

# **Detailed Course Scheme**

## **Bachelor of Commerce** **B.Com/B.Com (Hons) with Research**

**Semester-I**  
**(2025-2029)**

DOC202505280005



**RNB GLOBAL UNIVERSITY**  
RNB Global City, Ganganagar Road,  
Bikaner, Rajasthan 334601

## **OVERVIEW**

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for B. Com (Hons)/B. Com (Hons) with research Program for (July-December) Odd Semester, along with Examination pattern is as follows:

### **Semester-I**

| S No. | Course Code | Category | Course Name   | L         | T        | P        | Credits   |
|-------|-------------|----------|---|-----------|----------|----------|-----------|
| 1.    | BCHC21100   | DSC-1    | Micro Economics   | 3         | 1        | 0        | 4         |
| 2.    | BCHC21101   | DSC-2    | Principles of Financial Accounting                      | 3         | 1        | 0        | 4         |
| 3.    | BCHC22102   | DSC-3    | Management Principles and Applications                  | 3         | 1        | 0        | 4         |
| 4.    |             | GE-1     | One from the pool of GE- Group A                        | 3         | 1        | 0        | 4         |
| 5.    | AECH55002   | AEC-1    | Hindi -I  | 2         | 0        | 0        | 2         |
| 6.    | SEC077001   | SEC-1    | Ability & Skill Enhancement -I                          | 2         | 0        | 0        | 2         |
| 7.    |             | VAC-1    | One from the pool of VAC- Group A                       | 2         | 0        | 0        | 2         |
| 8.    | WHNN99000   |          | Workshops/Seminars/Human Values/Social Service/ NCC/NSS | -         | -        | -        | 1         |
|       |             |          |   | <b>18</b> | <b>4</b> | <b>0</b> | <b>23</b> |

### **EVALUATION SCHEME**

The evaluation of the B. Com/B. Com (Hons.) with research Program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

### **Internal Assessment**

The distribution of Internal Assessment Marks is as follows:

| Type   | Details                     | Marks     |
|--|-----------------------------|-----------|
| Mid Term   | One Mid-term Sessional      | 25        |
| Quiz   | Quiz based on MCQs          | 5         |
| Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc. | Average of marks obtained   | 15        |
| Academic Performance including Attendance  | Eligibility >75% Attendance | 5         |
| <b>TOTAL</b>   |                             | <b>50</b> |

### **External Assessment**

| Type   | Marks |
|--------|-------|
| Theory | 50    |

For subjects having practical components:

| Type      | Marks |
|-----------|-------|
| Theory    | 40    |
| Practical | 10    |

### **EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS**

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students must join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester.

## **1. Vision**

To create a transformative learning environment that develops ethical global leaders, entrepreneurial thinkers, and strategic decision-makers, empowering students to excel in diverse and dynamic business landscapes.

## **2. Mission**

**Ethical Leadership and Integrity-** Nurture ethically responsible leaders with integrity and accountability, equipping them with the skills to excel in global business environments.

**Innovation and Entrepreneurship-** Inculcate creativity, innovation, and entrepreneurial thinking, enabling students to identify opportunities, develop sustainable solutions, and drive positive societal impact.

**Transformative Learning Experience-** Provide a transformative learning experience by integrating academic excellence, industry exposure, and technological proficiency, ensuring students are prepared for the digital and global economy.

**Adaptability and Continuous Learning-** Cultivate adaptability, resilience, and lifelong learning, empowering students to navigate dynamic business landscapes and contribute meaningfully to society.

**Strategic Thinking and Growth-** Equip students with analytical, problem-solving, and strategic decision-making skills, enabling them to drive sustainable business growth and innovation in a competitive global market place.

## **3. Program Educational Objectives (PEO's)**

**PEO1:** To develop students to handle issues related to business and solve problems.

**PEO2:** To develop leadership qualities in students to lead a team as well as work as member of team.

**PEO3:** To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

#### **4. Programme Outcomes (PO's):**

After the completion of this program students will be able to:

**PO1: Exhibit** memory of previously learned financial accounting knowledge by correlating facts and terminologies.

**PO2: Conceptualize and solve Business problems**, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal, and environmental factors in the core areas of expertise at the national and international levels.

**PO3: Understand** the concepts of commerce and computer application operations

**PO4: Demonstrate** ability to understand commerce in multifunctional areas like Banking and Finance, Auditing and taxation, Marketing & Entrepreneurship.

**PO5: Develop** knowledge of the business policies, auditing, finance, and other related areas both at the macro and micro level.

**PO6: Apply** relevant managerial accounting skills with emphasis on application of both quantitative and qualitative knowledge to their future careers.

**PO7: Utilize** domain knowledge of computer programming and implementing the same in E-Commerce sector.

**PO8: Display knowledge and understanding** of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary management research.

**PO9: Communicate** with society at large, regarding complex managerial activities confidently and effectively, such as, environment and sustainability, ethics, and governance.

**PO10: Build** wider societal concerns through extension of professional knowledge to community service and engagement in life-long learning process.

## **5. Program Specific Outcomes (PSO's):**

**PSO1:** **Understand** the concept of financial markets and its different products

**PSO2:** **Appraise** the manpower needs of companies in Accounting, Financial analysis, and Management.

**PSO3:** **Design** the accounting system and processes for e-commerce and e-business.

| <h3 style="text-align: center;">6. COURSE OUTCOMES (CO's) Semester - I</h3>  |  |
|--|--|
| Course   | Course outcomes: - After completion of these courses' students should be able to   |
| BCHC21100-<br>Micro Economics  | <p><b>CO1:</b> Remember the concepts of microeconomics dealing with consumer behaviour and market.</p> <p><b>CO2:</b> Understand the importance of Microeconomics in economic analysis.</p> <p><b>CO3:</b> Apply the concepts of consumer behaviour and producer behaviour and determine the market equilibrium.</p> <p><b>CO4:</b> Analyze how does a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services &amp; understand the analytics of supply and demand and its various uses.</p> <p><b>CO5:</b> Interpret the effects of theories and tenets of microeconomics on business concern.</p> |
| BCHC21101-<br>Principles of<br>Financial<br>Accounting                       | <p><b>CO1:</b> Define the concepts of various business cycle and process, operations, Profit planning.</p> <p><b>CO2:</b> Demonstrate the conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.</p> <p><b>CO3:</b> Apply the principles and concepts of accounting in preparing the financial statements.</p> <p><b>CO4:</b> Analyse the execution of accounting process-Recording-Classifying and Summarizing.</p> <p><b>CO5:</b> Interpret financial results and use in decision making.</p>   |
| BCHC22102-<br>Management<br>Principles and<br>Applications                   | <p><b>CO1:</b> Define about basic management concepts, principles and practices understand Nature of Management.</p> <p><b>CO2:</b> Understand “planning, organizing, coordinating, staffing, directing, budgeting, controlling, and evaluating functions of management; leadership roles and styles, and the human aspects of management”</p> <p><b>CO3:</b> Apply the Planning and Decision Making &amp; Organizing.</p> <p><b>CO4:</b> Analyze the need of effective Directing, Leadership, Co-ordination and Controlling</p> <p><b>CO5:</b> Analyze the concept of controlling with examples &amp; implement.</p>  |
| GEC066001-<br>Business<br>Communication<br>(From the Pool<br>of GE- Group A) | <p><b>CO1:</b> Explain historical background and the development of communication; Importance and role of communication in everyday life.</p> <p><b>CO2:</b> Understand Mechanics behind the communication process, difficulties experienced in communication. Different types of communication, impedance due to extraneous factors called “barriers”</p> <p><b>CO3:</b> Apply different types of communication, impedance due to extraneous factors called “barriers.”</p>   |

|   |  |
|---|--|
|   | <p><b>CO4:</b> Analyse the Important non-verbal parameters in communication. So, to make communication effective and attractive.</p> <p><b>CO5:</b> Apply the appropriate body language for making presentation more effective</p>   |
| AECH55002-<br>Hindi- 1  | <p><b>CO1:</b> हिंदी भाषा के मूल इतिहास और उसकी लिपि देवनागरी को समझाने में</p> <p><b>CO2:</b> हिंदी शब्द की उत्पत्ति, अर्थ और प्रयोग समझाने में</p> <p><b>CO3:</b> हिंदी लिपि के विकास को समझाने में सक्षम</p> <p><b>CO4:</b> हिंदी भाषा की सभी प्रकार की बोलियों को सूची बद्ध करने में</p> <p><b>CO5:</b> देवनागरी की विशेषताएँ एवं विशिष्टता समझाने में</p>   |
| SEC077001-<br>Ability & Skill<br>Enhancement -I<br>(SEC-1)                            | <p><b>CO1:</b> Understand the relevance and method of writing impactful and structured resume.</p> <p><b>CO2:</b> Explain the need for right etiquettes to be followed in the professional world.</p> <p><b>CO3:</b> Develop confidence in public speaking and expressing their opinions and ideas clearly and effectively.</p> <p><b>CO4:</b> Build employability skills like critical thinking, team work, conflict management and leadership skills.</p> <p><b>CO5:</b> Communicate effectively in English</p>  |
| VAC088001-<br>Electoral Literacy<br>(From the pool of<br>VAC-Group A)                 | <p><b>CO1:</b> Understand the process involves in delimitation of constituencies, preparation of electoral rolls recognition of political parties and allotment of symbols</p> <p><b>CO2:</b> Identity the shortcomings of Indian electoral system and analyze the need for electoral reforms.</p> <p><b>CO3:</b> Identify the roles and responsibilities of officers on election duty, such as returning officers, presiding officers and polling officers.</p> <p><b>CO4:</b> Analyze the process of polling, counting and declaration of results including re-poll and countermanding of elections.</p> <p><b>CO5:</b> Evaluate the advantages and disadvantages of EVMs and VVPATs compared to traditional voting methods.</p> |
| WHNN99000-<br>Workshops/<br>Seminars/<br>Human Values/<br>Social Service/<br>NCC/ NSS | <p><b>CO1:</b> Relate to the concept of cognitive development.</p> <p><b>CO2:</b> Develop ability to practice new problem-solving skills in a group.</p> <p><b>CO3:</b> Find about the working and mechanism of human nature.</p> <p><b>CO4:</b> Organize &amp; plan organizational change, stress management practices.</p> <p><b>CO5:</b> Create leadership skills to be effective leader.</p>   |

### 7.CO PO Mapping: Semester - I

| BCHC21100 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | 3   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 3    |
| CO2       | -   | -   | -   | 3   | 2   | 1   | -   | 2   | 2   | -    |
| CO3       | -   | 2   | 2   | 1   | -   | -   | 2   | 2   | -   | -    |
| CO4       | 2   | 1   | 1   | 2   | 2   | 3   | -   | -   | 3   | 3    |
| CO5       | 3   | 3   | -   | 3   | -   | 3   | 3   | -   | -   | 3    |

| BCHC21101 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | -   | 2   | 2   | 2   | 2   | 3   | 2   | 2   | 2   | 3    |
| CO2       | 2   | 1   | 2   | -   | -   | -   | -   | 2   | 2   | 3    |
| CO3       | 2   | -   | 1   | 2   | 2   | -   | 2   | -   | 2   | 3    |
| CO4       | 1   | 2   | 2   | -   | -   | 3   | -   | -   | 2   | -    |
| CO5       | 3   | -   | -   | 2   | 2   | 3   | 2   | 2   | 3   | 3    |

| BCHC22102 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | 3   | 3   | 2   | 1   | -   | 2   | 2   | 2   | 2   | 2    |
| CO2       | -   | 3   | -   | 2   | 2   | 3   | 2   | -   | 2   | 3    |
| CO3       | 1   | 2   | -   | 2   | 3   | -   | -   | 2   | 1   | 2    |
| CO4       | 1   | 2   | 2   | 1   | -   | -   | 3   | -   | 3   | -    |
| CO5       | 3   | -   | 1   | 2   | -   | 2   | 2   | 2   | -   | 3    |

| GEC066001 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | -   | 2   | 3   | 2   | -   | 1   | 2   | 2   | 1   | 2    |
| CO2       | 1   | 3   | 2   | 2   | 2   | 2   | -   | 2   | 2   | 3    |
| CO3       | 1   | -   | -   | -   | -   | 2   | 2   | 3   | -   | 3    |
| CO4       | 1   | -   | 2   | 3   | -   | 2   | -   | 3   | 2   | 2    |
| CO5       | 3   | 2   | 3   | 2   | 3   | 1   | -   | 2   | 2   | 2    |

| AECH55002 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | -   | 2   | 3   | -   | -   | 2   | 3   | -   | 3   | 2    |
| CO2       | 2   | 2   | 2   | 2   | 2   | -   | -   | 3   | 2   | 3    |
| CO3       | -   | -   | 3   | -   | -   | 3   | 3   | -   | 3   | 2    |
| CO4       | 3   | 2   |     | 2   | 2   | -   | 3   | -   | 2   | -    |
| CO5       | 2   | 3   | 2   | 3   | 2   | 3   | 2   | 3   | 2   | -    |

| SEC077001 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | -   | -   | 3   | 3   | 3   | 2   | 2   | -   | -   | 3    |
| CO2       | -   | 2   | 3   | 3   | 3   | -   | -   | 3   | 3   | 3    |
| CO3       | 1   | 1   | 1   | -   | 2   | 3   | 3   | -   | -   | -    |
| CO4       | 2   | 2   | -   | -   | 3   | -   | -   | 3   | 2   | 3    |
| CO5       | 3   | 3   | 2   | 2   |     | 2   | 3   | -   | -   | 2    |

| VAC088001 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | -   | 2   | 3   | -   | 2   | 3   | 3   | 3   | 3   | 2    |
| CO2       | 2   | 2   | 2   | 2   | 2   | 2   | -   | 3   | 2   | -    |
| CO3       | -   | -   | -   | -   |     | 3   | 3   | -   | 3   | 2    |
| CO4       | 3   | 2   | 2   | 2   | 2   | -   | 3   | -   | 2   | 2    |
| CO5       | 2   | -   | 2   | 3   | -   | 3   | 2   | 3   | 2   | -    |

| WHNN99000 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| CO1       | -   | 3   | 2   | -   | 2   | -   | 2   | 3   | 2   | -    |
| CO2       | 2   | 3   | 3   | 2   | -   | 3   | 2   | 3   | 3   | 2    |
| CO3       | 2   | 3   | 2   | 3   | 2   | -   | -   | -   | 2   | 3    |
| CO4       | 2   | -   | 3   | 2   | 2   | -   | -   | 2   | 3   | -    |
| CO5       | 3   | 3   | 3   | -   | 3   | -   | 3   | 3   | -   | 3    |

## **8.Curriculum**

### **Course Name: Micro Economics**

### **Course Code: BCHC21100**

#### **Objectives**

- The objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behaviour. The course also makes the student understand the supply side of the market through the production and cost behaviour of firms.
- Microeconomics helps in macro analysis. It is an important method of economic analysis, It is microeconomics that tells us how a free market economy with its millions of consumers and producers work to decide about the allocation of productive resources among the thousands of goods and services.

#### **Course Outline**

##### **Unit I: Demand and Consumer Behaviour**

Concepts of revenue: marginal and Average: Revenue under conditions of Perfect and imperfect competition Elasticity of demand: price, income and cross.

Consumer Behaviour: Indifference curve analysis of consumer behavior; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects. Indifference curves as an analytical tool (cash subsidy v/s. kind subsidy). Revealed Preference Theory.

##### **Unit II: Production and Cost**

Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, returns to scale using isoquants. Cost of Production: Social and private costs of production, long run, and short run costs of production. Economies and diseconomies of scale and the shape to the long run average cost. Learning curve and economies of scope.

##### **Unit III: Perfect Competition**

Perfect competition: Assumptions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply curve. Measuring producer surplus under perfect competition. Stability Analysis – Walrasian and Marshallian. Demand - supply analysis including impact of taxes and subsidy.

##### **Unit IV: Monopoly**

Monopoly: Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal

and vertical integration of firms. The social costs of monopoly power including deadweight loss. Degrees of price discrimination.

### **Unit V: Imperfect Competition**

Monopolistic Competition and Oligopoly: Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency Oligopoly and Interdependence – Cournot's duopoly model, Stackelberg model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Contestable markets theory. Pricing Public Utilities.

#### **Suggested Readings:**

1. Pindyck, R.S., D. L. Rubinfeld and P. L. Mehta; *Microeconomics*, Pearson Education.
2. N. Gregory Mankiw, *Principles of Micro Economics*, Cengage Learning
3. Maddala G.S. and E. Miller; *Microeconomics: Theory and Applications*, McGraw-Hill Education.
4. Salvatore, D. *Schaum's Outline: Microeconomic Theory*, McGraw-Hill, Education.
5. Case and Fair, *Principles of Micro Economics*, Pearson Education
6. Koutsyiannis, *Modern Micro Economic Theory*.
7. C Snyder, *Microeconomic Theory: Basic Principles and Extensions*, Cengage Learning
8. Bilas, Richard A., *Micro economics Theory: A Graphical Analysis*, McGraw-Hill Education.
9. Paul A Samuelson, William D Nordhaus, *Microeconomics*, McGraw-Hill Education.
10. Amit Sachdeva, *Micro Economics*, Kusum Lata Publishers.

## **Course Name: Principles of Financial Accounting** **Course Code: BCHC21101**

### **Objectives**

- To provide an in-depth study of the various business cycle and process, analyse operations, Profit planning.
- The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

### **Course Outline**

#### **Unit I:(a) Theoretical Framework**

- i) Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting and information. Functions, advantages, and limitations of accounting. Branches of accounting. Bases of accounting: cash basis and accrual basis.
- ii) The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.

iii) Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101. International Financial Reporting Standards (IFRS): - Need and procedures.

## **Unit II: Accounting Process**

From recording of a business transaction to preparation of trial balance including adjustments, software: Creating a Company; Configuring and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet,

## **Unit III: Business Income**

- i) Measurement of business income-Net income: the accounting period, the continuity doctrine and the matching concept. Objectives of measurement.
- ii) The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method.
- iii) Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO, and Weighted Average. Salient features of Indian Accounting Standard (Ind-AS): 2.

## **Unit IV: Final Accounts and Accounting for Inland Branches**

Concept of dependent branches; accounting aspects; debtors' system, stock and debtors' system, branch final accounts system.

Capital and Revenue Expenditures and Receipts: General Introduction Only. Preparation of financial statements of non-corporate business entities.

### **Suggested Readings:**

1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, *Accounting: Text and Cases*. McGraw-Hill Education, 13<sup>th</sup> Ed. 2013.
2. Charles T. Horngren and Donna Philbrick, *Introduction to Financial Accounting*, Pearson Education.
3. J.R. Monga, *Financial Accounting: Concepts and Applications*. Mayur Paper Backs, New Delhi.
4. M.C. Shukla, T.S. Grewal, and S.C. Gupta. *Advanced Accounts*. Vol.-I. S. Chand & Co., New Delhi.
5. S.N. Maheshwari, and. S. K. Maheshwari. *Financial Accounting*. Vikas Publishing House, New Delhi.
6. Deepak Sehgal. *Financial Accounting*. Vikas Publishing H House, New Delhi.
7. Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
8. Goldwin, Alderman and Sanyal, *Financial Accounting*, Cengage Learning.
9. Tulsian, P.C. *Financial Accounting*, Pearson Education.
10. *Compendium of Statements and Standards of Accounting*. The Institute of Chartered Accountants of India, New Delhi.

**Course Name: Management Principles and Applications**  
**Course Code: BCHC22102**

## **Objectives**

- Management faculties often use cases, simulations, and research projects to achieve learning objectives in the Principles of Management class. This course typically aims to introduce students to the topics of “planning, organizing, coordinating, staffing, directing, budgeting, controlling, and evaluating functions of management; leadership roles and styles, and the human aspects of management.” This paper describes a unique approach to teaching the above topics through an experiential and service-learning project. Student teams select small local businesses with which to work during the semester and learn their weekly topics through case let and guest lecturers of their selected businesses. This paper describes the class in detail and discusses some of the important concepts into practice.
- The objective of the course is to provide the student with an understanding of basic management concepts, principles, and practices.

## **Course Outline**

### **Unit I: Introduction**

- a. Concept: Need for Study, Managerial Functions – An overview; Co-ordination: Essence of Managership
- b. Evolution of the Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approaches – Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach – Lawrence & Lorsch, MBO - Peter F. Drucker, Re-engineering - Hammer and Champy, Michael Porter – Five-force analysis, three generic strategies and value-chain, analysis, Senge’s Learning Organization, ‘Fortune at the Bottom of the Pyramid’ – C.K. Prahalad.

### **Unit II: Planning**

- a. Types of Plans – An overview to highlight the differences
- b. Strategic planning – Concept, process, Importance, and limitations
- c. Environmental Analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis), Business environment; Concept and Components.
- d. Decision-making – concept, importance; Committee and Group Decision-making, Process, Perfect rationality and bounded rationality, Techniques (qualitative and quantitative, MIS, DSS)

### **Unit III: Organizing**

Concept and process of organizing – An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority. Formal and Informal Structure; Principles of Organizing; Network Organization Structure.

### **Unit IV: Staffing and Leading**

- a. *Staffing*: Concept of staffing, staffing process
- b. *Motivation*: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow’s Need-Hierarchy Theory; Herzberg’s Two-factor Theory, Vroom’s Expectation Theory.
- c. *Leadership*: Concept, Importance, Major theories of Leadership (Likert’s scale theory, Blake and Mouten’s Managerial Grid theory, House’s Path Goal theory, Fred Fielder’s situational Leadership), Transactional leadership, Transformational Leadership, Transforming

Leadership. **Leadership Styles from Indian Tradition:** Leadership examples from Indian epics (e.g., Rama as the ideal leader, Krishna as transformational leader).

d. *Communication:* Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication.

#### **Unit V: Control**

a. *Control:* Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM.

b. Emerging issues in Management.

#### **Suggested Readings:**

1. Harold Koontz and Heinz Weihrich, *Essentials of Management: An International and Leadership Perspective*, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, *Fundamentals of Management: Essential Concepts and Applications*, Pearson Education.
3. George Terry, *Principles of Management*, Richard D. Irwin.
4. Newman, Summer, and Gilbert, *Management*, PHI.
5. James H. Donnelly, *Fundamentals of Management*, Pearson Education.
6. B.P. Singh and A.K. Singh, *Essentials of Management*, Excel Books.
7. Griffin, *Management Principles and Application*, Cengage Learning.
8. Robert Kreitner, *Management Theory and Application*, Cengage Learning.
9. TN Chhabra, *Management Concepts and Practice*, Dhanpat Rai & Co. (Pvt. Ltd.), New Delhi.
10. Peter F Drucker, *Practice of Management*, Mercury Books, London.

## **Course Name: Business Communication (From the pool of GE)**

**Course Code: GEC066001**

#### **Objectives**

- To equip students of the BBA course effectively to acquire skills in reading, writing, comprehension, and communication, as also to use electronic media for business communication.
- To provide an overview of the various business communication skills and groom students professionally.

#### **Course Outline**

##### **Unit I**

Introduction: Communication in Ancient Indian Education Systems: Guru-Shishya Parampara as a Model of Effective Communication, Role of listening and questioning in the learning process (student-centric learning), The Three Stages of Learning Communication: a. Šravanam (Listening/Absorbing), b. Mananam (Reflection/Contemplation), c. Nididhyāsanam (Meditation/Realization)

## **Unit II**

The significance of communication in a business organization: Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine. Models of Communication, Barriers in communication, Perception and Communication.

## **Unit III**

Language of Communication: Verbal and Non-verbal (Spoken and Written), Verbal and Non-Verbal communication techniques used by gurus (chants, gestures, silence, symbols), Intra-personal, Interpersonal and Group communication, Modes of human communication: Basic differences in the principal modes of human communication – reading, writing, listening, speaking and non-verbal communication. Spoken communication: Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension. Speaking Skills Monologue Dialogue Group Discussion Effective Communication/ Mis- communication Interview Public Speech.

## **Unit IV**

Making Oral presentations: Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques. Written communication: Fundamentals of sentence structure, writing as a process. Reading and Understanding Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Literary/Knowledge Texts Writing Skills Documenting Report Writing Making notes Letter writing.

## **Unit V**

Fundamental of Technical Writing: Special features of technical writing, the word choice, developing clarity and conciseness, Report writing, Business letters, Applications, and resumes. Transactional Analysis: Three human ego states, 4 life positions, different types of transactions.

**Laboratory work:** Audio-visual aids for effective communication: The role of technology in communication, the role of audio-visuals, designing transparencies, computer-aided presentation software, Software-aided activities in developing communication skills: Proper pronunciation, learning to use the correct tense, Business writing, Report writing, connected speech, Building up vocabulary, Awareness about the common errors in the usage of English, etc. Case studies, group discussions, presentations.

### **Suggested Readings:**

1. Sen, L., *Communication Skills*. Prentice Hall of India (2004).
2. Dhar, M., *The Funda of Mixology: What bartending teaches that IIM does not*, Srishti Publications (2008).
3. Narayan, R. K., *under the banyan tree and other stories*. Penguin Classics. (2007)
4. Radhakrishnan, Dr. Sarvepalli. *Indian Philosophy*.
5. Swami Dayananda Saraswati. *Introduction to Vedanta*.

**Course Name: HINDI-I (हिंदी भाषा और उसकी लिपि का इतिहास)**

**Course Code: AECH55001**

**व्याख्यान**

**पाठ्यक्रमके परिणाम**

इसको सकेपराहोनेकेबादछात्रसक्षमहोसकेंगे

- हिंदी भाषा के मूल इतिहास और उसकी लिपि देवनागरी को समझाने में
- हिंदी शब्द की उत्पत्तिए अर्थ और प्रयोग समझाने में
- हिंदी लिपि के विकास को समझाने में सक्षम
- हिंदी भाषा की सभी प्रकार की बोलियों को सूची बद्ध करने में
- देवनागरी की विशेषताएँ एवं विशिष्टता समझाने में

**बनतेम नज़सपदम**

**इकाई-1 : हिंदीभाषा के विकास की पूर्वपीठिका**

- भारोपीय भाषा—परिवार एवं अर्थभाषाएँ (संस्कृत, पालि, प्राकृत, अपभ्रंश आदि)
- हिंदीका आरभिक रूप
- ‘हिंदी’ शब्दका अर्थ एवं प्रयोग
- हिंदीका विकास(आदिकाल, मध्यकाल, आधुनिककाल)

**इकाई-2 : हिंदीभाषाका क्षेत्र एवं विस्तार**

- हिंदीभाषा : क्षेत्र एवं बोलियाँ
- हिंदी के विविध रूप(बोलचाल की भाषा, राष्ट्रभाषा, राजभाषा, संपर्क—भाषा, संचार भाषा)
- हिंदीका अखिलभारतीय स्वरूप
- हिंदीका अंतर्राष्ट्रीय संदर्भ

**इकाई-3 : लिपिकाइतिहास**

- भाषा और लिपिका अंतःसंबंध
- परिभाषा, स्वरूप एवं आवश्यकता
- लिपि के आरभिकरूप (चित्रालिपि, भावलिपि, ध्वनि—लिपि)
- भारतमें लिपिकाविकास

**इकाई-4 : देवनागरीलिपि**

- देवनागरीलिपिका परिचय एवं विकास
- देवनागरीलिपिका मानकीकरण
- आदर्शलिपि के गुण और देवनागरीलिपि की विशेषताएँ
- देवनागरीलिपि और कम्प्यूटर

**सहायकग्रन्थ**

- हिंदीभाषाका इतिहास धीरेंद्र वर्मा

- भारतीय पुरालिपि.डॉ. रामबलिपाण्डेय (लोकभारती प्रकाशन)
- हिंदीभाषाकाउद्गमऔरविकास.उदयनारायण तिवारी
- हिंदीभाषा की पहचानसेप्रतिष्ठातक.डॉ. हनुमानप्रसाद शुक्ल
- लिपि की कहानी.गुणाकरमुले
- भाषाओरसमाज.रामविलास शर्मा

## **Course Name: Ability & Skill Enhancement I**

**Course Code: SEC077001**

### **Objectives**

- To sensitize students to the nuances of the four basic communication skills- Listening, Speaking, Reading, and Writing.
- To enable students to convert the conceptual understanding of communication into everyday practice. Besides making English Learning an interesting activity, the curriculum aims to develop and enhance creativity of the students.

### **Course Outline -Final Assessment – Written Paper**

#### **Unit I: Ice Breaking Session & Recap of Language Skills**

Ice Breaking Session, Phrase, Clause, Sentence, Word Classes (Parts of Speech).

#### **Unit II: Recap of Language Skills**

Tenses (Present, Past Future), Modals, Articles (a, an, the).

#### **Unit III: Reading Skills & Fluency Building**

Reading Process, Importance & Types of Reading, Techniques of Reading, and Strategies to Improve Reading Abilities, Comprehension, Reading Aloud, Reading News.

#### **Unit IV: Writing Skills**

Generating ideas/gathering data, organizing ideas, Note taking, Outlining, drafting, Editing, and Proof Reading, Story Writing (through pictures/videos), Dialogue Writing, Email Writing.

#### **Unit V: Listening & Speaking Skills**

Types and Essentials of good listening, Listening Process, Barriers to Listening and Strategies to improve Listening, Listening to Inspirational Movies/Clips, Listening News Techniques of Effective Speaking, Introducing Oneself, and others, Extempore, Situational Conversations (Practicing Short Dialogues).

## **Course Name: Electoral Literacy (From the Pool of VAC-Group A)**

## **Course Code: VAC088001**

### **Objectives**

#### **Course Outcomes:**

After the completion of this course the students will be able to-

1. Understand the nature of Indian democracy and the main features of the Electoral System in India.
2. Understand the role of the Election Commission of India and the office of the CEO.
3. Search various platforms instituted by ECI for increasing voter registration, voting percentage, and strengthening democracy.

### **Course Outline**

#### **Unit I: Understanding the electoral system &processes**

- a. Main Features of the Indian Electoral System; Election Commission of India, Composition, Tenure and Removal, Powers and Functions of The Election Commission, Delimitation of Constituencies, Preparation of Electoral Rolls, Recognition of Political Parties, Allotment of Symbol. Officers on Election Duty; Returning Officer, Presiding Officers, Polling Officers.
- b. Voter registration (Enrolment)/ Special Summary Revision
- c. Electoral Processes; Notification for Election, Filing of Nomination, Security Deposit, Scrutiny and Withdrawal, Election Campaign,
- d. Model Code of Conduct, Scrutinization of Expenses, Polling, Counting and Declaration of Result, Re-poll, Countermanding of Election
- e. Journey from ballot paper to EVM & VVPAT
- f. Shortcomings of the Indian Electoral System, Electoral Reforms

#### **Unit II: SVEEP (Systematic Voter's Education and Electoral Participation): Process & Philosophy**

- a. Ethical & informed voting
- b. Electoral literacy platforms: ELC, Chunav Pathashala & VAF
- c. Challenges & initiatives for strengthening democracy

#### **Unit III: Course-related field work and Assignments**

Unit III will consist of any of the following projects/ assignments

- a. To register at least 25 eligible voters in their respective constituencies
- b. To aware voters of the deletion of names from voters' lists to update the voters' list and help them fill up the application form for the same in person (25 voters).
- c. Creating posts on social media for advertising voter registration in the electoral roll, deletion/ corrections in the voters' lists, special summary revision programs
- d. Creating and actively leading the Electoral Literacy Club in their colleges, organizing programs on issues related to elections, ethical voting, and democratic empowerment.
- e. Leading initiatives on fair poll at the college level.
- f. Organize programs related to elections, ethical voting, etc. in coordination with the BLOS of

the respective areas.

- g.** To observe and inspect whether a Voter Awareness Forum has been set up at Government offices, NGOs, and corporate companies in the respective areas.
- h.** To conduct surveys in villages/ localities/ housing societies on registration of voters and encourage registration process/ help with the updates in voters' lists.

**Suggested Readings:**

1. "Electoral Literacy: A Comparative Study" by Rajni Kant Pandey, published by Mittal Publications
2. "Electoral Literacy for Citizens" by ECI, published by Election Commission of India  
"Democracy and Election Laws" by V.S. Rama Devi, published by Asia Law House

**Note:** The review of Syllabus happens on periodic basis for the benefit of the students. In case there are changes in curriculum due to review, students would be intimated in writing.

## 9. Lesson Plans

### BCHC21100- Micro Economics

| Unit     | Particulars  | Class No. | Pedagogy of Class    |
|----------|--|-----------|----------------------|
|          | Introduction to Subject, CO's & PO's   | C-1       | Lecture              |
| Unit-I   | Demand and Consumer Behaviour  | C-2       | Lecture              |
| Unit-I   | Concepts of Revenue: Marginal and Average  | C-3       | Lecture              |
| Unit-I   | Revenue under conditions of Perfect and Imperfect competition  | C-4       | Lecture              |
| Unit-I   | Elasticity of demand: Price, Income and Cross.   | C-5       | Lecture              |
| Unit-I   | Consumer Behaviour: Indifference curve analysis of consumer behavior   | C-6       | Lecture              |
|          | Consumer's equilibrium (necessary and sufficient conditions)   | C-7       | Lecture              |
| Unit-I   | Price elasticity and price consumption curve, income consumption curve and Engel curve                             | C-8       | Lecture              |
| Unit-I   | Classroom Assignment I   | C-9       | Classroom Assignment |
| Unit-I   | Price change and income and substitution effects.  | C-10      | Lecture              |
| Unit-I   | Indifference curves as an analytical tool (cash subsidy v/s. kind subsidy). Revealed Preference Theory.            | C-11      | Lecture              |
| Unit-I   | Clarification Class  | C-12      | Clarification class  |
| Unit-II  | Introduction to Production and Cost  | C-13      | Lecture              |
| Unit-II  | Production isoquants   | C-14      | Lecture              |
| Unit-II  | Marginal rate of technical substitution, economic region of production   | C-15      | Lecture              |
| Unit-II  | Optimal combination of resources, the expansion path, isoquants, returns to scale using isoquants                  | C-16,17   | Lecture              |
| Unit-II  | Cost of Production: Social and Private costs of production   | C-18      | Lecture              |
| Unit-II  | Long run and short run costs of production   | C-19      | Lecture              |
| Unit-II  | Economies and diseconomies of scale  | C-20      | Lecture              |
| Unit-II  | The shape to the long run average cost   | C-21      | Lecture              |
| Unit-II  | Learning curve and economies of scope  | C-22      | Lecture              |
| Unit-II  | Activity I   | C-23      | Activity             |
| Unit-II  | Clarification Class  | C-24      | Clarification Class  |
| Unit-III | Introduction to Perfect Competition  | C-25      | Lecture              |
| Unit-III | Perfect competition: Assumptions   | C-26      | Lecture              |
| Unit-III | Equilibrium of the firm and the industry in the short and the long runs including industry's long run supply curve | C-27,28   | Lecture              |
| Unit-III | Measuring producer surplus under perfect competition   | C-29,30   | Lecture              |
| Unit-III | Stability Analysis – Walrasian and Marshallian   | C-31,32   | Lecture              |
| Unit-III | Demand - supply analysis including impact of taxes and subsidy.  | C-33,34   | Lecture              |

|          |  |         |                      |
|----------|--|---------|----------------------|
| Unit-III | Presentation I   | C-35    | Presentation         |
| Unit-III | Clarification class  | C-36    | Lecture              |
| Unit-IV  | Introduction to Monopoly   | C-37,38 | Lecture              |
| Unit-IV  | Monopoly: Monopoly short run and long run equilibrium                          | C-39,40 | Lecture              |
| Unit-IV  | Shifts is demanding curve and the absence of the supply curve                  | C-41,42 | Lecture              |
| Unit-IV  | Measurement of monopoly power and the rule of thumb for pricing.               | C-43,44 | Lecture              |
| Unit-IV  | Horizontal and Vertical integration of firms                                   | C-45,46 | Lecture              |
| Unit-IV  | The social costs of monopoly power including deadweight loss                   | C-47    | Lecture              |
| Unit-IV  | Degrees of price discrimination.   | C-48    | Lecture              |
| Unit-IV  | Classroom Assignment II  | C-49    | Classroom Assignment |
| Unit-IV  | Clarification class  | C-50    | Clarification class  |
| Unit-V   | Introduction to Imperfect Competition  | C-51    | Lecture              |
| Unit-V   | Monopolistic Competition and Oligopoly   | C-52    | Lecture              |
| Unit-V   | Monopolistic competition price and output decision-equilibrium                 | C-53    | Lecture              |
| Unit-V   | Monopolistic Competition and economic efficiency Oligopoly and Interdependence | C-54    | Lecture              |
| Unit-V   | Cournot's duopoly model, Stackelberg model, Kinked demand model                | C-55    | Lecture              |
| Unit-V   | Prisoner's dilemma, collusive oligopoly – price-leadership model               | C-56    | Lecture              |
| Unit-V   | Dominant firm, cartels, sales maximization, Contestable markets theory         | C-57    | Lecture              |
| Unit-V   | Pricing Public Utilities.  | C-58    | Lecture              |
| Unit-V   | Quiz I   | C-59    | Quiz                 |
| Unit-V   | Clarification class  | C-60    | Clarification class  |

## BCHC21101-Principles of Financial Accounting

| <b>Unit</b> | <b>Particulars</b>   | <b>Class No.</b> | <b>Pedagogy of Class</b> |
|-------------|--|------------------|--------------------------|
|             | Introduction to Subject, CO's & PO's   | C-1              | Lecture                  |
| Unit-I      | Theoretical Framework- Accounting as an information system   | C-2              | Lecture                  |
| Unit-I      | The users of financial accounting information and their needs.   | C-3              | Lecture                  |
| Unit-I      | Qualitative characteristics of accounting, information. Functions, advantages, and limitations of accounting.  | C-4              | Lecture                  |
| Unit-I      | Branches of accounting. Bases of accounting; cash basis and accrual basis.   | C-5              | Lecturer                 |
| Unit-I      | The nature of financial accounting principles – Basic concepts and conventions: entity, money measurement, going concern,  | C-6              | Lecture                  |
| Unit-I      | The nature of financial accounting principles –cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.                           | C-7              | Lecture                  |
| Unit-I      | Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101 | C-8              | Lecture                  |
| Unit-I      | International Financial Reporting Standards (IFRS): - Need and procedures.   | C-9              | Lecture                  |
| Unit-I      | Accounting Process From recording of a business transaction to preparation of trial balance including adjustments software   | C-10             | Lecture                  |
| Unit-I      | Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry   | C-11             | Lecture                  |
| Unit-I      | Generating Reports- Cash Book, Ledger Accounts   | C-12             | Lecture                  |
| Unit-I      | Trial Balance, Profit and Loss Account, Balance Sheet  |                  | Lecture                  |
| Unit-I      | Funds Flow Statement, Cash Flow Statement  | C-13             | Lecture                  |
| Unit-I      | Selecting and shutting a Company; Backup and Restore data of a Company   | C-14             | Lecture                  |
| Unit-I      | Clarification Class  | C-15             | Clarification Class      |
| Unit-I      | Classroom Assignment I   | C-16             | Classroom Assignment     |
| Unit-II     | Business Income Measurement of business income- Net income   | C-17             | Lecture                  |
| Unit-II     | The accounting period, The continuity doctrine and matching concept, Objectives of measurement, Revenue recognition: Recognition of expenses   | C-18             | Lecture                  |
| Unit-II     | The nature of depreciation,  | C-19             | Lecture                  |
| Unit-II     | The accounting concept of depreciation   | C-20             | Lecture                  |
| Unit-II     | Factors in the measurement of depreciation   | C-21             | Lecture                  |

|          |  |         |                      |
|----------|--|---------|----------------------|
| Unit-II  | Disposal of depreciable assets-change of method                                    | C-22    | Lecture              |
| Unit-II  | Inventories: Meaning, Significance of inventory valuation                          | C-23    | Lecture              |
| Unit-II  | Inventory Record Systems: periodic and perpetual.                                  | C-24    | Lecture              |
| Unit-II  | Activity I   | C-25    | Activity             |
| Unit-II  | Methods: FIFO  | C-26    | Lecture              |
| Unit-II  | LIFO, and Weighted Average   | C-27    | Lecture              |
| Unit-II  | Salient features of Indian Accounting Standard (Ind-AS)                            | C-28    | Lecture              |
| Unit-II  | Capital Expenditure  | C-29    | Lecture              |
| Unit-II  | Revenue Expenditure  | C-30    | Lecture              |
| Unit-II  | Preparation of financial statements of non-corporate business entities.            | C-31    | Lecture              |
| Unit-II  | Clarification Class  | C-32    | Clarification Class  |
| Unit-III | Accounting for Hire Purchase and Installment System                                | C-33    | Lecture              |
| Unit-III | Calculation of interest, partial and full repossession                             | C-34    | Lecture              |
| Unit-III | Hire purchase trading (total cash price basis)                                     | C-35    | Lecture              |
| Unit-III | stock and debtors' system  | C-36    | Lecture              |
| Unit-III | Concepts of operating and financial lease (theory only)                            | C-37    | Lecture              |
| Unit-III | Presentation I   | C-38    | Presentation         |
| Unit-III | Clarification Class  | C-39    | Clarification Class  |
| Unit-IV  | Accounting for Inland Branches   | C-40    | Lecture              |
| Unit-IV  | Concept of dependent branches;   | C-41,42 | Lecture              |
| Unit-IV  | Accounting aspects; debtors' system  | C-43    | Lecture              |
| Unit-IV  | Stock and debtors' system branch final accounts system and whole sale basis system | C-44    | Lecture              |
| Unit-IV  | Independent branches: concept-accounting treatment                                 | C-45    | Lecture              |
| Unit-IV  | Classroom Assignment II  | C-46    | Classroom Assignment |
| Unit-IV  | Important adjustment entries   | C-47    | Lecture              |
| Unit-IV  | Preparation of consolidated profit and loss account and balance sheet.             | C-48    | Lecture              |
| Unit-IV  | Clarification Class  | C-49    | Clarification Class  |
| Unit-V   | Accounting for Dissolution of the Partnership Firm                                 | C-50    | Lecture              |
| Unit-V   | Insolvency of partners   | C-51    | Lecture              |
| Unit-V   | Sale to a limited company  | C-52    | Lecture              |
| Unit-V   | Piecemeal distribution   | C-53    | Lecture              |
| Unit-V   | Activity I   | C-54    | Activity             |
| Unit-V   | Clarification Class  | C-55    | Clarification Class  |
|          | Revision Unit 1  | C-56    | Lecture              |
|          | Revision Unit 2  | C-57    | Lecture              |
|          | Revision Unit 3  | C-58    | Lecture              |
|          | Revision Unit 4  | C-59    | Lecture              |
|          | Revision Unit 5  | C-60    | Lecture              |

## BCHC22102-Management Principles and Applications

| Unit     | Particulars  | Class No.  | Pedagogy of Class    |
|----------|--|------------|----------------------|
|          | Introduction to Subject, CO's & PO's   | C-1        | Lecture              |
| Unit-I   | Managerial Functions – An overview; Coordination, Essence of Managership   | C-2        | Lecture              |
| Unit-I   | Evolution of the Management Thought, Classical Approach – Taylor, Fayol, Neo-Classical   | C-3        | Lecture              |
| Unit-I   | Human Relations Approaches – Mayo, Hawthorne Experiments, Behavioural Approach   | C-4        | Lecture              |
| Unit-I   | Systems Approach, Contingency Approach – Lawrence & Lorsch, MBO - Peter F. Drucker   | C-5        | Lecture              |
| Unit-I   | Re-engineering - Hammer and Champy   | C-6        | Lecture              |
| Unit-I   | Michael Porter – Five-force analysis   | C-7        | Lecture              |
| Unit-I   | Classroom Assignment I   | C-8        | Classroom Assignment |
| Unit-I   | Three generic strategies and value-chain, analysis   | C-9        | Lecture              |
| Unit-I   | Senge's Learning Organization, 'Fortune at the Bottom of the Pyramid' – C.K. Prahalad.   | C-10       | Lecture              |
| Unit-I   | Clarification Class  | C-11       | Clarification Class  |
| Unit-II  | Introduction to Planning   | C-12       | Lecture              |
| Unit-II  | Types of Plans – An overview to highlight the differences  | C-13       | Lecture              |
| Unit-II  | Strategic planning – Concept, process, Importance, and limitations   | C-14       | Lecture              |
| Unit-II  | Environmental Analysis and diagnosis (Internal and external environment) – Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis), | C-15,16,17 | Lecture              |
| Unit-II  | Business environment; Concept and Components   | C-18       | Lecture              |
| Unit-II  | Decision-making – concept, importance  | C-19       | Lecture              |
| Unit-II  | Activity I   | C-20       | Activity             |
| Unit-II  | Committee and Group Decision-making  | C-21       | Lecture              |
| Unit-II  | Process, Perfect rationality and bounded rationality   | C-22       | Lecture              |
| Unit-II  | Techniques (qualitative and quantitative, MIS, DSS)  | C-23       | Lecture              |
| Unit-II  | Clarification Class  | C-24       | Clarification Class  |
| Unit-III | Introduction to Organizing   | C-25       | Lecture              |
| Unit-III | Concept and process of organizing – An overview  | C-26       | Lecture              |
| Unit-III | Span of management   | C-27       | Lecture              |
| Unit-III | Different types of authority (line, staff and functional)  | C-28       | Lecture              |
| Unit-III | Decentralization, Delegation of authority.   | C-29       | Lecture              |
| Unit-III | Formal and Informal Structure  | C-30       | Lecture              |
| Unit-III | Principles of Organizing   | C-31       | Lecture              |
| Unit-III | Network Organization Structure.  | C-32       | Lecture              |
| Unit-III | Presentation I   | C-33       | Presentation         |
| Unit-III | Clarification Class  | C-34       | Clarification Class  |
| Unit-IV  | Staffing: Concept of staffing, staffing process  | C-35       | Lecture              |
| Unit-IV  | Motivation: Concept, Importance, extrinsic and   | C-36       | Lecture              |

|         |  |         |                      |
|---------|--|---------|----------------------|
|         | intrinsic motivation   |         |                      |
| Unit-IV | Major Motivation theories - Maslow's Need-Hierarchy Theory;  | C-37    | Lecture              |
| Unit-IV | Hertzberg's Two-factor Theory, Vroom's Expectation Theory.   | C-38    | Lecture              |
| Unit-IV | Leadership: Concept, Importance, Major theories of Leadership (Likert's scale theory, Blake and Mouten's Managerial Grid theory, House's Path Goal theory, Fred Fielder's situational Leadership), | C-39,40 | Lecture              |
| Unit-IV | Transactional Leadership, Transformational Leadership, Transforming Leadership.  | C-41    | Lecture              |
| Unit-IV | <b>Leadership Styles from Indian Tradition:</b><br>Leadership examples from Indian epics (e.g., Rama as the ideal leader, Krishna as transformational leader).                                     | C-42    | Lecture              |
| Unit-IV | Communication: Concept, purpose, process   | C-43    | Lecture              |
| Unit-IV | Oral and written communication   | C-44    | Lecture              |
| Unit-IV | Formal and informal communication networks   | C-45    | Lecture              |
| Unit-IV | Barriers to communication  | C-46    | Lecture              |
| Unit-IV | Overcoming barriers to communication   | C-47    | Lecture              |
| Unit-IV | Clarification Class  | C-48    | Clarification Class  |
| Unit-IV | Classroom Assignment II  | C-49    | Classroom Assignment |
| Unit-V  | Introduction to Controlling  | C-50    | Lecture              |
| Unit-V  | Control: Concept, Process, Limitations   | C-51    | Lecture              |
| Unit-V  | Principles of Effective Control  | C-52    | Lecture              |
| Unit-V  | Major Techniques of control - Ratio Analysis, ROI, Budgetary Control, EVA, PERT/CPM.   | C-53    | Lecture              |
| Unit-V  | Emerging issues in Management  | C-54    | Lecture              |
| Unit-V  | Quiz I   | C-55    | Quiz                 |
| Unit- V | Clarification Class  | C-56    | Clarification Class  |
|         | Revision Unit 1  | C-57    | Lecture              |
|         | Revision Unit 2  | C-58    | Lecture              |
|         | Revision Unit 3  | C-59    | Lecture              |
|         | Revision Unit 4,5  | C-60    | Lecture              |

## GEC066001- Business Communication (From the pool of GE- Group A)

| <b>Unit</b> | <b>Particulars</b>  | <b>Class No.</b> | <b>Pedagogy of Class</b> |
|-------------|---|------------------|--------------------------|
|             | Introduction to Syllabus, CO's & PO's   | C-1              | Lecture                  |
| Unit-I      | Communication in Ancient Indian Education Systems: Guru-Shishya Parampara as a Model of Effective Communication   | C-2              | Lecture                  |
| Unit-I      | Role of listening and questioning in the learning process (student-centric learning)  | C-3              | Lecture                  |
| Unit-I      | The Three Stages of Learning Communication:<br>a. Śravaṇam (Listening/Absorbing) b. Mananam (Reflection/Contemplation) c. Nididhyāsanam (Meditation/Realization)    | C-4,5            | Lecture                  |
| Unit-I      | Introduction to Communication – Definition, Types, Modes. Essentials of Good Communication.   | C-6,7            | Lecture                  |
| Unit- I     | Clarification Class   | C-8              | Clarification Class      |
| Unit-II     | Channels of communication – Downwards, Upwards, Horizontal, Consensus, and Grapevine  | C-9,10           | Lecture                  |
| Unit-II     | Models of Communication: 8 Communication Models   | C-11,12,13       | Lecture                  |
| Unit-II     | Barriers in communication   | C-14,15          | Lecture                  |
| Unit-II     | Perception and Communication.   | C-16             | Lecture                  |
| Unit-II     | Clarification Class   | C-17             | Clarification Class      |
| Unit-II     | Classroom Assignment  | C-18             | Classroom Assignment     |
| Unit-III    | Language of Communication: Verbal and Non-verbal (Spoken and Written),  | C-19             | Lecture                  |
| Unit-III    | Verbal and Non-Verbal communication techniques used by gurus (chants, gestures, silence, symbols),  | C-20,21          | Lecture                  |
| Unit-III    | Intra-personal, Inter-personal and Group communication,   | C-22,23          | Lecture                  |
| Unit-III    | Modes of human communication: Basic differences in the principal modes of human communication – reading, writing, listening, speaking and non-verbal communication. | C-24,25,26       | Lecture                  |
| Unit-III    | Spoken communication: Importance of spoken communication, designing receiver-oriented messages, comprehending cultural dimension                                    | C-27,28          | Lecture                  |
| Unit-III    | Speaking Skills Monologue Dialogue Group Discussion Effective Communication   | C-29             | Lecture                  |
| Unit-III    | Mis- communication Interview Public Speech.   | C-30             | Lecture                  |

|          | Take Home Assignment   |            | Take Home Assignment |
|----------|--|------------|----------------------|
| Unit-III | Clarification Class  | C-31       | Lecture              |
| Unit-IV  | Making Oral presentations: Functions of presentations, defining objective, audience analysis, collection of materials, organization of materials, body language, effective delivery techniques.  | C-32,33    | Lecture              |
| Unit- IV | Written communication: Fundamentals of sentence structure, writing as a process.   | C-34,35    | Lecture              |
| Unit- IV | Reading and Understanding Close Reading Comprehension Summary  | C-36,37    | Lecture              |
| Unit- IV | Paraphrasing Analysis and Interpretation   | C-38       | Lecture              |
| Unit- IV | Translation (from Indian language to English and vice-versa)   | C-39       | Lecture              |
| Unit- IV | Literary/Knowledge   | C-40       | Lecture              |
| Unit- IV | Texts Writing Skills   | C-41       | Lecture              |
| Unit- IV | Documenting Report Writing   | C-42       | Lecture              |
| Unit- IV | Making notes   | C-43       | Lecture              |
| Unit- IV | Letter writing   | C-44       | Lecture              |
| Unit- IV | Clarification Class  | C-45       | Clarification Class  |
| Unit- IV | Presentation   | C-46       | Presentation         |
| Unit-V   | Fundamental of technical writing: Special features of technical writing, the word choice, developing clarity and conciseness   | C-47       | Lecture              |
| Unit-V   | Business letters   | C-48       | Lecture              |
| Unit-V   | Applications and resumes   | C-49       | Lecture              |
| Unit-V   | Transactional Analysis: Three human ego states, different types of transactions  | C-50       | Lecture              |
| Unit-V   | 4 life positions   | C-51       | Lecture              |
| Unit-V   | Different types of transactions  | C-52       | Lecture              |
| Unit-V   | Clarification Class  | C-53       | Clarification Class  |
|          | Quiz/Activity  | C-54       |                      |
| Lab      | Audio-visual aids for effective communication: The role of technology in communication, the role of audio-visuals, designing transparencies, computer-aided presentation software, Software-aided activities in developing communication skills:     | C-55,56,57 | Lab Work             |
| Lab      | Proper pronunciation, learning to use the correct tense, Business writing, Report writing, connected speech, Building up vocabulary, Awareness about the common errors in the usage of English, etc. Case studies, group discussions, presentations. | C-58,59,60 | Lab Work             |

**AECH55002-HINDI-I (हिंदी भाषा और उसकी लिपि का इतिहास)**

| <b>Unit</b> | <b>Particulars</b>  | <b>Class No.</b> | <b>Pedagogy of Class</b> |
|-------------|---|------------------|--------------------------|
|             | Introduction to Subject, CO's & PO's  | C-1              | Lecture                  |
| Unit-I      | हिंदीभाषा के विकास की पूर्वपीठिका   | C-2              | Lecture                  |
| Unit-I      | हिंदी का आरंभिक रूप   | C-3              | Lecture                  |
| Unit-I      | भारोपीय भाषा—परिवार एवंअर्थभाषाएँ (संस्कृत, पालि, प्राकृत, अपभ्रंश आदि)           | C-4              | Lecture                  |
| Unit-I      | हिंदी शब्द का अर्थ एवंप्रयोग  | C-5              | Lecture                  |
| Unit-I      | Class Room Assignment I   | C-6              | Class Room Assignment    |
| Unit-I      | हिंदी' शब्द का अर्थ एवंप्रयोग   | C-7              | Lecture                  |
| Unit-I      | हिंदी का विकास(आदिकाल, मध्यकाल, आधुनिककाल)  | C-8              | Lecture                  |
| Unit-I      | Clarification Class   |                  | Clarification Class      |
| Unit-II     | Take Home Assignment  | C-9              | Take Home Assignment     |
| Unit-II     | हिंदीभाषा का क्षेत्रा एवंविस्तारए हिंदीभाषा : क्षेत्र एवंबोलिय                    | C-10             | Lecture                  |
| Unit-II     | हिंदी के विविध रूप(बोलचाल की भाषा, राष्ट्रभाषा, राजभाषा, संपर्क—भाषा, संचार भाषा) | C-11             | Lecture                  |
| Unit-II     | Presentation I  | C-12             | Presentation             |
| Unit-II     | हिंदी का अखिलभारतीय स्वरूप हिंदी का अंतर्राष्ट्रीय संदर्भ                         | C-13             | Lecture                  |
| Unit-III    | Clarification Class   | C-14             | Clarification Class      |
| Unit-III    | लिपि का इतिहासए भाषाओंर लिपि का अंतःसंबंध   | C-15             | Lecture                  |
| Unit-III    | Class Room Assignment II  | C-16             | Class Room Assignment    |
| Unit-III    | परिभाषा, स्वरूप एवंआवश्यकता   | C-17             | Lecture                  |
|             | Activity I  | C-18             | Activity                 |
| Unit-III    | लिपि के आरंभिक रूप(चित्रालिपि, भावलिपि, ध्वनि—लिपि)                               | C-19             | Lecture                  |
| Unit-III    | भारतमें लिपि का विकास   | C-20             | Lecture                  |
| Unit-III    | Clarification Class   | C-21             | Clarification Class      |
| Unit-IV     | देवनागरी लिपि   | C-22             | Lecture                  |
| Unit-IV     | देवनागरी लिपि का परिचय एवंविकास   | C-23             | Lecture                  |
| Unit-IV     | Quiz I  | C-24             | Quiz                     |
| Unit-IV     | Clarification Class   | C-25             | Clarification Class      |
| Unit-IV     | देवनागरी लिपि का मानकीकरण   | C-26,27          | Lecture                  |
| Unit-IV     | आदर्श लिपि के गुणऔरदेवनागरी लिपि की विशेषताएँ                                     | C-28             | Lecture                  |
| Unit-IV     | देवनागरी लिपि औरकम्प्यूटर   | C-29             | Lecture                  |
| Unit-IV     | Clarification Class   | C-30             | Clarification Class      |

## SEC077001- Ability & Skill Enhancement -I

| <b>Unit</b> | <b>Particulars</b>  | <b>Class No.</b> | <b>Pedagogy of Class</b> |
|-------------|---|------------------|--------------------------|
|             | Introduction to Subject, CO's & PO's  | C-1              | Lecture                  |
| Unit-I      | Ice Breaking Session & Recap of Language Skills   | C-2              | Lecture                  |
| Unit-I      | Phrases, Clauses  | C-3              | Lecture                  |
| Unit-I      | Sentences   | C-4              | Lecture                  |
| Unit-I      | Word Classes (Parts of Speech).   | C-5              | Classroom Assignment     |
| Unit-I      | Classroom Assignment I  | C-6              | Clarification Class      |
| Unit-II     | Clarification Class   | C-7              | Lecture                  |
| Unit-II     | Recap of Language Skills  | C-8              | Activity                 |
| Unit-II     | Activity  | C-9              | Lecture                  |
| Unit-II     | Tenses (Present, Past Future),  | C-10             | Lecture                  |
| Unit-II     | Modals, Articles (a, an, the).  | C-11             | Lecture                  |
| Unit-II     | Clarification Class   | C-12             | Clarification Class      |
| Unit-III    | Reading Skills & Fluency Building   | C-13             | Lecture                  |
| Unit-III    | Reading Process, Importance & Types of Reading  | C-14             | Lecture                  |
| Unit-III    | Techniques of Reading, Strategies to Improve Reading Abilities                                    | C-15             | Lecture                  |
| Unit-III    | Comprehension, Reading Aloud, Reading News  | C-16             | Lecture                  |
| Unit-III    | Presentation I  | C-17             | Presentation             |
| Unit-III    | Clarification Class   | C-18             | Clarification Class      |
| Unit-IV     | Generating ideas/gathering data, organizing ideas, Note taking                                    | C-19             | Lecture                  |
| Unit-IV     | Outlining, drafting, Editing, and Proof Reading   | C-20             | Lecture                  |
| Unit-IV     | Story Writing (through pictures/videos) Dialogue Writing, Email Writing.                          | C-21             | Lecture                  |
| Unit-IV     | Quiz I  | C-22             | Quiz                     |
| Unit-IV     | Classroom Assignment II   | C-23             | Classroom Assignment     |
| Unit-IV     | Clarification Class   | C-24             | Clarification Class      |
| Unit-V      | Types and Essentials of good listening, Listening Process,  | C-25,26          | Lecture                  |
| Unit-V      | Barriers to Listening and Strategies to improve Listening, Listening to Inspirational Movies/Clip | C-27             | Lecture                  |
| Unit-V      | Listening News Techniques of Effective Speaking, Introducing Oneself, and others                  | C-28             | Lecture                  |
| Unit-V      | Extempore, Situational Conversations (Practicing Short Dialogues)                                 | C-29             | Lecture                  |
| Unit-V      | Clarification Class   | C-30             | Clarification Class      |

**VAC088001-Electoral Literacy- (From the pool of VAC Group A)**

| <b>Unit</b> | <b>Particulars</b>  | <b>Class No.</b> | <b>Pedagogy of Class</b> |
|-------------|---|------------------|--------------------------|
|             | Introduction to Subject, CO's & PO's  | C-1              | Lecture                  |
| Unit-I      | Main Features of the Indian Electoral System  | C-2              | Lecture                  |
| Unit-I      | Election Commission of India, Composition, Tenure and Removal, Powers, and Functions of The Election Commission                     | C-3,4,5          | Lecture                  |
| Unit-I      | Delimitation of Constituencies, Preparation of Electoral Rolls, Recognition of Political Parties, Allotment of Symbol.              | C-6,7,8          | Lecture                  |
| Unit-I      | Officers on Election Duty; Returning Officer, Presiding Officers, Polling Officers.   | C-8              | Lecture                  |
| Unit-I      | Voter registration (Enrolment)/ Special Summary Revision  | C-9              | Lecture                  |
| Unit-I      | Electoral Processes; Notification for Election, Filing of Nomination, Security Deposit, Scrutiny and Withdrawal, Election Campaign, | C-10             | Lecture                  |
| Unit-I      | Model Code of Conduct, Scrutinization of Expenses, Polling, Counting and Declaration of Result, Re-poll, Countermanding of Election | C-11,12          | Lecture                  |
| Unit-I      | Journey from ballot paper to EVM & VVPAT  | C-13             | Lecture                  |
| Unit-I      | Shortcomings of the Indian Electoral System, Electoral Reforms  | C-14,15          | Lecture                  |
| Unit-I      | Clarification Class   | C-16             | Clarification Class      |
| Unit-I      | Classroom Assignment I  | C-17             | Classroom Assignment     |
| Unit-II     | SVEEP (Systematic Voter's Education and Electoral Participation): Process & Philosophy Ethical & informed voting                    | C-18,19          | Lecture                  |
| Unit-II     | Electoral literacy platforms: ELC, Chunav Pathashala & VAF, Challenges & initiatives for strengthening democracy                    | C-20,21          | Lecture                  |
| Unit-II     | Clarification Class   | C-22             | Clarification Class      |
| Unit-II     | Classroom Assignment II   | C-23             | Classroom Assignment     |
| Unit-III    | Projects/ Assignments   | C-24             | Lecture                  |
| Unit-III    | Presentation I  | C-25,26          | Presentation             |
| Unit-III    | Activity related to Unit- III (as per syllabus)   | C-27,28,29       | Activity                 |
| Unit-III    | Clarification Class   | C-30             | Clarification Class      |

**Note:**

This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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