner; 3.3. Treatment of past profits or past losses; 3.4. Contingent liabilities / Realisation expenses / amount kept aside for expenses and adjustment of actual/ commission paid to partners for realization of Assets; 3.5. Treatment of secured & Unsecured liabilities; 3.6. Treatment of preferential liabilities Excluding: Insolvency of partner and Maximum Loss Method	<b>12</b>
<b>4.</b>	<b>Accounting For Limited Liability Partnership</b>  4.1. Statutory Provisions 4.2. Conversion of Partnership Firm into LLP 4.3 Preparation of Statement of Income & Expenditure 4.4 Preparation of Statement of Assets & Liability	<b>12</b>
<b>TOTAL</b>		<b>60</b>

**Self-Learning Topics (Unit wise)**

<b>Sr.No</b>	<b>Topics</b>
<b>1.</b>	<b>Partnership Final Accounts based on Adjustment of Admission or Retirement/Death of a Partner during the year</b> Concept of Allocation of gross profit prior to and after admission / retirement / death when stock on the date of admission / retirement is given/not given and

	apportionment of other expenses based on time / Sales / other given basis with numeric example
<b>2.</b>	<b>Amalgamation of Firms</b> Concept of Accounting for Amalgamation of Firms in the books of Vendor Firm and Purchasing Firm with numeric example
<b>3.</b>	<b>Piecemeal Distribution of Cash</b> Concept of preparation of Statement of Excess Capital and Distribution of Cash with numeric example
<b>4.</b>	<b>Accounting For Limited Liability Partnership</b> Concept of preparation of Statement of Income & Expenditure and Statement of Assets & Liability for Limited Liability Partnership with numeric example

Note : Selection of SLE topics from the above, will be as per the discretion of the faculty

#### Online Resources

[https://www.icai.org/post.html?post\\_id=19138](https://www.icai.org/post.html?post_id=19138)

[https://www.icai.org/post.html?post\\_id=16961](https://www.icai.org/post.html?post_id=16961)

[https://archive.mu.ac.in/myweb\\_test/bcomstudy.html](https://archive.mu.ac.in/myweb_test/bcomstudy.html)

[https://www.icai.org/new\\_post.html?post\\_id=15620](https://www.icai.org/new_post.html?post_id=15620)

#### Reference Books

- 1) "Accountancy & Financial Management- III, S.Y.B.COM Ainapure, Manan Prakashan."
- 2) "Financial Accounting- VI", T.Y.B.COM Ainapure, Manan Prakashan."
- 3) "Accountancy & Financial Management- III, S.Y.B.COM Sheth Publication."
- 4) "Financial Accounting- VI", T.Y.B.COM Ainapure, Sheth Publication."
- 5) "Financial Accounting" by M. Mukherjee.M.Hanif, Tata McGraw Hill Education Private Ltd; New Delhi
- 6) "Grewal's Accountancy" by M.P. Gupta and B.M.Agarwal; S.Chand Publishing
- 7) "Advanced Accounts" by T.S. Grewal; S. Chand and Co (P) Ltd., New Delhi, 6th edition

#### Evaluation Pattern:

External Paper Pattern:

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

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

**Course Code : UC-SCOM2-302**

**Course: Commerce III: Functions of Management**

### Course Objectives

- To equip students with a holistic understanding of management theories.
- To enable students to comprehend planning processes, decision-making techniques, and the impact of technology on managerial decisions.
- To enhance understanding of organizing principles and adapt to post-COVID organizational needs.
- To empower students with directing and controlling principles crucial for effective organizational management.

### Learning outcome

- Students will grasp diverse management concepts, from classical to modern theories, and apply Indian management principles effectively.
- Students will develop proficiency in planning and decision-making related activities
- Students will proficiently apply organizing functions to address contemporary challenges post-COVID.
- Students will learn to apply the principles of directing and controlling proficiently to drive organizational success and adapt to changing trends in employee engagement.

Sr. No.	Modules / Units	No. of lectures
1	<b><u>Introduction To Management</u></b> 1.1 Management- Concept, Nature, Functions, Managerial Skills & Competencies 1.2 Evolution of Management Thoughts Classical Approach: Scientific Management – F.W.Taylor’s Contribution Classical Organisation Theory: Henri Fayol’s Principles Neo Classical: Human Relations Approach –Elton Mayo’s Hawthorne experiments 1.3 Modern Management Approach- Contribution of thought leaders in Management: Peter Drucker’s Dimensions of Management, Dr C K Pralhad, Prof Sumantra Ghoshal, Prof. Gurucharan Das, Prof. Jagdish Sheth Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.	15
2	<b><u>Planning &amp; Decision Making</u></b> 2.1 Planning - Steps, Importance, Components, Categories of Planning	15

	<p>2.2 M.B.O -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components</p> <p>2.3 Decision Making - Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.</p>	
<b>3</b>	<p><b><u>Organizing</u></b></p> <p>3.1 Organizing-Steps, Organization Structures – Features of Line &amp; Staff Organization, Matrix Organization , Virtual Organization, Formal v/s Informal Organization. Principles of Organizing. Redesigning the new age organization structure post COVID</p> <p>3.2 Departmentation-Meaning-Bases, Span of Management-Factors Influencing Span of Management, Tall and Flat Organization.</p> <p>3.3 Delegation of Authority- Process, Barriers to Delegation, Principles of Effective Delegation. Decentralization :Factors Influencing Decentralization,</p>	15
<b>4</b>	<p><b><u>Directing And Controlling</u></b></p> <p>4.1 Motivation – Concept, Importance, Influencing factors. Importance of Communication, Barriers to effective Communication, Recent trends in employee engagement</p> <p>4.2 Leadership- Concept, Functions, Styles, Qualities of a good leader, Factors determining leadership styles.</p> <p>4.3 Controlling – Concept, Steps, Essentials of good control system, Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit</p>	15

#### Self-Learning topics (Unit wise)

Unit	Topics
1	<b>Evolution of Management Thoughts</b>
2	<b>M.B.O -Process, Advantages</b>
3	<b>Organizing Decentralization :Factors Influencing Decentralization, Centralization v/s Decentralization.</b>
4	<b>Leadership Styles</b>

#### Online Resources

Topics
<p><b>Evolution of Management Thoughts</b></p> <ol style="list-style-type: none"> <li>1. <a href="https://onlinecourses.nptel.ac.in/noc20_mg58/preview">https://onlinecourses.nptel.ac.in/noc20_mg58/preview</a></li> <li>2. <a href="https://onlinecourses.nptel.ac.in/noc21_mg30/preview">https://onlinecourses.nptel.ac.in/noc21_mg30/preview</a></li> <li>3. <a href="https://www.youtube.com/results?search_query=principles+of+management+nptel">https://www.youtube.com/results?search_query=principles+of+management+nptel</a></li> </ol>
<p><b><u>M.B.O -Process, Advantages</u></b></p> <ol style="list-style-type: none"> <li>1. <a href="https://onlinecourses.nptel.ac.in/noc20_mg58/preview">https://onlinecourses.nptel.ac.in/noc20_mg58/preview</a></li> <li>2. <a href="https://onlinecourses.nptel.ac.in/noc21_mg30/preview">https://onlinecourses.nptel.ac.in/noc21_mg30/preview</a></li> </ol>

3. [https://www.youtube.com/results?search\\_query=principles+of+management+nptel](https://www.youtube.com/results?search_query=principles+of+management+nptel)

### **Decentralization :Factors Influencing Decentralization,**

#### **Centralization v/s Decentralization.**

1. [https://onlinecourses.nptel.ac.in/noc20\\_mg58/preview](https://onlinecourses.nptel.ac.in/noc20_mg58/preview)
2. [https://onlinecourses.nptel.ac.in/noc21\\_mg30/preview](https://onlinecourses.nptel.ac.in/noc21_mg30/preview)
3. [https://www.youtube.com/results?search\\_query=principles+of+management+nptel](https://www.youtube.com/results?search_query=principles+of+management+nptel)

### **Leadership Styles**

1. [https://onlinecourses.nptel.ac.in/noc20\\_mg58/preview](https://onlinecourses.nptel.ac.in/noc20_mg58/preview)
2. [https://onlinecourses.nptel.ac.in/noc21\\_mg30/preview](https://onlinecourses.nptel.ac.in/noc21_mg30/preview)
3. <https://youtu.be/DTGekoI7Dug>

(\* for completed courses on swayam please find all videos of course on YouTube by typing search name and Institution name/Prof. In charge name)

### **Reference Books**

1. Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGraw- Hill, Publishing Co.Ltd.
2. Management – James A.F.Stoner, Prentice Hall, Inc.U.S.A.
3. Management: Global Prospective –Heinz Weihrich& Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
4. Essential of Database Management Systems –Alexis Leon ,Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
5. Management –Task, Resp, Practices – Peta Druche “William Heinemann Ltd. Management 4.0 Handbook

### **Examination pattern**

#### **Formative Assessment**

**40 marks**

Sr. No.	Particulars	Marks
1	<b>ONE</b> 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
	Total	40

### **Summative Assessment**

#### **Semester End Examination- 60 %**

**60 Marks**

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

- 2) Question Paper Pattern: -
- There shall be four questions each of 15 marks.
  - All questions shall be compulsory with internal choice within the questions.
  - 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.

**Course Code : UC-SCOM3-303**

**Course: Macro Economics**

### **Course Objectives**

- To provide learners with a basic understanding of the principles of macroeconomics
- To analyze relevant economic concepts and economic models which inform the study of macroeconomics.
- To apply the knowledge gained to understand the decision-making process.
- To discuss recent macroeconomic trends and issues.

### **Learning Outcomes**

- The knowledge gained in the course will make students better-informed citizens and allow them to follow the debates over various economic events and policies reported in the news media.
- This course will prepare students to be successful in advanced-level studies in economics
- Students will be able to understand introductory macroeconomic theory, solve basic macroeconomic problems, and use these techniques to think about a number of policy questions relevant to the operation of the real economy.
- It provides a solid foundation for economic analysis and thinking that can last throughout their education and subsequent professional careers.

<b>Sr. No.</b>	<b>Modules / Units</b>	<b>No. of lectures</b>
<b>I</b>	<b>MODULE 1: Overview of Macroeconomics</b> <b>1.1</b> Circular flow of national income and expenditure and its Importance (closed and open economy models)  <b>1.2</b> The Measurement of National Income: Meaning and Importance of National Income Accounting- conventional and Green GNP and NNP concepts - National Income and Economic Welfare. (Numerical examples of GNP, GDP, NDP, NNP at current prices, constant prices, and factor cost). <b>1.3</b> Trade Cycles: Features and Phases <b>1.4</b> Classical Macro-economics: Say's Law of Markets - Features, Implications, and Criticism (Give background of Great Depression of 1929-33 and the failure of J. B. Say's Law of Market, a brief comparison with depression due to COVID-19).	<b>15</b>



II	<b>MODULE 2: BASIC CONCEPTS OF KEYNESIAN ECONOMICS</b> <b>2.1</b> The Principle of Effective Demand: Aggregate Demand and Aggregate Supply <b>2.2</b> Functions: Consumption Function and Investment Function <b>2.3</b> Investment Multiplier: Effect on Income and Output, Assumptions, Working, Leakages, Criticism, and Importance - a paradox of thrift. <b>2.4</b> Acceleration Principle: Super Multiplier with examples	15
III	<b>MODULE 3: POST KEYNESIAN DEVELOPMENTS IN MACROECONOMICS</b> <b>3.1</b> The IS-LM model of integration of commodity and money markets <b>3.2</b> Inflation and unemployment: Philips curve <b>3.3</b> Stagflation: meaning, causes, and consequences <b>3.4</b> Supply-side economics: Basic propositions and critical appraisal (brief discussion about sustainable economic growth).	15
IV	<b>MODULE 4: MONEY, PRICES AND INFLATION</b> <b>4.1</b> Money Supply: Determinants of Money Supply - Factors influencing Velocity of Circulation of Money. (numerical example of Money supply in India, the latest figure from RBI). <b>4.2</b> Demand for Money: Classical and Keynesian approaches and Keynes' liquidity preference theory of interest - Friedman's restatement of Demand for money <b>4.3</b> Money and prices: Quantity theory of money - Fisher's equation of exchange - Cambridge cash balance approach <b>4.4</b> Inflation: Price Indices: CPI, WPI & GDP Deflator, Inflationary Gap-Demand-Pull Inflation and Cost-Push Inflation - Effects of Inflation - policy measures to curb inflation- monetary policy and inflation targeting. (latest examples of inflation from India, Core Inflation, Headline Inflation, and inflation trends in India).	15

#### Self-Learning topics (Unit wise)

Sr. No	TOPIC	SWAYAM/NPTEL SOURCE OF THE TOPICS
1	National Income	<a href="https://onlinecourses.swayam2.ac.in/cec19_cm02/preview">https://onlinecourses.swayam2.ac.in/cec19_cm02/preview</a> <a href="https://onlinecourses.swayam2.ac.in/cec20_hs26/preview">https://onlinecourses.swayam2.ac.in/cec20_hs26/preview</a> by <b>Principles of Macroeconomics - I</b> By Prof. Kamlesh Gakhar   Maharshi Dayanand University, Rohtak  <a href="https://onlinecourses.nptel.ac.in/noc19_ge23/preview">https://onlinecourses.nptel.ac.in/noc19_ge23/preview</a> by Ecology and Environment By Prof. Abhijit Deshpande and Prof. R. Ravi Krishna   IIT Madras

2	Relevance of Keynesian theory tools to the developing countries	<a href="https://www.repository.utl.pt/bitstream/10400.5/9731/1/ee-hws-1984.pdf">https://www.repository.utl.pt/bitstream/10400.5/9731/1/ee-hws-1984.pdf</a>
3	Supply-side Economics	<a href="https://www.econlib.org/library/Enc/SupplySideEconomics.html">https://www.econlib.org/library/Enc/SupplySideEconomics.html</a>
4	Policy measures to curb Inflation	<a href="https://blogs.worldbank.org/arabvoices/mena-4-policies-countries-can-adopt-combat-inflation">https://blogs.worldbank.org/arabvoices/mena-4-policies-countries-can-adopt-combat-inflation</a>

### Online Resources

<https://nptel.ac.in/courses/109/104/109104073/>

NOC: An Introduction to Humanities and Social Prof. Surjit IIT

Macroeconomics Sciences Sinha Kanpur

### References:

Ackley.G (1976), Macro Economic Theory and Policy, Macmillan Publishing Co. New York

Ahuja. H.L., Modern Economics — S.Chand Company Ltd. New Delhi.

Blanchard Olivier (2000), Macro Economics, Englewood Elitt, Prentice Hall

Bouman John, Principles of Macro Economics

Dornbush , Rudiger, Fisher Stanley and Startz, Richards Macroeconomics, Nineth edition 2004 Tata-Mac Graw Hill, New Delhi.

Dwivedi, D.N. (2001), Macro Economics: Theory and Policy, Tata-Mac Graw Hill, New Delhi.

Friedman Hilton (1953) Essays in Positive Economics, University of Chicago Press, London.

Gregory .N. Mankiw, Macroeconomics, Fifth Edition (2002) New York: Worth Publishers

Jhingan, M.L., Principles of Economics — Vrinda Publications (P) Ltd.

Shapiro, E (1996), Macro-Economic Analysis, Galgotia Publication, New Delhi.

Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd

<https://www.rbi.org.in> for the latest data on inflation, national income, and money supply.

## Criteria and Question Paper Pattern

**Division of Marks: 60-40**

**Continuous assessment and Evaluation (CAE): 40 marks**

	<b>Internal Evaluation of 40 Marks</b>	
<b>Sr. No.</b>	<b>Particulars</b>	<b>Marks</b>
1	ONE class test/online examination to be conducted in the given semester	20 Marks
3	Self-Learning Evaluation	15 Marks
4	Active participation in routine class instructional deliveries	5 Marks

**Semester End Examination (SEE): 60 marks**

**Duration: 2Hours**

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
1	From Unit 1 with internal choice	15
2	From Unit 2 with internal choice	15
3	From Unit 3 with internal choice	15
4	From Unit 4 with internal choice	15

## **Open Electives**

**Course Code : UC-SCOOE -304**

**ENVIRONMENT SOCIAL GOVERNANCE (ESG)**

### **Learning Objectives**

- To be acquainted with the new concept of business and sustainability
- To be better skilled and job ready
- To understand the global and national position on the ESG and its applicability
- As business leaders, to be environmentally sensitive and informed

### **Learning Outcomes**

- To understand the way businesses have adapted to global environmental need
- To be able to pursue higher and further academic studies in the concept.
- To relate with the most updated and new aspect of discussion in the global and national level
- To be ready to secure jobs that are opening in the ESG space in corporates when they learner graduates.

<b>Sr. No.</b>	<b>Modules / Units</b>	<b>No. of lectures</b>
<b>1</b>	<b>Basics of ESG</b> 1.1 Definition ,Role ,Scope, of ESG, Indian Perspectives 1.2 ESG Frameworks and Materiality 1.3 ESG Reporting and Rating, UN Sustainable Development Goals	<b>15</b>
<b>2</b>	<b>ESG in Business</b> 2.1 Corporates and Business Approaches towards ESG,Some success stories in Business, Careers in ESG, Green and Blue washing 2.2 Application of ESG in Business , Creating Value with ESG, Social Impact 2.3 Corporate Sustainability, ESG Design and Environment and Corporate Governance	<b>15</b>
<b>3</b>	<b>ESG: Global Positions and Green Transitions</b> 3.1 Global approaches to ESG and sustainability 3.2 Global approaches and adaptability ,Challenges of implementing ESG globally 3.3. Carbon Management- Case Study( EVMs, Petroleum Management) 3.4 India's Smart City Project- Importance of LEED Certifications and WELL Guidelines	<b>15</b>

### **Examination Pattern**

External = 50 marks

Internal -25 marks

### **External Exam paper Pattern**

**Q1 Any 2 out of 3                      15 marks**

**Q2 Any 2 out of 3                      15 marks**

**Q3 Short Notes ( Any 2 out 4 )20 marks**

### **Internal Evaluation**

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

Assignment I                      **10 marks**

Assignment II                      **10 marks**

Attendance                      **05 marks**

## References:

1. <https://www.apiday.com/blog-posts/why-is-esg-environmental-social-and-governance-important-for-a-business#:~:text=ESG%20and%20CSR-,The%20importance%20of%20ESG%20for%20businesses%20and%20investors,a%20company's%20risks%20and%20practices.>
2. <https://www.mckinsey.com/~media/McKinsey/Business%20Functions/Strategy%20and%20Corporate%20Finance/Our%20Insights/Five%20ways%20that%20ESG%20creates%20value/Five-ways-that-ESG-creates-value.ashx>
3. <https://www2.deloitte.com/ce/en/pages/global-business-services/articles/esg-explained-1-what-is-esg.html>
4. <https://hbr.org/2020/09/social-impact-efforts-that-create-real-value>
5. <https://www.forbes.com/sites/betsyatkins/2020/06/08/demystifying-esgits-history--current-status/?sh=181c0a2b2cdd>
6. <https://corpgov.law.harvard.edu/2022/06/17/esg-global-study-2022/>

# Skill Enhancement Course(SEC)

Course Code : UC-SCOSEC-305

Title : Advertising : Concepts and practices

## Objectives

- To understand and examine the growing importance of advertising.
- To understand the role of Integrated marketing communication for branding and marketing the products.
- To orient the students about Economic, social, and ethical standards related to advertising.
- To understand the future and career options available in advertising.
- To acquaint the student with skills on digital media tools and their implications

## Learning Outcomes

- The learner will understand the concept of advertising in depth with the knowledge of growing importance of advertising in today's competitive world.
- The learner will develop skills on advertising media buying and planning strategies
- The course will enable the students to develop skills of making social media advertising

Sr No	Units/Modules	No. of lectures
1	<p><b>Introduction to Integrated marketing communication</b></p> <p><b>1.1 Integrated Marketing communication:</b> Concept, Features- Elements- IMC Process, Concept of Advertising, Features, Importance Evolution ,Active Participants- Advantages of advertising to business firm and consumers, Five M's of Advertising(Mission, Measure, Media, Message, Money)</p> <p><b>1.2 Broad Classification of Advertising;</b> Geographic, Media, Target, audience and Functions</p> <p><b>Traditional Media:</b> Print Media(Newspaper, Magazine advantages and disadvantages) Broadcasting-(T.V ,Radio Advantages and Disadvantages) Out of Home advertising- Posters, Bill boards, Hoarding, Transit- Advantages and Disadvantages. <b>Special Purpose advertising:</b> Rural Advertising, Financial Advertising, Corporate Image Advertising, Institutional Advertising, Native Advertising, Green Advertising, Surrogate Advertising, Covert Advertising , Public Service Advertising.</p> <p><b>1.3 New age Advertising</b> Out of Home Advertising: Blimps, Balloons, Drones, Wraps, Event sponsorship Meaning of Digital advertising : types and Importance, Benefits, display ads video ads, search engine marketing – key words</p>	15

2	<p><b>Advertising agency and various aspects of advertising</b></p> <p><b>Advertising Agency</b></p> <p><b>2.1 Ad Agency</b> -Features -Structures and Services offered –Agency Selection Criteria.</p> <p><b>2.2 Agency and client and careers Maintaining Agency</b> -Client relationship, reasons, and ways of avoiding client turn over, creative pitch, Agency Compensation. <b>Careers in advertising:</b> various career options, Free lancing career Options-Graphics, Animations, Modeling, Dubbing.</p> <p><b>2.3 Economic and Social and Ethical impact of advertising.</b></p> <p><b>Economic Aspects:</b> Effect of advertising on consumer demand, monopoly and competition, Price, Impact of advertising on the Indian Economy</p> <p><b>Advertising and Society :</b> Social issues in advertising, positive and negative influence of advertising on Indian values and culture.</p> <p><b>Ethics in Advertising-</b> Importance of Truth in advertising- Forms of unethical advertising-. Self Regulatory Bodies: ASCI – Meaning and Importance</p>	15
3	<p><b>Digital advertising I (Practical Session) 15 session * 2hrs = 30 hrs</b></p> <p>3.1 Introduction to Canva as design tool for advertising – understanding layout-typography- color-use of images - types of shots - creating visual content with Canva (<b>Practical assignment I</b>)</p> <p>3.2 Understanding Social media advertising- concepts – types- Facebook ads-Instagram ads — linkedin - Creation of Facebook ads, Instagram ads, Linkedin profile- Targeting- Ad formats-Budgeting and Bidding monetization, Youtube advertising – creating the you tube account -making of you tube video- Effective Strategies for you tube advertising. (<b>Practical assignment II</b>)</p> <p>3.3 <b>Affiliate marketing</b> – Sponsored Content- Brand partnership</p>	15

### Reference Books

1. Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
2. Manendra Mohan- Advertising Management; Tata McGraw Hill
3. Promotion- Stanley
4. George E. Belch, Micheal A. Belch, Keyoor Purani: Advertising and Promotion; Tata McGraw Hill
5. Handbook of Journalism and Mass Communication by Vir Bala Aggarwal, V.S. Gupta
6. Advertising And Sales Promotion - S H HKazmi, Satish K Batra)
7. Kleppner, Otto Advertising Procedure. Englewood Cliffs, New jersey, Prentice Hall, Inc., 1986.
8. Ogilvy, David, Ogilvy on Advertising. London Longman, 1983.
9. Sen gauptha, Subroto. Brand Positioning, Strategies for Competitive Advantages. New Delhi, Tate Me Graw Hill, 1990.
10. Belch & Belch – Advertising & Promotion – Tata McGraw Hill.
11. Advertising – Sontakki – Himalaya Publishing House.
12. Advertising Planning and Implementation – Sharma and Singh – Prentice Hall

## **Examination Pattern**

External = 50 marks

Internal = 25 marks

### **External Exam paper Pattern**

**Q 1 Any 2 out of 3                      15 marks**

**Q2 Any 2 out of 3                      15 marks**

**Q3 Short Notes (Any 3)    20 marks**

### **Internal Evaluation**

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

**Assignment I                      10 marks**

**Assignment II                      10 marks**

**Class participation              05 marks**



**Course Code : UC-SCOSECT-306**  
**Title : Travel and Tourism Management I**

**Course Objectives**

- Become better business leaders of tomorrow, skilled and job ready
- Become informed and acquainted with the modalities of the risks and newer concepts in the tourism sector.
- To create and be able to become tourism entrepreneurs
- Learners of a newer disciplines

**Learning Objectives**

- To adapt to the possibilities of careers in tourism
- To learn newer disciplines out of curiosity and understanding of a subject
- Develop skills required in the Tourism Industry
- Learn the new trends prevalent in the industry

Sr No	Units/Modules	No. of lectures
1	<p><b>Introduction to Tourism</b></p> <p>1.1 Concept, emergence of the discipline, types, new concepts in tourism; MICE, medical tourism, rural, urban tourism, adventure tourism, Jail tourism, vaccine tourism.</p> <p>1.2 Significance of tourism, Scope and importance, Careers in tourism &amp; travel for commerce students</p> <p>1.3 Motives in Travel: basic travel motivators, Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply in tourism.</p> <p>1.4 Tourism Development in India: Plan period to Niti Aayog</p> <p>1.5 Influence of Technology and the emergence of social &amp; electronic media in Tourism, AI &amp; Tourism</p>	15

2	<b>Tourism Destination Planning and Management</b>  2.1 Indian tourism resources: Natural, Cultural, and manmade  2.2 Supporting Infrastructure for tourism: Transport  2.3 Supporting Infrastructure for tourism: Accommodation  2.4 Supporting Infrastructure for tourism: Ancillary Services  2.5 Factors of Tourism Development - Environmental Factors, Economic factors, Social and Cultural, Political Factors  2.6 Impacts of Tourism: socio -cultural, environmental, and economic.  2.7 Sustainable Tourism- Responsible Tourism, Relating tourism to the SDGs, Ecotourism	15
3	<b>Geographical Representation of Tourism Locations (Practical session)</b>  3.1 Introduction to Google Maps for use in Tourism (Seminar to be conducted)  3.2 Understanding Locations on Maps – World Maps showing important tourism destinations( Assignment for mapping to be done in class ), India Map, Mumbai map  3.3 Understanding the importance of tourism resources by heritage monument visit and report submission, (Visit any heritage site and discuss the tourism potential of the site.)	15 (i.e.15x2 for practicals =30 hrs)

### Examination Pattern

External = 50 marks

Internal = 25 marks

### External Exam paper Pattern

**Q 1 Any 2 out of 3                      15 marks**

**Q2 Any 2 out of 3                      15 marks**

**Q3 Short Notes (Any 3)      20 marks**

### Internal Evaluation

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

Assignment I                      **10 marks**

Assignment II                    **10 marks**

Class participation              **05 marks**

### **Reference Books**

1. Mishra SK, (1990), Tourism Principles, Practices.
- 2 Bhatia A.K. (1986), Tourism Development-Principles and Practices ,Sterling Publishers Pvt. Ltd.. New Delhi.
3. Batra K.L.(1990) –Problems and Prospects of Tourism, Printwell Publisher, Jaipur.
4. Chopra Sunita(1991)-Tourism Development of India, Ashish Publishing House, New Delhi.
5. Gupta S.P., Krishna Lal (1999)-Tourism Museums and Monuments in India, Oriental Publishers, Dehli.
6. Matheson, Alistair and Wall Geoffery (1983) Tourism –Economic, Physical and Social Impact, Orient Longman, London

**Course Code : UC-SCOSECC-307**

**Title : Computer Programming I**

### **Course Objectives**

- To make students aware of importance of data
- It includes learning about database software
- The course helps in obtaining a Practically understanding of collecting data and Organizing the data
- Using Ms access students well be able to work on front end and back-end tools which help them to design Forms
- To make learners the importance of programming at the basic level
- The course is designed to provide Basic knowledge of Python which is an open-source programming language which has high demand in industry.

### **Learning outcomes**

- Understanding Database Fundamentals: Understand the basics of databases, including tables, relationships, queries, forms, and reports.
- Database Design: Learn how to design and create a database schema, including defining tables, fields, and relationships.
- Data Manipulation: Ability to insert, update, delete, and query data using SQL (Structured Query Language) within Access.

- Forms and Reports: Proficiency in creating user-friendly forms for data entry and designing reports for data analysis and presentation.
- Data Analysis: Use Access to perform basic data analysis tasks, such as sorting, filtering, and summarizing data.
- Programming Fundamentals: Understand basic programming concepts such as variables, data types, control structures (if, loops), functions, and error handling.
- Data Structures and Algorithms: Learn about data structures like lists, tuples, dictionaries, sets and writing basic programs

Sr No	Units/Modules	No. of lectures
1	<b>DBMS and MS Access basic</b> <ul style="list-style-type: none"> <li>1.1 What is a database?</li> <li>1.2 Types of databases</li> <li>1.3 Models of DBMS</li> <li>1.4 Component of DBMS</li> <li>1.5 advantage and disadvantage of DBMS</li> <li>1.6 Relational databases (Relation, Attribute, Instance, Relationship, Join)</li> <li>1.7 Database capabilities (database language): Data definition, data manipulation</li> <li>1.8 Exploring the Office menu, Working with ribbon,</li> <li>1.9 Opening an access database Exploring database objects, Creating database,</li> <li>1.10 Changing views. Printing database objects. Saving and closing database file.</li> <li>1.11 Working with datasheets, Moving among records, Updating records, adding records to a table, Finding records, sorting records, Filtering records</li> </ul>	15
2	<b>Ms Access</b> <ul style="list-style-type: none"> <li>2.1 Adding a table to a database, Adding fields to a table, adding a Lookup field, setting a Primary key, Using the input mask wizard, Saving design changes.</li> <li>2.2 Importing data (From Excel)</li> <li>2.3 What is a Query?, Creating a query, working with queries, saving and running a query, creating calculated fields, using aggregate functions, Understanding query properties,</li> <li>2.4 Joining Tables. Multi table</li> <li>2.5 What is a Form?, Using the form tool, Creating a form with form wizard,</li> <li>2.6 Working in design view, Changing the form layout, Using calculated controls, Working with records on a Form.</li> <li>2.7 What is a report tool? Printing report, saving a report, designing a report, changing report layout, creating mailing labels</li> </ul>	15
3	<b>Python Programming</b> <ul style="list-style-type: none"> <li>3.1 Introduction to Python Programming</li> <li>3.2 Input and Output Statements</li> <li>3.3 Keywords, Identifiers, Constants and Variables</li> <li>3.4 Basic Data Types in Python</li> <li>3.5 Lists, Tuples, Strings, Dictionaries and Sets</li> </ul>	15

	3.6 Program based on Arithmetic, Logical and Relational Operators Conditional Statements and Loops in Python: if, if-else, if-elif, while loop and for loop	
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### **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 access and Python

- |  |                 |
|--|-----------------|
| ▪ Practical exam based on problem done in class (only 1)<br>( <b>Either on Ms ACCESS or Python</b> ) | <b>15 marks</b> |
| ▪ Journal  | <b>05 marks</b> |
| ▪ Attendance   | <b>05 marks</b> |

### **Examination Pattern**

External = 50 marks

Internal = 25 marks

### **External Exam Paper Pattern**

- |                                       |                 |
|---------------------------------------|-----------------|
| <b>Q1 Any 2 out of 3 ( Module 1 )</b> | <b>15 marks</b> |
| <b>Q2 Any 2 out of 3 ( Module 2)</b>  | <b>15 marks</b> |
| <b>Q3 Any 3 out of 4 ( Module 3)</b>  | <b>20 marks</b> |

### **Online Resources**

1.	NOC:The Joy of Computing using Python, Prof. Sudarshan Iyengar, IIT Ropar: <a href="https://nptel.ac.in/courses/106/106/106106182/">https://nptel.ac.in/courses/106/106/106106182/</a>
2.	NOC:Programming, Data Structures and Algorithms using Python, Prof. Madhavan Mukund, IIT Madras: <a href="https://nptel.ac.in/courses/106/106/106106145/">https://nptel.ac.in/courses/106/106/106106145/</a>
3.	Computer Networks: An Overview - <a href="https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=7">https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=7</a>
4.	Data Base Management System, Prof. Partha Pratim Das, IIT Kharagpur: <a href="https://nptel.ac.in/courses/106/105/106105175/">https://nptel.ac.in/courses/106/105/106105175/</a>

### **References:**

1. Flowchart and Algorithm Basics: The Art of Programming by A. B. Chaudhuri, Mercury Learning & Information
2. How to think like a Computer Scientist: Learning with Python, by Downey, A. et al John Wiley, 2015.

3. Fundamentals of Python - First Programs, by Lambert K. A., Cengage Learning India,, 2015
4. Access Database Design & Programming: What You Really Need to Know to Develop with
5. Access (Nutshell Handbooks), Steven Roman, O'Reilly, 1997
6. Data base Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGrawHill 3<sup>rd</sup> Edition
7. Data base System Concepts, Silberschatz, Korth, McGraw hill, Sixth Edition

#### **Software Requirements:**

1. Python Editor

#### **Detailed Scheme Practical** Practical of Semester III

<b>Paper Code</b>	<b>Title</b>	<b>No. of Lectures</b>
AEC – Computer Programming	<ol style="list-style-type: none"> <li>1. Installing Access, creating table, adding record</li> <li>2. Creating Query</li> <li>3. Creating Form for Front-end User</li> <li>4. Multi table query and data entry, report presentation</li> <li>5. Writing algorithms and drawing flowcharts (Simple Loops).</li> <li>6. Installing python</li> <li>7. Loading a Python editor program-Entering and Executing a simple Python program.</li> <li>8. Python program to input name-and sales &amp; then print name and commission.</li> <li>9. Python program to compute commission, discount etc using if() condition.</li> <li>10. Computing income tax based on given criterion.</li> <li>11. Printing numbers and summing number using loops.</li> <li>12. Printing interest and depreciation tables</li> </ol>	02 Lectures per Practical per Batch

## Modern Indian language Electives

### UC-SCOMIL(S)-308

#### 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.

#### Course Content

Sr No	Units/Modules	No. of lectures
1	<b>Introduction</b>  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)	15

	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"	

### Evaluation Pattern For 50 Marks

Written / Term End	Internal SLE	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



**Hindi****पाठ्यक्रम का उद्देश्य (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।

**पाठ्यक्रम का परिणाम (Course 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। : Hindi Language and Poem (हिन्दी भाषा एवं कविताएँ)

Units	Modules	No. of Lectures
1	<b>खंड क : पाठ्यक्रम में निर्धारित कविताएँ :</b> 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	<b>खंड ख :</b> वाक्य के भेद, पर्यायवाची शब्द, विलोम शब्द, अनेक शब्दों के एक शब्द	10

**पर्यायवाची अथवा समानार्थक शब्द-**

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

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 मुरारी	- घनश्याम, श्याम, कान्हा, गोपाल, मोहन, मुरलीधर, केशव, माधव, गिरिधर,
18. कोयल	- पिक, कोकिला, वसन्त दूत, श्यामा
19. तालाब	- सर, तडाग, 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	निश्चित
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 सुगठित 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	कुरूप
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 आँखें दिखायीं।
आँखें चुराना	सामना करने से बचना	मित्र को मुसीबत में पड़ा देख कर कपटी मित्रों ने उससे आँखें 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।
आँखें पथरा जाना	राह देखते-देखते थक जाना	भाई की प्रतीक्षा करते-करते बहन की आँखें पथरा गईं।
आँखों पर पर्दा पड़ना	सच्चाई न दिखाई देना	आजकल लालच के चलते अच्छे-अच्छे लोगों की आँखों 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 आईएस 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 हाँको।

ईट 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 ईट 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 नाशते 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, काश	
सरल हिन्दी व्याकरण और रचना	वासुदेव नन्दन प्रसाद	भारती भवन P & D
➤ <a href="http://kavitakosh.org">http://kavitakosh.org</a>		

UC-SCOMIL(M)-310

**Marathi**

### Course Objectives

- . विद्यार्थ्यांना मुलाखत या भाषिक कौशल्य प्रकाराचा परिचय करून देणे.
- . मुलाखतकाराने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख करून देणे.
- . मुलाखत देणाऱ्याने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख करून देणे.
- . विद्यार्थ्यांना मुलाखतीसाठी आवश्यक असणाऱ्या कौशल्यांचा परिचय करून देणे.

### Course Outcome

- . विद्यार्थ्यांना मुलाखत या संभाषणप्रकाराच्या स्वरूपाचा परिचय होईल.

- . मुलाखतकाराने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख होईल.
- . मुलाखत देणाऱ्याने करावयाच्या पूर्वतयारीची विद्यार्थ्यांना ओळख होईल.
- . विद्यार्थ्यांना मुलाखतीसाठी आवश्यक असणारी कौशल्ये परिचित होतील.

**Title: MIL: मुलाखत: पूर्वतयारी व मुलाखत कौशल्ये**

Unit s	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:**

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-SCOMIL(S)-311**

**Sanskrit**

**1. Course Objectives:** The main objectives of the course are:

- 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

## 2. 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

## Course Content

Sr No	Units/Modules	No. of lectures
<b>Unit –I</b>	<b>Basic Language Skills: Grammar</b> a) Alphabet, Shabda-Parichay b) Sentence construction (selected verbs) c) Vibhakti of Selected nouns	<b>15 Lectures</b>
<b>Unit –II</b>	<b>Reading &amp; Speaking Skills:</b> a) Vocabulary with Pictures b) Text reading of Nīṭisatakam from verses (1-10) c) Conversational Practice	<b>15 Lectures</b>

### 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

	<b>First Semester</b>	
	<b>Internal Evaluation of 20 Marks</b>	
<b>Sr.No</b>	<b>Particulars</b>	<b>Marks</b>

1	Experiential learning evaluation which can include studio activity like students recording Sanskrit mantras	20 Marks
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<b>Evaluation Pattern:</b>	<b>First Semester End Examination of 30 Marks</b>	<b>Duration : 2 Hours</b>
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

## The Scheme of Teaching and Examination

### Semester – IV

Sr. No.	Choice Based Credit System	Subject Code	Remarks
1	Major Subjects	UC-SCOM1-401	Accountancy and Financial Management IV
		UC-SCOM2-402	Commerce IV Management : Production and Finance
2	Minor Subject	UC-SCOM3-403	Public Finance
3	Open Elective	UC-SCOOE-404	Climate Change and Sustainability
4	Skill Enhancement Course(SEC)	UC-SCOSECA405 UC-SCOSECT-406 UC-SCOSECC-407	Advertising : Concepts and practices II Travel and Tourism Management II Computer programming II
5	Modern Indian Language	UC-SCOMIL(S)-408 UC-SCOMIL(H)-409 UC-SCOMIL(M)-410 UC-SCOMIL(S)-411	Sindhi Hindi Marathi Sanskrit

**Second Year Semester IV Internal and External Detailed Scheme**

Sr . No.	Subject Code	Subject Title	Periods Per Week							Internals				Total Marks
			Units	SL	L	T	P			CT	AP	T	SEE	
1	UC-SCOM1-401	Accountancy and Financial Management IV	4	20%*	4	0	0	4	20	15	5	40	60	100
2	UC-SCOM2-402	Commerce IV: Management : Production and Finance	4	20%*	3	0	0	4	20	15	5	40	60	100
3	UC-SCOM3-403	Public Finance	4	20%*	3	0	0	4	20	15	5	40	60	100
4	UC-SCOOE-404	Climate Change and Sustainability	3	--	0	0		3	-	20	5		50	75
5	UC-SCOSE CA-405	Advertising : Concepts and practices II	3	--	1	1	0	3	-	20	5		50	75
6	UC-SCOSE CT-406	Travel and Tourism Management II	3	--	2	0	0	3	-	20	5		50	75
7	UC-SCOSE CC-407	Computer Programming II	3	--	1	0	2	3	20		5	25	50	75
8	UC-SCOMI	Sindhi	2	--	0	0	0	2	20		--	--	30	50

	L(S)-408													
	UC-SCOMI L(H)-409	Hindi	2	--	0	0	0	2	20		--	--	30	50
	UC-SCOMI L(M)-410	Marathi	2	--	0	0	0	2	20		--	--	30	50
	UC-SCOMI L(S)-411	Sanskrit	2	--	0	0	0	2	20		--	--	30	50
	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

**Second year Semester – IV Units – Topics – Teaching Hours**

<b>Sr No</b>	<b>Subject Code</b>	<b>Subject Unit Title</b>		<b>Lect ures</b>	<b>Total No. of hours</b>	<b>Cre dit</b>	<b>Total Marks</b>
<b>1</b>	UC-SCOM1-401	I	Issue & Underwriting of shares & Debentures	15	60	4	100
		II	Redemption of Preference Shares and Debentures	18			
		III	Profit Prior to Incorporation	12			
		IV	Investment Accounting	15			
<b>2</b>	UC-SCOM12-402	I	Product and Inventory Management	15	60	4	100
		II	Quality Management	15			
		III	Indian Securities Market	15			
		IV	Recent trends in Finance	15			
<b>3</b>	UC-SCOM34-403	I	Introduction to Public Finance	15	60	4	100
		II	Public revenue	15			
		III	Public Expenditure and Public Debt	15			
		IV	Fiscal Management and Financial Administration	15			
<b>4</b>	UC-SCOOE-404	I	Basics of Climate Change	15	30 (15 practicals of two hours each)	3	75
		II	Global Role in Climate Change Management	15			
		III	Climate Change and Business Society	15			
<b>5</b>	UC-SCOSEC A-405	I	Brand Building, Media Research, and creativity in advertising	15	45	3	75
		II	Advertising Campaign and Evaluation of advertising effectiveness	15			
		III	Digital Marketing II- practical session (30 hrs)	15			
<b>6</b>	UC-SCOSEC T-406	I	Tourism planning and Marketing	15	45	3	75
		II	Organization in Tourism	15			
		III	Destination Mapping and Management				

7	UC-SCOSEC C-407	I	MS and ERP	15	45	3	25
		II	Excel Basic	15			
		III	Advance Excel	15			
8	UC-SCOMIL(S)-408	I	Stories & Prose	15		2	50
		II	Prose & Poem	15			
9	UC-SCOMIL(H)-409	I	खंड क : पाठ्यक्रम में निर्धारित हास्य व्यंग्य :	20	30	2	50
		II	खंड ख : काल के भेद, मुहावरें, निबंध	10			
10	UC-SCOMIL(M)-410	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			
11	UC-SCOMIL(S)-411	I	Basic Language Skills: Grammar	15	30	2	50
		II	Reading & Speaking Skills:	15			
			Total			20	500

● **Lecture Duration – 1 hr**

**One credit = 15 hours of lectures and 30 hours of practicals**

## **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-SCOM1-401**

### **Accountancy and Financial Management IV**

#### **Course Objectives**

To familiarize learners about the accounting for Issue and Underwriting of Shares & Debentures.

- To empower students with a comprehensive understanding of the accounting process involved in the redemption of preference shares and debentures.
- To make the students understand the treatment of Profit/Loss Prior to Incorporation.
- To acquaint learners about the treatment of Investment Accounting.

#### **Course Outcomes**

Learners shall possess the knowledge of legal provisions regarding the Issue & Underwriting of shares & debentures along with its calculations and treatment in the books of accounts.

- Learners shall grasp the accounting procedures involved in the redemption of preference shares and debentures.
- Learners shall be able to understand the concept of Profit Prior to Incorporation and its effect in the books of accounts.
- The learner shall be conversant with the Investment Accounting for transactions of purchase and sale of investments of Shares and Debentures



Sr.No	Units/Modules	No. Of Lectures
1.	<p><b>Issue &amp; Underwriting of shares &amp; Debentures</b></p> <p>1.1 Company Law/ Legal Provisions regarding Issue of shares;</p> <p>1.2 Accounting treatment for Issue of Shares including Right Shares and Bonus Shares;</p> <p>1.3 Introduction, Underwriting, Underwriting Commission;</p> <p>1.4 Provision of Companies Act with respect to Payment of underwriting commission Underwriters, Sub-Underwriters, Brokers and Manager to issues;</p> <p>1.5 Types of underwriting, Abatement Clause;</p> <p>1.6 Marked, Unmarked and Firm-underwriting applications, Liability of the underwriters in respect of underwriting contract Practical problems</p>	15
2.	<p><b>Redemption of Preference Shares and Debentures</b></p> <p>2.1. Redemption of Preference Shares:</p> <p>2.1.1. Company Law / Legal Provisions for redemption of Preference Shares;</p> <p>2.1.2. Sources of redemption including divisible profits and proceeds of fresh issue of shares;</p> <p>2.1.3. Premium on redemption from security premium and profits of company;</p> <p>2.1.4. Capital Redemption Reserve Account - Creation and Use.</p> <p>2.2. Redemption of Debentures:</p> <p>2.2.1. By payment from sources including out of capital and/ or out of profits</p> <p>2.2.2. Debenture Redemption Reserve (as per new amendment) and Debenture Redemption Sinking Fund excluding Insurance Policy;</p> <p>2.2.3. By conversion into new class of Shares or Debentures with options</p>	18

	including at Par, Premium, and Discount;  2.2.4. Purchase/ buy back of own debentures for immediate cancellation or holding including ex and cum interest for purchase/ sale price  (excluding brokerage thereon).	
<b>3.</b>	<b>Profit Prior to Incorporation</b>  3.1 Principles of ascertainment;  3.2 Preparation of separate, combined and columnar profit and loss account including different basis of allocation of expenses/ incomes	<b>12</b>
<b>4.</b>	<b>Investment Accounting (AS - 13 &amp; IAS - 40)</b>  4.1 Fixed income bearing securities  4.2 Variable income bearing securities  4.3 Accounting for transactions of purchase and sale of investments with ex and cum interest prices and finding cost of investment sold and carrying cost as per weighted average method (Excl. brokerage) and calculation Profit/Loss thereon.  4.4 Columnar format for investment accounts in the books of individual investors.	<b>15</b>
<b>TOTAL</b>		<b>60</b>

### Self-Learning Topics (Unit wise)

<b>1.</b>	<b>Issue &amp; Underwriting of shares &amp; Debentures</b> Concept of Accounting treatment for Issue of Shares including Right Shares and Bonus Shares; Liability of Underwriters in respect of underwriting contract with numeric example
<b>2.</b>	<b>Redemption of Preference Shares and Debentures</b> Concept of Accounting treatment for Redemption of Preference Shares and Debentures with numeric example
<b>3.</b>	<b>Profit Prior to Incorporation</b> Concept of Preparation of Profit and Loss Account in respect to profit prior to incorporation with numeric example
<b>4.</b>	<b>Investment Accounting</b> Explanation of Accounting treatment for Fixed & Variable income bearing securities under investment Accounting in the book of investor with numeric

	example
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Note : Selection of SLE topics from the above, will be as per the discretion of the faculty.

### Online Resources

[https://www.icaai.org/post.html?post\\_id=17757](https://www.icaai.org/post.html?post_id=17757)

[https://archive.mu.ac.in/myweb\\_test/bcomstudy.html](https://archive.mu.ac.in/myweb_test/bcomstudy.html)

[https://www.icaai.org/new\\_post.html?post\\_id=15620](https://www.icaai.org/new_post.html?post_id=15620)

### Reference Books

- 1) "Accountancy & Financial Management- IV, S.Y.B.COM Ainapure, Manan Prakashan."
- 2) "Financial Accounting- V", T.Y.B.COM Ainapure, Manan Prakashan."
- 3) "Accountancy & Financial Management- IV, S.Y.B.COM Sheth Publication."
- 4) "Financial Accounting- V", T.Y.B.COM Ainapure, Sheth Publication."
- 5) Financial Accounting" by M. Mukherjee.M.Hanif, Tata McGraw Hill Education Private Ltd; New Delhi
- 6) "Grewal's Accountancy" by M.P. Gupta and B.M.Agarwal; S.Chand Publishing
- 7) "Advanced Accounts" by T.S. Grewal; S. Chand and Co (P) Ltd., New Delhi, 6th edition

### Evaluation Pattern:

External Paper Pattern:

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

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

**Course Code : UC-SCOM2-402**

**Course: Commerce IV: Management Production and Finance**

**Course Objectives**

- To appraise the learner with the elementary concepts of Production, Inventory Management Techniques, Quality Management and Productivity.
- To orient the learners about the Indian and International securities market
- To familiarize learner with the trends in financial market, financial system and Grievance handling procedure with special reference to SCORES and the role and importance of Credit Rating Agencies.
- To orient learner about Domestic & International Mutual funds and the role of AMFI in Mutual Fund Industry

**Learning Outcomes**

- The learner shall be able to comprehend the types of production system and identify the inventory management systems and appraise Inventory Management Techniques.
- The learner will be able to describe the structure of Indian Securities Markets and its impact on economy.
- They course will enable the learner to reflect on the various investment avenues available in Domestic & International and describe the recent trends in the world of finance.
- The learner will become aware about the Grievance Redressal Mechanism and role of AMFI.

Sr. No.	Modules / Units	No. of lectures
1	<b><u>Production &amp; Inventory Management</u></b> 1.1 Production Management: Objectives, Scope Production Planning & Control: Steps, Importance 1.2 Production Systems: Concept, Types - Continuous and Intermittent. Productivity: Concept, Factors Influencing Productivity, Measures for improving Productivity. 1.3 Inventory Management- Objectives, Inventory Control- Techniques. 1.4 Scientific Inventory Control System - Importance	15
2	<b><u>Quality Management</u></b> 2.1 Introduction to Quality: Dimensions of Quality, Cost of Quality: Types – Internal Failure Cost, External Failure Cost, Appraisal Cost, Prevention Cost, Quality Circle: Features. 2.2 Quality Management Tools: TQM – Importance, Six Sigma – Process, ISO 9000– Certification Procedure, Kaizen – Process 2.3 Service Quality Management: Importance, SERVQUAL Model, Measures to improve service quality.	15
3	<b><u>Indian Securities Market</u></b> 3.1 Indian Financial Market: Structure, Primary Market – IPO Procedure Dematerialization: Process, Role of Depositories:	15

	<p>NSDL and CDSL</p> <p>3.2 SEBI: Functions of SEBI Stock Exchange – Functions, Speculators, Grievance Redressal Mechanism with specific reference to SEBI SCORES</p> <p>3.3 Financial Literacy – Need &amp; Importance – Financial Literacy initiatives and investor protection measures by SEBI, IRDA, RBI, NABARD, PFRDA</p> <p>3.4 Credit Rating: Advantages, Credit Rating Agencies in India - CRISIL, CARE, ICRA, Morningstar, S&amp;P Global.</p>	
<b>Unit 4</b>	<p><b>Recent Trends In Finance</b></p> <p>4.1 Mutual Funds- Advantages and Limitations, Types, Factors responsible for growth of mutual funds – Systematic Investment Plan, AMFI and its Role in Mutual Fund Industry, Introduction to International Mutual Funds.</p> <p>4.2 Commodity Market: Categories, Derivatives Market: Types of Derivatives, Participants, Types of Derivative Instruments.</p> <p>4.3 Start-up Ventures –Concept, Sources of Funding, Micro finance – Importance, Role of Self Help Groups &amp; Role of NABARD in SHG</p>	15

#### Self- Learning Topics

Unit	Topics
1	Production & Inventory Management
2	Quality Management
3	Indian Securities Market
4	Recent Trends In Finance

#### Online Resources

Topics
<p>Production &amp; Inventory Management : Production Systems: Concept, Types – Continuous and Intermittent:</p> <ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.nptel.ac.in/noc21_me18/preview">https://onlinecourses.nptel.ac.in/noc21_me18/preview</a></li> </ul> <p>Quality Management: Quality Management Tools: TQM – Importance</p> <ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.nptel.ac.in/noc21_me18/preview">https://onlinecourses.nptel.ac.in/noc21_me18/preview</a></li> </ul> <p>Indian Securities Market – SEBI: Functions of SEBI Stock Exchange- Functions, Speculators</p> <ul style="list-style-type: none"> <li>• <a href="https://www.sebi.gov.in/powers-and-functions.html">https://www.sebi.gov.in/powers-and-functions.html</a></li> <li>• <a href="https://onlinecourses.nptel.ac.in/noc20_mg10/preview">https://onlinecourses.nptel.ac.in/noc20_mg10/preview</a></li> </ul> <p>Recent Trends In Finance- Derivatives Market: Types of Derivatives:</p> <ul style="list-style-type: none"> <li>• <a href="https://onlinecourses.nptel.ac.in/noc20_mg10/preview">https://onlinecourses.nptel.ac.in/noc20_mg10/preview</a></li> </ul>

(\* for completed courses on swayam pl find all videos of course on YouTube by typing search name and Institution name/Prof. In charge name)

### Reference Books

1. Production and Operations Management –Prof. L.C.Jhamb, Event Publishing House.
2. Production Planning & Control- Prof. L.C.Jhamb, Event Publishing House
3. Production & Operation Management (Text & Cases) - K.Ashwathappa & G.Sudeshana Reddy, Himalaya Publication.
4. Launching New Ventures : An Entrepreneurial Approach-Kathleen R.Allen, Cengage Learning
5. Essentials of Inventory Management-Max Muller, Amacon Publishes
6. Indian Financial System—Bharathi Pathiak, Pearson Publication
7. Financial Institutions and Markets: Structure Growth& Innovations – L.M. Bhole , Jitendra Mahakad, Tata McGraw Hill.
8. The Wealth Diary: Your Personal Financial Record , Notion press by Dr. Navin Mukesh Punjabi ,2024
9. The Indian Financial System and Financial Market Operator-Vasant Desai, Himalaya Publishing
10. Indian Financial System – M.Y.Khan, Tata McGraw–Hill
11. Production and Operations Management –Anand kumar Sharma, Anmol Publication
12. Mutual Funds in India: Emerging Issues-Nalini PravaTripathy, Excel Books New Delhi.
13. Start up Stand up: A step by step guide to Growing your Business, Nandini Vaidyanathan, Jaico Publishing House, Mumbai
14. A Trades Guide to Indian Commodities Market-Vijay L. Bhambwani, Network 18 Publication Ltd.
15. NCFE, SEBI, RDBI, IRDA & PFRDA (2020) National Strategy for Financial Education – 2020-2025, A Multi-stakeholder led approach for creating a financially aware and Empowered India.

### Examination pattern

#### Formative Assessment

**40 marks**

Sr. No.	Particulars	Marks
1	<b>ONE</b> 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
	Total	40

#### 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.

**Course Code : UC-SCOM3 - 403**

**Public Finance**

**Course Objectives:**

- To provide learners with a basic understanding of the concepts of public finance
- To understand the revenue side of government operations
- To comprehend theories and application of public expenditure
- To apply this knowledge to understand the decision-making process

**Learning Outcomes:**

- The knowledge gained in the course will make students better-informed citizens and allow them to follow the debates over various economic events and policies reported in the news media.
- This course will prepare students to be successful in advanced-level studies in economics
- Students will be able to understand fiscal theory, solve basic fiscal problems, and use these techniques to think about a number of policy questions relevant to the operation of the real economy.
- It provides a solid foundation for economic analysis and thinking that can last throughout their education and subsequent professional careers

<b>Sr. No.</b>	<b>Modules / Units</b>	<b>No. of lectures</b>
I	<b>MODULE 1: THE ROLE OF GOVERNMENT</b> 1.1 Meaning and Scope of Public Finance. 1.2 Principle of Maximum Social Advantage: Dalton and Musgrave Views - the Principle in Practice, Limitations. 1.3 Relation between Efficiency, Markets, Market Failure, and Governments 1.4 The concept of Public Goods and the role of Government.	15
II	<b>MODULE 2: PUBLIC REVENUE</b> 2.1 Sources of Public Revenue: tax and non-tax revenues, Recent Tax and Non-Tax Revenue Sources in India with data.  2.2 Objectives of taxation - Canons of taxation - Types of taxes: direct and indirect	15

	<p>- Tax Base and Rates of taxation: proportional, progressive, and regressive taxation</p> <p>2.3 Shifting of tax burden: Impact and incidence of taxation - Processes-factors influencing the incidence of taxation</p> <p>2.4 Economic Effects of Taxation: on Income and Wealth, Consumption, Savings, Investments and Production.</p>	
III	<p><b>MODULE 3: PUBLIC EXPENDITURE AND PUBLIC DEBT</b></p> <p>3.1 Public Expenditure: Canons - classification - economic effects of public spending - on production, consumption, distribution, employment, and stabilization</p> <p>3.2 Theories of Public Expenditure: Wagner's Hypothesis and Wiseman Peacock Hypothesis - Causes for Public Expenditure Growth – Recent public expenditure data of central government of India.</p> <p>3.3 Significance of Public Expenditure: Low Income Support and Social Insurance Programmes.</p> <p>3.4 Public Debt: Classification - Burden of Debt Finance: Internal and External- Public Debt and Fiscal Solvency, recent internal and external public debt data of India.</p>	15
IV	<p><b>MODULE 4: Fiscal Policy and Management</b></p> <p>4.1 Fiscal Policy: Meaning, Objectives, constituents, and Limitations.</p> <p>4.2 Contra cyclical Fiscal Policy and Discretionary Fiscal Policy: Principles of Sound and Functional Finance</p> <p>4.3 Budget- Meaning objectives and types - Structure of Union budget, latest Union Budget of India - Deficit concepts, fiscal deficit trends in India.</p> <p>4.4 Intergovernmental Fiscal Relations: fiscal federalism and fiscal decentralization – central &amp; state financial relations.</p>	15

#### Self-Learning topics (Unit wise)

Sr. No	Topics	SWAYAM/NPTEL source of the Topics
1	MODULE 1: Market Failure Analysis: Public Goods & Externalities	<a href="https://onlinecourses.swayam2.ac.in/cec20_hs13/preview">https://onlinecourses.swayam2.ac.in/cec20_hs13/preview</a>  Market Failure Analysis: Public Goods & Externalities (Part-I) Lecture -4: Market Failure Analysis: Public Goods & Externalities (Part-II) By Prof. A. A. Shaikh   B.K. School of Business Management, Gujarat University
2.	Module 2:	<a href="https://www.jstor.org/stable/2485667">https://www.jstor.org/stable/2485667</a>



	Impact, incidence and shifting of taxation	
3.	Module 3: Public Debt management in developing countries	<a href="https://www.un.org/esa/ffd/wp-content/uploads/2008/04/20080408_Balino-Sundararajan-paper.pdf">https://www.un.org/esa/ffd/wp-content/uploads/2008/04/20080408_Balino-Sundararajan-paper.pdf</a>
4.	Module 4: Fiscal federalism in India	<a href="https://www.oecd-ilibrary.org/sites/940cc5ee-en/index.html?itemId=/content/component/940cc5ee-en">https://www.oecd-ilibrary.org/sites/940cc5ee-en/index.html?itemId=/content/component/940cc5ee-en</a>

### Reference Books:

Ahuja H.L. : Modern Economics, 19th edition, 2015, S.Chand &co Pvt Ltd, New Delhi Bhatia H.L.: Public Finance. Vikas Publishing House Pvt. Ltd. David N. Hyman : Public Finance A Contemporary Application of theory of policy, Krishna Offset, Delhi

Hoiughton E.W.(1998) : Public Finance, Penguin, Baltimore

Hajela T.N: Public Finance – Ane Books Pvt.Ltd

Hugh Dalton(1997), Principles of Public Finance, Allied Publishers

Jha, R (1998) : Modern Public Economics, Route Ledge, London

Musgrave, R.A and P.B. Musgrave (1976) : Public Finance in Theory and Practice, Tata McGraw Hill, Kogakusha, Tokyo

Mithani, D.M (1998) : Modern Public Finance, Himalaya Publishing House,

Mumbai Singh.S.K. (2014): Public finance in Theory and Practice, S.Chand &co Pvt Ltd, New Delhi.

Latest UNION BUDGET OF India & ECONOMIC SURVEY OF India.

### Evaluation Criteria and Question Paper Pattern

#### Division of Marks: 60-40

#### Continuous assessment and Evaluation (CAE): 40 marks

	Internal Evaluation of 40 Marks	
Sr. No.	Particulars	Marks
1	ONE class test/online examination to be conducted in the given semester	20
3	Self-Learning Evaluation	15 Marks

4	Active participation in routine class instructional deliveries	5 Marks
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**Semester End Examination (SEE): 60 marks**

**Duration: 2Hours**

<b>Question</b>	<b>Particulars</b>	<b>Marks</b>
<b>1</b>	<b>From Unit 1 with internal choice</b>	<b>15</b>
<b>2</b>	<b>From Unit 2 with internal choice</b>	<b>15</b>
<b>3</b>	<b>From Unit 3 with internal choice</b>	<b>15</b>
<b>4</b>	<b>From Unit 4 with internal choice</b>	<b>15</b>

## CLIMATE CHANGE AND SUSTAINABILITY

### Course Objectives

- To be able to understand clearly the concept and the role of man in it
- To be prepared for the global changes accompanying climate change
- To be an active participant in management of climate change at the local level
- To be sensitive future business leaders

### Learning Outcomes

- 1. Understand the physical processes of climate variability and climate change
- Be adept at discussing academic articles on climate change, recognizing the importance of different discourses and approaches
- Relate to the evidence for human-caused climate change, in the context of historical climate change, as well as the relevant scientific uncertainties
- Synthesize the available material to understand the concept clearly.

### SYLLABUS

Sr. No.	Modules / Units	No. of lectures
1	<b>Basics of Climate Change</b> 1.1 Introduction to climate change, Theories of climate change, Global warming, Global Climate Change Risk 1.2. Causes and impacts of climate change and the impact in agriculture, industry and services sectors. 1.3 Methods to mitigate and adaptation to climate change, Examples of vulnerable nations & their preparedness, Climate modeling and AI	15
2	<b>Global Role in Climate Change Management</b> 2.1 Climate policy , International Agreements, Institutions aiding climate mitigation, IPCC, Treaties on Climate Change at National and International Level 2.2. Carbon Banks, Trading, Net Zero, Carbon footprint, Green Fund, Climate Tech. 2.3 Indian Governmental approach to climate change management, Ministry of Env & CC, Legislations towards Climate Change prevention, Govt Initiatives like National Mission on Strategic Knowledge for Climate Change (NMSKCC), National Mission for Sustaining the Himalayan Ecosystem, International Solar Alliance, CDRI.	15
3	<b>Climate Change and Business/ Society</b>	15



**Title : Advertising : Concepts and practices**

**Objectives**

- To orient learners toward the practical aspects and techniques of advertising
- To study the process of building brands .
- To understand procedures, requirements, and techniques of media planning and buying and budgeting in the process of advertising campaign
- To learn the various media mix and its implementation and understand the evaluation of advertising
- To acquaint the student with practical knowledge on content writing and copywriting and bulk email marketing.

**Learning Outcomes**

- The knowledge will enable the learner to understand the process of creating advertising campaign.
- The learner will be apply creativity for advertising appeals and selling points gets the attention of the prospective buyers in a segmented population.
- The learner will be developed skills to create content for blogs and vlog and evaluate the effectiveness of advertising by application of evaluation techniques.

Sr No	Units/ Modules	No. of lectures
1	<b>Brand Building, Media Research and creativity in advertising</b> <b>1.1 Brand Building:</b> The Communication Process, AIDA Model, Role of advertising in developing Brand Image , Brand Equity, and Managing Brand Crisis, Brand Positioning Strategies. <b>1.2 Media Research:</b> Concept, Importance. <b>Media Research Organizations:</b> Print -ABC- Television Audience Measurement – TRP. <b>1.3 Creativity:</b> Concept and Importance, Creative Brief meaning and process ,Concept of Visualization and techniques of Visualization., Buying Motives and Types, Selling points, Advertising Appeals and Types, Concept of Unique Selling Proposition (USP, High involvement product and Low involvement Products , Meaning and Features,	15

2	<p><b>Advertising Campaign and Evaluation of advertising effectiveness</b></p> <p><b>2.1 Advertising Campaign:</b> Concept, Advertising campaign planning – Importance- Steps- Advertising Objectives- DAGMAR Model,</p> <p><b>2.2 Advertising Budget and Media Planning Concept-</b> Factors Determining Advertising Budget-Methods of Advertising Budget-Media Objectives- Reach, Frequency, GRP. <b>Media Planning:</b> Concept - Process-Factors ,Media Scheduling Strategies.</p> <p><b>2.3- Layout in advertising</b> – Concept of layout- Principles of effective layout, Illustration -Functions and importance. Jingle and Music in advertising – story board in advertising.</p> <p><b>2.4 Evaluation :</b> Advertising effectiveness- Objectives,-Needs , Pre-testing and Post testing methods of Advertisement.</p>	15
3	<p><b>Digital Marketing II Practical session credit =30 hrs</b></p> <p><b>Introduction to copy writing</b> – Essential of copy writing – various types of ad copy – Element of effective copy writing – content writing – Difference between copy writing and content writing – Techniques to engage content writing –</p> <p><b>Concept of Blogging and Vlogging-</b> Types- Creating- Effective blogs and vlog – Monetization of Blogs Vlog.(<b>practical Assignment I</b>)</p> <p><b>AI in advertising</b> -Utilizing AI in Advertising , Application of AI in copy writing- Making advertising with AI (<b>practical Assignment II</b>)</p> <p><b>Email marketing</b> -creating bulk and personalized mails- using mail chimp as the tools of Email marketing.</p>	15

### Reference Books

1. Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management, Pearson Education
2. Manendra Mohan- Advertising Management; Tata McGraw Hill
3. Promotion- Stanley
4. George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising and Promotion; Tata McGraw Hill
5. Handbook of Journalism and Mass Communication by Vir Bala Aggarwal, V.S. Gupta
6. Advertising And Sales Promotion - S H HKazmi, Satish K Batra)
7. Kleppner, Otto Advertising Procedure. Englewood Cliffs, New jersey, Prentice Hall, Inc., 1986.
8. Ogilvy, David, Ogilvy on Advertising. London Longman, 1983.
9. Sen gautpa, Subroto. Brand Positioning, Strategies for Competitive Advantages. New Delhi, Tate Me Graw Hill, 1990.
10. Belch & Belch – Advertising & Promotion – Tata McGraw Hill.
11. Advertising – Sontakki – Himalaya Publishing House.
12. Advertising Planning and Implementation – Sharma and Singh – Prentice Hall

## **Examination Pattern**

External = 50 marks

Internal = 25 marks

### **External Exam paper pattern**

**Q 1 Any 2 out of 3                      15 marks**

**Q2 Any 2 out of 3                      15 marks**

**Q3 Short Notes ( Any 3)    20 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-SCOSECT-406**

### **Travel and Tourism Management II**

#### **Course Objectives**

- Prepare a curriculum for the benefit of the learners who prefer to take up advanced level of subject knowledge
- Mapping new content, new trends and new skills into the subject
- To create tourism appropriate leaders
- Encourage the learners to appreciate Indian culture, heritage and learn through travel

#### **Learning Objectives**

- To teach specific topics that may make them job ready
- Encourage and facilitate learning of the governmental positions on the subject.
- Execute new skills required in the Tourism Industry, like foreign language
- Be ambassadors of new India, as a representative of the development of infrastructure, programs and methods in tourism and travel sector.

Sr No	Units/ Modules	No. of lectures
1	<b>Tourism Planning and Marketing</b> 1.1 Planning- Concept, Need, Importance, Process Approaches 1.2 Organizing- Concept, Need, Importance, Allocation of Resources 1.3 Marketing- Concept, Elements, Segmentation, Integrated Management Communications 1.4 Travel Agency and Tour Operators: Essentials, Need, Importance, Functions of Travel agency and Tour operator 1.5 Customer Relationship Management	15
2	<b>Organizations in Tourism</b> 2.1 Organizations in tourism- need & factors, National Tourist Organizations (NTOs) 2.2 Role and functions of Important World Tourism Organizations: WTO, IATA, PATA, WTTC. 2.3 Role of the Indian Tourism Organizations: ITDC, HAI, TAAI 2.4. Role of State tourism Development Corporation: MTDC 2.5. Existing Policies in Tourism and Challenges in Tourism Development in India	15
3	<b>Destination Mapping and Management</b> 3.1 Procedures and Documentation- Passport and Visa 3.2 Making Itinerary 3.3 One foreign Language Certificate Course 3.4 Collecting Travelers Data, reading and understanding data for better travel management.	15 (i.e.15x2 for practicals=30 hrs)



## **Reference Books-**

1. Bhatia A.K. (1986), Tourism Development-Principles and Practices, Sterling Publishers Pvt. Ltd. New Delhi.
2. Batra K.L. [1990] –Problems and Prospects of Tourism, Printwell Publisher, Jaipur.
3. Chopra Sunita (1991)-Tourism Development of India, Ashish Publishing House, New Delhi.
4. Gupta S.P., Krishna Lal (1999)-Tourism Museums and Monuments in India, Oriental Publishers, Delhi.
5. Matheson, Alistair and Wall Geoffery (1983) Tourism –Economic, Physical and Social Impact, Orient Longman, London

## **Examination Pattern**

External = 50 marks

Internal =25 marks

## **External Exam paper Pattern**

- |                                       |                 |
|---------------------------------------|-----------------|
| <b>Q 1 Any 2 out of 3</b>             | <b>15 marks</b> |
| <b>Q2 Any 2 out of 3</b>              | <b>15 marks</b> |
| <b>Q3 Short Notes ( Any 2 out 4 )</b> | <b>20 marks</b> |

## **Internal Evaluation**

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

## **UC-SCOSECC-407 Computer Programming II**

### **Course Objectives**

- To make students aware of importance of data software like MIS and ERP
- It includes practical knowledge on database software
- The course helps in obtaining a Practically understanding of collecting data from the system and providing correct output live for accurate result
- Using Ms Excel students well be able to work on basic of EXCEL which is the most needed for any corporate
- Advanced excel will develop their professional skill
- The course is designed to provide industry with the skills need in practical life at work place.

### **Learning Outcomes**

- **Understanding of Information Systems:** Gain a foundational understanding of information systems, their components, and their role in organizations

- **Business Process Analysis:** Learn how to analyze business processes and identify opportunities for improvement through the use of information systems.
- **Database Management:** Understand database concepts and learn how to design, create, and manage databases to store and retrieve organizational data efficiently.
- **Decision Support Systems:** Understand the role of decision support systems in aiding managerial decision-making processes through data analysis and modeling.
- **Understanding ERP Systems:** Gain knowledge of ERP systems, their functionalities, and their role in integrating and streamlining business processes across departments.
- **ERP Modules:** Understand the various modules typically found in ERP systems, such as finance, human resources, supply chain management, and customer relationship management.
- **Implementation Process:** Learn about the ERP implementation lifecycle, including requirements gathering, system configuration, data migration, testing, and training.
- **Basic Spreadsheet Skills:** Learn how to navigate Excel, enter and format data, and perform basic calculations using formulas and functions.
- **Data Analysis:** Develop skills in data analysis using Excel's built-in tools, including sorting, filtering, pivot tables, and data visualization.
- **Advanced Formulas and Functions:** Gain proficiency in using advanced Excel functions such as VLOOKUP, SUMIFS, COUNTIFS, and array formulas.
- **Data Visualization:** Learn how to create visually appealing charts and graphs to present data effectively and communicate insights.
- **Data Manipulation:** Understand how to manipulate and transform data using Excel's features, including text functions, conditional formatting, and data validation.

Sr No	Units/ Modules	No. of lectures
1	<b>MIS and ERP</b>  <b>1.1 MIS</b> <ul style="list-style-type: none"> <li>1.1.1 Overview of MIS : Definition, Characteristics</li> <li>1.1.2 Subsystems of MIS (Activity and Functional subsystems)</li> <li>1.1.3 Structure of MIS</li> <li>1.1.4 Reasons for failure of MIS.</li> <li>1.1.5 Understanding Major Functional Systems <ul style="list-style-type: none"> <li>1.1.5.1 Marketing &amp; Sales Systems</li> <li>1.1.5.2 Finance &amp; Accounting Systems</li> <li>1.1.5.3 Manufacturing &amp; Production Systems</li> <li>1.1.5.4 Human Resource Systems</li> <li>1.1.5.5 Inventory Systems</li> </ul> </li> <li>1.1.6 Sub systems, description and organizational levels</li> <li>1.1.7 Decision support system: Definition, Relationship with MIS</li> <li>1.1.8 Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS</li> </ul> <b>1.2 ERP</b> <ul style="list-style-type: none"> <li>1.2.1 Concepts of ERP</li> <li>1.2.2 Architecture of ERP</li> <li>1.2.3 Generic modules of ERP</li> <li>1.2.4 Applications of ERP</li> <li>1.2.5 ERP Implementation concepts</li> <li>1.2.6 ERP lifecycle</li> </ul>	15

	1.2.7 Concept of XRP (extended ERP) 1.2.8 Features of commercial ERP software	
2	<p><b>Excel Basic</b></p> <p><b>2.1 Creating and Navigating worksheets and adding information to worksheets</b></p> <p>2.1.1 Types of data, entering different types of data such as texts, numbers, dates, functions. Cell referencing</p> <p>2.1.2 Quick way to add data Auto complete, Autocorrect, Auto fill, Auto fit. Undo and Redo, Flash fill</p> <p>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.</p> <p>2.1.4 Find and replace values. Spell check. Flash fill</p> <p>2.1.5 Formatting cells, Numbers, Date, Times, Font, Colors, Borders, Fills.</p> <p>2.1.6 Adding, removing, hiding and renaming worksheets.</p> <p>2.1.7 Add headers/Footers to a Workbook. Page breaks, preview.</p> <p>2.1.8 Creating formulas, inserting functions, cell references, Absolute, Relative (within a worksheet, other worksheets and other workbooks).</p> <p><b>2.2 Functions</b></p> <p>2.2.1 Mathematical and statistical functions. ROUND, ROUNDDOWN, ROUNDUP, CEILING, FLOOR, INT, MAX, MIN, MOD, SQRT, ABS, SUM, COUNT, AVERAGE</p> <p>2.2.2 Financial functions: FV, PV, PMT, PPMT, IPMT, NPER, RATE</p> <p><b>2.3 Data Analysis</b></p> <p>2.3.1 Sorting, Subtotal.</p> <p>2.3.2 Pivot Tables- Building Pivot Tables, Pivot Table regions,</p> <p>2.3.3 Rearranging Pivot Table</p>	15
3	<p><b>Advanced MS-Excel</b></p> <p><b>3.1 Multiple Spreadsheets</b></p> <p>3.1.1 Creating and using templates, using predefined templates, Adding protection option.</p> <p>3.1.2 Creating and Linking Multiple Spreadsheets.</p> <p>3.1.3 Using formulas and logical operators.</p> <p>3.1.4 Creating and using named ranges.</p> <p>3.1.5 Creating Formulas that use reference to cells in different worksheets.</p> <p><b>3.2 Functions</b></p> <p>3.2.1 Database Functions LOOKUP, VLOOKUP, HLOOKUP</p> <p>3.2.2 Conditional Logic functions IF, Nested IF, COUNTIF, SUMIF, AVERAGEIF</p>	15

	3.2.3 String functions LEFT, RIGHT, MID, LEN, UPPER, LOWER, PROPER, TRIM, FIXED 3.2.4 Date functions TODAY, NOW, DATE, TIME, DAY, MONTH, YEAR, WEEKDAY, DAYS360 3.2.5 Statistical Functions COUNTA, COUNTBLANK, CORREL, LARGE, SMALL <b>3.3 Data Analysis</b> 3.3.1 Filter with customized condition. 3.3.2 The Graphical representation of data Column, Line, Pie and Bar charts. 3.3.3 Using Scenarios, creating and managing a scenario. 3.3.4 Using Goal Seek 3.3.5 Using Solver 3.3.6 Data Validation, Consolidate, Remove Duplicates 3.3.7 Understanding Macros, Creating, Recording and Running 3.3.8 Simple Macros. Editing a Macro (concept only)	
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### **Examination Pattern**

External - 50 marks

Internal - 25 marks

#### **External Exam paper Pattern**

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

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

**Q3 Any 3 out of 4 ( Module 3)                      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 Advance Excel

Practical exam based on problem done in class (only 1)                      **15 marks**

**( Advanced MS-Excel)**

Journal    **05 marks**

Attendance    **05 marks**

#### **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

### **Detailed Scheme Practical**

Practical of Semester IV

<b>Paper Code</b>	<b>Title</b>	<b>No. of Lectures</b>
AEC – Computer Programming II	<ol style="list-style-type: none"> <li>1. Templets</li> <li>2. Cell formatting, Header footer, rows to be repeated on each page setting</li> <li>3. All function from numeric, string, date and time, financial function</li> <li>4. Linking worksheets</li> <li>5. Data sorting, multi sorting, customized sorting</li> <li>6. Filtering data with auto filter and advance filter</li> <li>7. Subtotal and pivot table</li> <li>8. Charts bar, pie, stack, column</li> <li>9. Solver (minimum 2 problems)</li> <li>10. Goal Seek (minimum 2 problems)</li> <li>11. Scenario manager (minimum 2 problems)</li> <li>12. Creating macro, deleting macro and playing macro</li> </ol>	02 Lectures per Practical per Batch

**Modern Indian language**  
**UC-SCOMIL(S)-408**  
**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 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.

**Course Content**

<b>Unit no.</b>	<b>Content /Modules</b>	<b>No. of Lectures</b>
<b>1</b>	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	<b>15</b>
<b>2</b>	Prose & Poem 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	<b>15</b>

**Experiential Learning Evaluation SLE (20 marks)**

**Presentation / Studio activity on Sindhi book Review / Translation**

**Evaluation Pattern For 50 Marks**

<b>Written / Term End</b>	<b>Internal SLE</b>	<b>Total</b>
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<b>30</b>	<b>20</b>	<b>50</b>
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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)

References

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

**UC-SCOMIL(H)-409**  
**HINDI**

**Title:** MIL: Hindi Language and Hasya Vyangya (हिन्दी भाषा एवं हास्य व्यंग्य)

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

**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 हैं-

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 मुरारी	- घनश्याम, श्याम, कान्हा, गोपाल, मोहन, मुरलीधर, केशव, माधव, गिरिधर,
58. कोयल	- पिक, कोकिला, वसन्त द्रुत, श्यामा
59. तालाब	- सर, तडाग, 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/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
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**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 सुगठित 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	कुरूप
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 आँखें 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 आँखों 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 आईएस 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 हाँको।
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।
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## संदर्भ ग्रंथ एवं अन्य स्रोत :

पुस्तक का नाम	लेखक/संपादक	प्रकाश
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, काश	
सरल हिन्दी व्याकरण और रचना	वासुदेव नन्दन प्रसाद	भारती भवन P & D
	<a href="http://kavitakosh.org">http://kavitakosh.org</a>	

### UC-SCOMIL(M)-410 MARATHI

#### Course Objectives

- ☐ निबंधाच्या विविध प्रकारांचा परिचय करून देणे.
- ☐ निबंधप्रकारानुसार बदलणाऱ्या भाषेच्या स्वरूपाची ओळख विद्यार्थ्यांना करून देणे.
- ☐ मुलाखतीच्या तंत्रांचा परिचय विद्यार्थ्यांना करून देणे.
- ☐ विद्यार्थ्यांना निबंध लिहिण्यास आणि मुलाखत देण्यास प्रोत्साहित करणे.
- ☐ विद्यार्थ्यांना प्रत्यक्ष स्पर्धा परीक्षांसाठी प्रोत्साहित करणे.

#### अभ्यासपत्रिकेचा परिणाम (Learning Outcome):

- ☐ निबंधाच्या विविध प्रकारांचा विद्यार्थ्यांना परिचय होईल.
- ☐ निबंधप्रकारानुसार बदलणाऱ्या भाषेच्या स्वरूपाची ओळख विद्यार्थ्यांना होईल .
- ☐ मुलाखत देणे या प्रक्रियेशी संबंधित विविध तंत्रांचा परिचय विद्यार्थ्यांना होईल.
- ☐ विद्यार्थ्यांना निबंध लिहिण्यास आणि प्रत्यक्ष मुलाखत देण्यास प्रेरणा मिळेल.
- ☐ विद्यार्थ्यांना प्रत्यक्ष स्पर्धा परीक्षांसाठी प्रेरणा मिळेल.
- ☐

**Title: MIL: निबंधलेखन व निबंध लेखनाचे तंत्र**

Units	Modules	No. of Lectures

१	घटक एक : निबंधलेखन: निबंधलेखनाचे विविध प्रकारांचा सैद्धांतिक परिचय व प्रत्यक्ष निबंधलेखन	१५
२	(६० मिनिटांच्या १५ तासिका) श्रेयांकन १ 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**

	<b>अंतर्गत परीक्षा</b>	<b>गुण - २०</b>
1	प्रत्यक्ष मुलाखत किमान दोन	१० + १०

	<b>सत्रांत परीक्षा</b>	<b>गुण - ३०</b>
1	<b>बहिर्गत परीक्षा ३० गुण (वेळ दीड तास)</b> <ul style="list-style-type: none"> <li>• एकूण तीन प्रश्न विचारावेत.</li> <li>• प्रत्येक घटकावर अंतर्गत पर्याय असलेले प्रत्येकी १० गुणांचे दोन प्रश्न विचारावेत.</li> <li>• तिसरा प्रश्न हा घटक १ आणि २ वर आधारित दहा गुणांचा वस्तुनिष्ठ स्वरूपाचा असावा.</li> </ul>	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-SCOMIL(S)-411**  
**Sanskrit Paper-II**

<b>Unit –I</b>	Basic Language Skills: Grammar a) Present Tense, Future Tense and Order (selected verbs) b) Tvānta, Tumanta and Lyabanta Avyaya c) Text reading of selected Sanskrit Stories	<b>15 Lectures</b>
<b>Unit –II</b>	Reading & Speaking Skills: a) Vocabulary with Pictures b) Text reading of Nītiśatakam from verses (11-20) c) Conversational Practice	<b>15 Lectures</b>

**Suggested Topics for Tutorials: (Semester – II)**

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

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

<b>Evaluation Pattern:</b>	<b>First Semester End Examination of 30 Marks</b>	<b>Duration : 2 Hours</b>
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](https://ia801308.us.archive.org/29/items/Sanskrit_EBooks_Assorted_Titles/Stories%20from%20Panchatantra%20-%20Sanskrit%20English.pdf)



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