

# **Detailed Course Scheme**

## **Bachelor of Commerce B.Com (Hons) 3 Years/ B.Com (Hons) with Research 4 Years**

### **Semester III (2023-2027)**

DOC202306220010



**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/B. Com (Hons.) with research program for (July-December) Odd Semester, 2024 along with Examination pattern is as follows:

## **Course Scheme**

### **Semester-III**

S No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BCHC22200	DSC-7	Human Capital Management	3	1	0	4
2.	BCHC22201	DSC-8	Essentials of Business Law	3	1	0	4
3.	BCHC21202	DSC-9	Fundamentals of Financial Management	3	1	0	4
4.	GEC066002	GE-2	E-Commerce (GE -Group A)	3	1	0	4
5.	AECH55001	AEC-2	Hindi I	2	0	0	2
6.	SEC077003	SEC-3	Ability & Skill Enhancement –III	2	0	0	2
7.	VAC088006	VAC-1	Introduction to Digital Marketing (VAC- Group A)	2	0	0	2
8	WHNN99000		Workshops/Seminars/Human Values/Social Service/ NCC/NSS	-	-	-	1
				<b>16</b>	<b>4</b>	<b>4</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	Two Mid-term Sessional of 15 marks each (15+15)	30
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Attendance	75%+: 5 marks	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 educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

## **2. Mission**

To equip the students of school of commerce & management with the ability to explore, examine, think critically, and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

## **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:

**P01. Exhibit** memory of previously learned financial accounting knowledge by correlating facts and terminologies.

**P02. 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.

**P03. Understand** the concepts of commerce and computer application operations

**P04. Demonstrate** ability to understand commerce in multifunctional areas like Banking and Finance, Auditing and taxation, Marketing & Entrepreneurship.

**P05. Develop** knowledge of the business policies, auditing, finance, and other related areas both at the macro and micro level.

**P06. Apply** relevant managerial accounting skills with emphasis on application of both quantitative and qualitative knowledge to their future careers.

**P07. Utilize** domain knowledge of computer programming and implementing the same in E-Commerce sector.

**P08. Display knowledge and understanding** of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary management research.

**P09. Communicate** with society at large, regarding complex managerial activities confidently and effectively, such as, environment and sustainability, ethics, and governance.

**P010. Build** wider societal concerns through extension of professional knowledge to community service and engagement in life-long learning process.

## **5. Program Specific Outcomes (PSOs)**

**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.

## 6. Course Outcomes

Course Code & Course Name	After completion of these courses' students should be able to-
BCHC22200 - Human Capital Management	<p><b>C01:</b> Define human resource management principles, theories, role behaviour and skill sets.</p> <p><b>C02:</b> Understand the techniques and principles to manage human resource of an organization.</p> <p><b>C03:</b> Apply the different training methods, appraisal based on the needs.</p> <p><b>C04:</b> Analyze the different components of Remuneration &amp; different types of employee benefits and services.</p> <p><b>C05:</b> Evaluate the understanding of the concept of Managing Human Resources and work.</p>
BCHC22201 - Essentials of Business Law	<p><b>C01:</b> Define and understand about the legal implications of entering a contract and what are the special provision regarding negotiable instruments.</p> <p><b>C02:</b> Apply basic knowledge of the important business legislation along with relevant case laws.</p> <p><b>C03:</b> Appraise the concept of business law, its application and significance.</p> <p><b>C04:</b> Develop knowledge regarding rights and liabilities of a person while undertaking any contract under Indian Contract Act. Rights of customers and seller under Sale of Goods Act. Different provisions relating to Negotiable instruments Act and Partnership Act.</p> <p><b>C05:</b> Evaluate the learning of the students about the different laws taught to them.</p>
BCHC21202 - Fundamentals of Financial Management	<p><b>C01:</b> List the various decisions under financial management and determine the financial plan and capital structure of the business.</p> <p><b>C02:</b> Explain the concept of investment in short and long terms assets including the cost of capital.</p> <p><b>C03:</b> Apply the theories of capital structure to arrange or rearrange a given set of capital structure to maximize the EPS of a firm.</p> <p><b>C04:</b> Analyze the situations relating to dividend policy having the impact on the value of the share.</p> <p><b>C05:</b> Select the methods and techniques for analyzing the data for business decision making.</p>

GEC066002- E-Commerce	<p><b>C01:</b> Define basic business models on the web with examples of their implementation.</p> <p><b>C02:</b> Classify basic marketing techniques and strategies on the internet, including analysis of their effectiveness.</p> <p><b>C03:</b> Make use of basic personalization mechanisms for websites and their roles in gathering marketing information.</p> <p><b>C04:</b> Identify basic techniques of positioning on the internet in creating the marketing image of the organization as well as the product brand &amp; to know how technology helps bridging gaps in business.</p> <p><b>C05:</b> Evaluate the concepts of E-commerce which can be applied to different fields.</p>
AECH55001- Hindi 1	<p><b>C01:</b> हिंदी भाषा के मूल इतिहास और उसकी लिपि देवनागरी को समझाने में</p> <p><b>C02:</b> हिंदी शब्द की उत्पत्ति, अर्थ और प्रयोग समझाने में</p> <p><b>C03:</b> हिंदी लिपि के विकास को समझाने में सक्षम</p> <p><b>C04:</b> हिंदी भाषा की सभी प्रकार की बोलियों को सूचीबद्ध करने में</p> <p><b>C05:</b> देवनागरी की विशेषताएँ एवं विशिष्टता समझाने में</p>
SEC077003 - Ability & Skill Enhancement – III	<p><b>C01:</b> Classify the different types of reviews i.e. book review, movie review etc.</p> <p><b>C02:</b> Express his/ her feeling at pressure situation or emotional situation</p> <p><b>C03:</b> Explain his/her thoughts in group discussion and also build leadership quality</p> <p><b>C04:</b> Enhance creativity in making documentary etc.</p> <p><b>C05:</b> Manage negative emotions keeping balance of mental stability, stress, and distress.</p>
VAC088006- Introduction to Digital Marketing	<p><b>C01:</b> Comprehend the fundamental concepts and terminologies of digital marketing, including its historical context and evolution.</p> <p><b>C02:</b> Analyze various digital marketing strategies and their effectiveness in reaching target audiences, including inbound and outbound marketing approaches.</p> <p><b>C03:</b> Understand mobile marketing strategies, including mobile-friendly website design, mobile advertising, and location-based marketing.</p> <p><b>C04:</b> Understand various lead generation strategies, including pricing and distribution strategies on the internet, to attract, nurture, and convert leads into customers.</p> <p><b>C05:</b> Understand the importance of building trust in internet marketing, including ethical considerations, transparency, and credibility-building tactics</p>



### 7. CO PO Mapping

BCHC22200	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
C01		2	2	2		3	2	2	2	3
C02	2		3		3	2		3	2	3
C03	2	2		3	2		3	2		3
C04		2	2	2		2	2		2	3
C05	3	3	3	3		3	3		3	3

BCHC22201	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
C01	2	1		2	2			2		3
C02	1		2					2	3	3
C03	2	2	2	1		2		1		3
C04			1		2	1	2			3
C05	3	3	3	3	3	3	3	3	3	3

BCHC21202	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
C01	3	2	3			2		3	3	3
C02	3		3		2	3	2	2	3	3
C03		2	3	3	3		2	2		3
C04		2	3	2	3	2	3	2	3	2
C05	3	3		3	3	3		3	3	3

GEC066002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
C01	3	2	3			2	3	3	3	3
C02	3		3	2	2	3	2	2	3	3
C03		2	3	3	3		2	2	2	3
C04	2	2	3	2	3	2	3	2	3	2
C05	3	3		3	3	3		3	3	3

AECH55001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
C01	2	2	3	3	2		3	3	3	2
C02	2	2	2	2	2	2		3	2	3
C03		3	3	2		3	3		3	2
C04	3	2		2	2		3	3	2	2
C05	2	3	2	3	2	3	2	3	2	

SEC077003	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	2	2	3	3	2	3	2	2	2	3
C02	2	2	3	3	2	2		2	2	3
C03	2	2			3	2	2	3	2	3
C04	2	2	2	2	2	2		2	2	3
C05	3	3	2	2	2	2	3	3	2	2

VAC088006	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	2	1	3	3	1	2	2	3	3	2
C02	1	3	1	2	2	1	3	2	2	3
C03	3	2	3	1	3	2	2	1	1	3
C04	3	2	3	2	2	3	2	3	3	2
C05	3	3	2	3	3	3	3	3	3	3

## **8. Curriculum**

**Course Name: Human Capital Management**

**Course Code: BCHC22200**

### **Course Objectives**

- This course is to familiarize and train our students to become not just good managers but in creating strong theoretical frame of minds of students by participative teaching and learning of human resource management principles, theories, role behaviour and skill sets.
- The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

### **Course Outline**

#### **Unit I: Introduction**

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System

#### **Unit II: Acquisition of Human Resource**

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction.

#### **Unit III: Training and Development**

Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

#### **Unit IV: Performance Appraisal**

Nature, objectives, and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and Incentive plans; fringe benefits; performance linked compensation.

#### **Unit V: Maintenance**

Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery.

### **Suggested Readings:**

1. Gary Dressler. *A Framework for Human Resource Management*. Pearson Education.
2. Duecento, D.A. and S.P. Robbins, *Personnel/Human Resource Management*,

- Pearson Education.
3. Bolender and Snell, *Principles of Human Resource Management*, Cengage Learning
  4. Ivancevich, John M. *Human Resource Management*, McGraw Hill.
  5. Wreather and Davis. *Human Resource Management*. Pearson Education.
  6. Robert L. Mathis and John H. Jackson. *Human Resource Management*, Cengage Learning.
  7. TN Chhabra, *Human Resource Management*, Dhanpat Rai & Co., Delhi.
  8. Biswajeet Pattanayak, *Human Resource Management*, PHI Learning.

**Course Name: Essentials of Business Law**  
**Course Code: BCHC22201**

**Course Objectives**

- To know about the legal provision and legal aspect before entering any kind of contract. Special provision regarding negotiable instrument.
- The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

**Course Outline**

**Unit I: The Indian Contract Act, 1872: General Principle of Law of Contract**

- a) Contract – meaning, characteristics and kinds
- b) Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.
- c) Void agreements
- d) Discharge of a contract – modes of discharge, breach, and remedies against breach of contract.
- e) Contingent contracts
- f) Quasi - contracts

**Unit II: The Indian Contract Act, 1872: Specific Contract**

- a) Contract of Indemnity and Guarantee
- b) Contract of Bailment
- c) Contract of Agency

**Unit III: The Sale of Goods Act, 1930**

- a) Contract of sale, meaning and difference between sale and agreement to sell.
- b) Conditions and warranties
- c) Transfer of ownership in goods including sale by a non-owner
- d) Performance of contract of sale
- e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.

**Unit IV: Partnership Laws**

**A) The Partnership Act, 1932**

- a) Nature and Characteristics of Partnership
- b) Registration of a Partnership Firms
- c) Types of Partners
- d) Rights and Duties of Partners
- e) Implied Authority of a Partner

- f) Incoming and outgoing Partners
- g) Mode of Dissolution of Partnership

**B) The Limited Liability Partnership Act, 2008**

- a) Salient Features of LLP
- b) Differences between LLP and Partnership, LLP, and Company
- c) LLP Agreement,
- d) Partners and Designated Partners
- e) Incorporation Document
- f) Incorporation by Registration
- g) Partners and their Relationship

**Unit V: The Negotiable Instruments Act 1881**

- a) Meaning, Characteristics, and Types of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque
- b) Holder and Holder in Due Course, Privileges of Holder in Due Course.
- c) Negotiation: Types of Endorsements
- d) Crossing of Cheque
- e) Bouncing of Cheque

**Suggested Readings:**

1. M.C. Kuchhal, and Vivek Kuchhal, *Business Law*, Vikas Publishing House, New Delhi.
2. Avtar Singh, *Business Law*, Eastern Book Company, Lucknow.
3. Ravinder Kumar, *Legal Aspects of Business*, Cengage Learning
4. SN Maheshwari and SK Maheshwari, *Business Law*, National Publishing House, New Delhi.
5. Aggarwal S K, *Business Law*, Galgotia Publishers Company, New Delhi.
6. Bhushan Kumar Goyal and Jain Kinneri, *Business Laws*, International Book House
7. Sushma Arora, *Business Laws*, Taxmann Publications.
8. Akhileshwar Pathak, *Legal Aspects of Business*, McGraw Hill Education, 6<sup>th</sup>ed.
9. P C Tulsian and Bharat Tulsian, *Business Law*, McGraw Hill Education
10. Sharma, J.P. and Sunaina Kanojia, *Business Laws*, Ane Books Pvt. Ltd., New Delhi

**Course Name: Fundamentals of Financial Management**

**Course Code: BCHC21202**

**Course Objectives**

- The course is planned in such a way to provide students an insight of decision-making process with help of tools and techniques described in Financial Management.
- To familiarize the students with the principles and practices of financial management.

**Course Outline**

**Unit I: Introduction**

Nature, scope and objective of Financial Management, Time value of money, Risk, and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities.

**Unit II: Investment Decisions**

The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk-Adjusted Discount Rate.

**Unit III: Financing Decisions**

Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage; Determinants of capital structure.

**Unit IV: Dividend Decisions**

Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice

**Unit V: Working Capital Decisions**

Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

**Suggested Readings**

1. James C. Van Horne and Sanjay Dhamija, *Financial Management and Policy*, Pearson Education.
2. Levy H. and M. Sarnath. *Principles of Financial Management*. Pearson Education.
3. Brigham and Houston, *Fundamentals of Financial Management*, Cengage Learning.
4. Khan and Jain. *Basic Financial Management*, McGraw Hill Education.
5. Prasanna Chandra, *Fundamentals of Financial Management*. McGraw Hill Education
6. Singh, J.K. *Financial Management- text and Problems*. Dhanpat Rai and Company, Delhi.
7. Rustagi, R.P. *Fundamentals of Financial Management*. Taxmann Publication Pvt. Ltd.
8. Singh, Surender and Kaur, Rajeev. *Fundamentals of Financial Management*. Mayur Paperback, New Delhi.
9. Pandey, I.M. *Financial Management*. Vikas Publications. Bhabatosh Banerjee, *Fundamentals of Financial Management*, PHI Learning.

**Course Name: E-Commerce**  
**(From the Pool of GE- Group A)**  
**Course Code: GEC066002**

**Course Objectives**

- This course introduces the concepts, vocabulary, and procedures associated with E-Commerce and the Internet. The student gains an overview of all aspects of E-Commerce. Topics include development of the Internet and E-Commerce, options

available for doing business on the Internet, features of Web sites and the tools used to build an E-Commerce web site, marketing issues, payment options, security issues, and customer service.

- To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

## **Course Outline**

### **Unit I: Introduction**

Meaning, concepts, nature, advantages, disadvantages, and reasons for transacting online, types of E-Commerce, E-Commerce business models (introduction, key elements of business model and categorizing major E-commerce business models), forces behind e-commerce.

**Technology used in E-commerce:** The dynamics of world wide web and internet (meaning, evolution, and features); Designing, building, and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

### **Unit II: Security and Encryption**

Need and concepts, the e-commerce security environment: (dimension, definition, and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients).

### **Unit III: IT Act 2000 and Cyber Crimes**

IT Act 2000: Definitions, Digital signature, electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

### **Unit IV: E-payment System**

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

### **Unit V: On-line Business Transactions**

Meaning, purpose, advantages, and disadvantage of transacting online, E-commerce application in various payment of utility bills, online application in various industries like {banking, insurance, marketing, e-tailing (popularity, benefits, problems, and features), online services (financial, travel and career), auctions, online portal, online learning, publishing, and entertainment} Online shopping (Amazon, Snapdeal, Alibaba, Flipkart, etc.)

### **Unit VI: Website designing**

Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

## **Suggested Readings**

1. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education.
2. David Whiteley, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Education.
3. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application*, 4<sup>th</sup>Ed., McGraw Hill Education.
4. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning.
5. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education.
6. TN Chhabra, *E-Commerce*, Dhanpat Rai & Co.
7. Sushila Madan, *E-Commerce, Taxmann*.
8. TN Chhabra, Hem Chand Jain, and Aruna Jain, *An Introduction to HTML*, Dhanpat Rai & Co.

**Course Name: HINDI 1- हिंदीभाषा और उसकी लिपि का इतिहास**  
**Course Code: AECH55001**

**Course Objectives**

पाठ्यक्रम के परिणाम

इसकोसकंपूराहोनेकेबादछात्रसक्षमहोसकेंगे

- हिंदीभाषा के मूल इतिहास और उसकी लिपि देवनागरी को समझने में
- हिंदी शब्द की उत्पत्ति, अर्थ और प्रयोग समझने में
- हिंदी लिपि के विकास को समझने में सक्षम
- हिंदी भाषा की सभी प्रकार की बोलियों को सूचीबद्ध करने में
- देवनागरी की विशेषताएँ एवं विशिष्टता समझने में

**बनतेम नजसपदम**

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

- भारोपीय भाषा—परिवार एवंअर्थभाषाएँ (संस्कृत, पालि, प्राकृत, अपभ्रंश आदि)
- हिंदी का आरंभिक रूप
- ‘हिंदी’ शब्द का अर्थ एवंप्रयोग
- हिंदी का विकास(आदिकाल, मध्यकाल, आधुनिककाल)

**इकाई—2** : हिंदीभाषा का क्षेत्र एवंविस्तार

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

**इकाई—3** : लिपि का इतिहास

- भाषाऔर लिपि का अंतःसंबंध
- परिभाषा, स्वरूप एवंआवश्यकता
- लिपि के आरंभिक रूप(चित्रालिपि, भावललिपि, ध्वनि—लिपि)
- भारतमें लिपि का विकास

**इकाई—4** : देवनागरी लिपि

- देवनागरी लिपि का परिचयए वंविकास



- देवनागरी लिपि का मानकीकरण
- आदर्श लिपि के गुणऔरदेवनागरी लिपि की विशेषताएँ
- देवनागरी लिपि औरकम्प्यूटर

#### **सहायकग्रंथ**

- हिंदीभाषा का इतिहास.धीरेंद्रवर्मा
- भारतीय पुरालिपि.डॉ. रामबलिपाण्डेय (लोकभारती प्रकाशन)
- हिंदीभाषा का उद्गमऔरविकास.उदय नारायण तिवारी
- हिंदीभाषा की पहचान से प्रतिष्ठातक.डॉ. हनुमानप्रसाद शुक्ल
- लिपि की कहानी.गुणाकरमुले
- भाषाऔरसमाज.रामविलास शर्मा

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

### **Course Code: SEC077003**

#### **Course Objectives**

This three-year syllabus is a journey that aims to explore the dynamics and techniques of effective interpersonal communication.

#### **Course Outline - Final Assessment – Preparing a documentary**

##### **Unit I: Book & Movie Reviews**

What is Book Review, Purpose & Importance of Book Review, Types of Book Review, Elements & Steps of Writing Book Review, what is Movie Review, Purpose & Importance of Movie Review, Types of Movie Review, Elements & Steps of Writing Movie Review.

##### **Unit II: LSWR Skills**

Reading Comprehension, Rewriting Mythology/Folklore, Debate, News Analysis, Role Plays.

##### **Unit III: Emotional Intelligence& Handling Emotions**

What is emotional intelligence, E.Q. Tests, performing under pressure, how to take right decisions under pressure keeping balance in difficult emotional situations. The science of emotional intelligence, characteristics of emotional intelligence, Emotions handling- identifying good and bad emotions, how to control emotions, how to manage negative emotions keeping balance of mental stability, stress, and distress.

##### **Unit IV: Group Discussion Skills**

What is GD, Types of Group Discussions, Do's & Don'ts, Participation, Thinking, Structuring, Group Behaviour, Leadership Skills, Interpersonal Skills, Persuasive Skills, Conceptualization Skills.

##### **Unit V: Documentary Making**

What is documentary, aims & objectives, documentary for social cause, Documentary/Movie Screening & Reviews, preparing a documentary, Narration.

**Course Name: Introduction To Digital Marketing**  
**(From the Pool of VAC-Group A)**  
**Course Code: VAC088006**

**Course Objectives**

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

**CO 1:** Comprehend the fundamental concepts and terminologies of digital marketing, including its historical context and evolution.

**CO 2:** Analyze various digital marketing strategies and their effectiveness in reaching target audiences, including inbound and outbound marketing approaches.

**CO 3:** Understand mobile marketing strategies, including mobile-friendly website design, mobile advertising, and location-based marketing.

**CO 4:** Understand various lead generation strategies, including pricing and distribution strategies on the internet, to attract, nurture, and convert leads into customers.

**CO 5:** Understand the importance of building trust in internet marketing, including ethical considerations, transparency, and credibility-building tactics

**Course Outlines:**

**Unit I** Introduction to digital marketing, Digital Marketing Overview, Digital Marketing Strategy, Inbound Vs. Outbound Marketing

**Unit II** Content Marketing Strategies, Email Marketing, Mobile Marketing, Affiliate Marketing, Online Advertising: Display Advertising

**Unit III** Social Media & Social Network Marketing (SMM), Lead Generation for Business (Pricing and Distribution Strategies on the net).

**Unit IV** Google Analytics, Search Engine Optimization (Marketing), Trust in Internet Marketing.  
**Unit V** Legal and ethical issues pertaining to the internet.

**Suggested Readings:**

1. Strauss Judy, E-Marketing, Prentice Hall India.
2. Digital Marketing: Strategies for Online Success, by Godfrey Parkin.
3. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, by Damian Ryan
4. Smith P R Chaffey Dave, E-Marketing Excellence: The Heart of E-Business, Butterworth Heinemann, USA.

## 9. Lesson Plans

### BCHC11200 – Human Capital Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit -I	Introduction- HRM	C-1	Lecture
Unit -I	HRM- Concept and Function	C-2	Lecture
Unit- I	Role, Status and Competencies of HR Manager	C-3	Lecture
Unit- I	HR Policies	C-4	Lecture
Unit -I	Evolution of HRM	C-5	Lecture
Unit- I	HRM vs HRD	C-6	Lecture
Unit- I	Emerging Challenges of Human Resource Management	C-7	Activity
Unit- I	Workforce Diversity	C-8	Lecture
Unit- I	Empowerment	C-9	Lecture
Unit -I	Empowerment	C-10	Lecture
Unit -I	Downsizing	C-11	Lecture
Unit -I	VRS	C-12	Lecture
Unit -I	Human Resource Information System	C-13	Lecture
Unit -I	Clarification Class	C-14	Clarification Class
Unit -I	HRM-Classroom Assignment I	C-15	Classroom Assignment
Unit- II	Human Resource Planning- Qualitative and Quantitative Dimensions	C-16,17	Lecture
Unit -II	Job analysis – job description	C-18	Lecture
Unit -II	job specification	C-19	Lecture
Unit -II	Recruitment – concept and sources	C-21	Lecture
Unit -II	Selection –Concept and process	C-22	Lecture
Unit -II	Quiz on Job Analysis and Recruitment	C-23	Quiz
Unit -II	Selection -Test and interviews	C-24	Lecture
Unit -II	Placement and Induction	C-25	Lecture
Unit -II	Clarification Class	C-26	Clarification Class
Unit- II	Presentation	C-27	Presentation
Unit- III	Training and development -Concept and Importance	C-28	Lecture
Unit -III	Identifying Training and Development Needs	C-29	Lecture
Unit -III	Designing Training Programmes	C-30	Lecture
Unit -III	Role -Specific and Competency -Based Training	C-31	Lecture
Unit -III	Evaluating Training Effectiveness	C-32	Lecture
Unit- III	Designing Training Programmes	C-33	Lecture
Unit -III	Training Process Outsourcing	C-34	Lecture
Unit- III	Management Development	C-35	Lecture
Unit -III	Career development	C-36	Lecture
Unit- III	Clarification Class	C-37	Clarification Class
Unit- III	Classroom Assignment II	C-38	Classroom Assignment
Unit- IV	Performance Appraisal- Nature, objectives	C-39	Lecture

Unit- IV	Performance Appraisal- importance	C-40	Lecture
Unit -IV	Modern techniques of performance appraisal	C-41	Lecture
Unit- IV	Potential appraisal and employee counseling	C-42	Lecture
	Seminar	C-43	Seminar
Unit -IV	Job Changes- transfers and promotions	C-44	Lecture
Unit -IV	Compensation -concept and Policies	C-45	Lecture
Unit- IV	Job evaluation	C-46	Lecture
Unit- IV	Methods of wage payments	C-47	Lecture
Unit -IV	Incentives plans	C-48	Lecture
Unit -IV	Fringe benefits	C-49	Lecture
Unit -IV	Performance linked Compensation	C-50	Lecture
Unit -IV	Presentation	C-51	Presentation
Unit-IV	Clarification class	C-52	Clarification class
Unit- V	Maintenance: Employee health and safety,	C-53	Lecture
Unit- V	Employee Welfare, social security	C-54	Lecture
Unit -V	Employer- employee relations- an overview	C-55	Lecture
Unit -V	Grievance Handling and Redressal	C-56	Lecture
Unit -V	Industrial Disputes: causes and settlement machinery	C-57	Lecture
Unit -V	Classroom Assignment III	C-58	Classroom Assignment
Unit -V	Clarification Class	C-59	Clarification Class
	Human Capital Management	C-60	Tutorial

**BCHC22201 – Essentials of Business Law**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
Unit- I	Introduction -The Indian Contract Act, 1872	C-1	Lecture
Unit -I	Contract – meaning, characteristics	C-2	Lecture
Unit -I	Kinds of contract	C-3	Lecture
Unit- I	Essential of a valid contract- Offer and Acceptance	C-4	Lecture
Unit-I	Contractual capacity	C-5	Lecture
Unit- I	Consideration	C-6	Lecture
Unit- I	Contractual capacity, free consent, legality of objects	C-7	Lecture
Unit- I	Activity	C-8	Activity
Unit -I	Void Agreement	C-9	Lecture
Unit-I	Discharge of contract - Modes of discharge	C-10	Lecture
Unit-I	Breach and remedies against breach of contract	C-11	Lecture
Unit -I	Contingent Contract	C-12	Lecture
Unit -I	Quasi Contract	C-13	Lecture
Unit -I	Clarification Class	C-14	Clarification Class
Unit -I	Classroom Assignment I	C-15	Classroom Assignment
Unit -II	Contract of Indemnity and Guarantee	C-16,17	Lecture
Unit- II	Contract of Bailment, Contract of Agency	C-18,19	Lecture
Unit- II	Presentation	C-20,21	Presentation
Unit -II	Clarification Class	C-22	Clarification Class
Unit -II	Presentation on Specific Contract	C-23,24	Lecture
Unit- III	Introduction - Sales of Goods Act,1930	C-25	Lecture
Unit -III	Contract of sale, meaning	C-26	Lecture
Unit -III	Difference between sale and agreement to sell	C-27	Lecture
Unit- III	Conditions and warranties	C-28	Lecture
Unit- III	Transfer of ownership in goods including sale by a non-owner	C-29,30	Lecture
Unit -III	Performance of contract of sale	C-31	Lecture
Unit -III	Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer	C-32,33	Lecture
Unit- III	Clarification Class	C-34	Clarification Class
Unit- III	Quiz	C-35	Quiz
Unit -IV	The Partnership Act, 1932 - Nature and Characteristics of Partnership	C-36	Lecture
Unit -IV	Registration of a Partnership Firms	C-37	Lecture
Unit -IV	Types of Partners	C-38	Lecture
Unit- IV	Rights and Duties of Partners	C-39	Lecture
Unit- IV	Implied Authority of a Partner	C-40	Lecture
Unit- IV	Incoming and outgoing Partners	C-41	Lecture
Unit -IV	Mode of Dissolution of Partnership	C-42	Lecture
Unit -IV	Classroom Assignment II	C-43	Classroom Assignment
Unit -IV	The Limited Liability Partnership Act, 2008 - Salient Features of LLP	C-44	Lecture

Unit -IV	Differences between LLP and Partnership, LLP, and Company	C-45	Lecture
Unit- IV	LLP Agreement,	C-46	Lecture
Unit- IV	Partners and Designated Partners	C-47	Lecture
Unit- IV	Incorporation Document	C-48	Lecture
Unit -IV	Incorporation by Registration	C-49	Lecture
Unit -IV	Partners and their Relationship	C-50	Lecture
Unit -IV	Presentation	C-51	Presentation
	Clarification Class	C-52	Clarification Class
Unit -V	The Negotiable Instruments Act 1881- Meaning, Characteristics	C-53	Lecture
Unit -V	Types of Negotiable Instruments: Promissory Note, Bill of Exchange, Cheque	C-54	Lecture
Unit -V	Holder and Holder in Due Course, Privileges of Holder in Due Course	C-55	Lecture
Unit -V	Negotiation: Types of Endorsements	C-56	Lecture
Unit -V	Crossing of Cheque Bouncing of Cheque	C-57	Lecture
Unit -V	Clarification Class	C-58	Clarification Class
Unit -V	Classroom Assignment III	C-59	Classroom Assignment
	Tutorial	C-60	Tutorial

## BCHC21202 –Fundamentals of Financial Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit -I	Introduction to Financial Management	C-1	Lecture
Unit -I	Nature of Financial Management	C-2	Lecture
Unit -I	Scope of Financial Management	C-3	Lecture
Unit -I	Objective of Financial Management	C-4	Lecture
Unit -I	Time value of money	C-5	Lecture
Unit -I	Risk and return (including Capital Asset Pricing Model)	C-6	Lecture
Unit -I	Valuation of securities – Bonds and Equities.	C-7,8	Lecture
Unit -I	Class Room Assignment	C-9	Class Room Assignment
Unit -I	Clarification Class	C10	Clarification Class
Unit- II	Introduction to Investment Decisions	C-11	Lecture
Unit -II	The Capital Budgeting Process,	C-12	Lecture
Unit -II	Cash flow Estimation	C-13	Lecture
Unit II	Payback Period Method	C-14	Lecture
Unit -II	Quiz	C-15	Quiz
Unit -II	Accounting Rate of Return	C-16	Lecture
Unit- II	Net Present Value (NPV)	C-17,18	Lecture
Unit- II	Net Terminal Value	C-19	Lecture
Unit- II	Internal Rate of Return (IRR)	C-20,21	Lecture
Unit- II	Profitability Index	C-22	Lecture
Unit -II	Capital budgeting under Risk – Certainty Equivalent Approach and Risk-Adjusted Discount Rate.	C-23,24	Lecture
Unit- II	Accounting Rate of Return	C-25	Lecture
Unit- II	Clarification Class	C-26	Lecture
Unit- II	Presentation	C-27	Presentation
Unit- III	Introduction to Financing Decisions	C-28	Lecture
Unit- III	Cost of Capital and Financing Decision	C-29	Lecture
Unit -III	Sources of long-term financing Estimation of components of cost of capital.	C-30	Lecture
Unit -III	Methods for Calculating cost of equity capital	C-31	Lecture
Unit -III	Cost of Retained Earnings,	C-32	Lecture
Unit- III	Cost of Debt and Cost of Preference Capital,	C-33	Lecture
Unit- III	Weighted Average cost of capital (WACC)	C-34	Lecture
Unit -III	Marginal cost of capital	C-35	Lecture
Unit -III	Capital structure –Theories of Capital Structure (Net Income)	C-36	Lecture
Unit -III	Theories of Capital Structure - Net Operating Income	C-37	Lecture
	Theories of Capital Structure - MM Hypothesis,	C-38	Lecture
Unit -III	Theories of Capital Structure - Traditional Approach	C-39	Lecture
	Activity	C-40	Activity
Unit- III	Operating and financial leverage	C-41	Lecture
Unit -III	Determinants of capital structure.	C-42	Lecture
Unit -III	Class Room Assignment- II	C-43	Classroom Assignment

Unit- III	Clarification Class	C-44	Clarification Class
Unit -IV	Introduction to Dividend Decisions	C-45	Lecture
Unit -IV	Theories for Relevance and irrelevance of dividend decision for corporate valuation	C-46	Lecture
Unit -IV	Cash and stock dividends	C-47	Lecture
Unit -IV	Dividend policies in practice	C-48	Lecture
Unit -IV	Clarification Class	C-49	Clarification Class
Unit -IV	Presentation	C-50	Presentation
Unit -V	Introduction to Working Capital Decisions	C-51	Lecture
Unit -V	Concepts of working capital	C-52	Lecture
Unit -V	The risk-return trade off	C-53	Lecture
Unit -V	Sources of short-term finance	C-54	Lecture
Unit -V	Working capital estimation	C-55	Lecture
Unit -V	Cash management, receivables management	C-56	Lecture
Unit -V	Inventory management and payables management.	C-57	Lecture
Unit -V	Classroom Assignment III	C-58	Classroom Assignment
Unit -V	Clarification Class	C-59	Clarification Class
Unit -V	Tutorial	C-60	Tutorial



**GEC066002 –E-Commerce – (From the pool of GE- Group A)**

<b>Unit</b>	<b>Particulars</b>	<b>Class No.</b>	<b>Pedagogy of Class</b>
Unit-I	Introduction - Meaning of E- Commerce	C-1	Lecture
Unit-I	Concepts, nature of E- Commerce	C-2	Lecture
Unit-I	Advantages, disadvantages, and reasons for transacting online	C-3,4	Lecture
Unit-I	Types of E-commerce	C-5	Lecture
Unit-I	E-commerce business models	C-6	Lecture
Unit-I	E-commerce business models (categorizing major E-commerce business models)	C-7,8	Lecture
Unit-I	Forces behind e-commerce	C-9	Lecture
Unit-I	Technology used in E-commerce: The dynamics of world wide web and internet (meaning, evolution, and features)	C-10	Lecture
Unit-I	Designing, building, and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)	C-11,12	Lecture
Unit-I	Clarification Class	C-13	Clarification Class
Unit -I	Classroom Assignment I	C-14	Classroom Assignment
Unit -II	Security and Encryption- Need and concepts	C-15	Lecture
Unit -II	The e-commerce security environment: (dimension, definition, and scope of e-security)	C-16	Lecture
Unit -II	Security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.)	C-17,18	Lecture
Unit -II	Technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients)	C-19,20	Lecture
Unit -II	Clarification Class	C-21	Clarification Class
Unit -II	Quiz	C-22	Quiz
Unit -III	IT Act 2000: Definitions, Digital signature	C-23	Lecture
Unit -III	Electronic governance, Attribution, acknowledgement, and dispatch of electronic records	C-24	Lecture
Unit -III	Regulation of certifying authorities, Digital signatures certificates,	C-25	Lecture
Unit -III	Duties of subscribers, Penalties, and adjudication	C-26,27	Lecture
Unit -III	Appellate Tribunal, Offences and Cyber-crimes	C-28,29	Lecture
Unit -III	Clarification Class III	C-30	Lecture
Unit -III	Presentation	C-31,32	Presentation
Unit -IV	E-payment System- Models	C-33	Lecture
Unit -IV	Methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money)	C-34	Lecture
Unit -IV	Digital signatures (procedure, working and legal position),	C-35	Lecture

Unit -IV	Payment Gateways	C-36	Lecture
Unit -IV	Online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting)	C-37,38	Lecture
Unit -IV	Risks involved in e-payments	C-39	Lecture
Unit -IV	Clarification Class III	C-40	Clarification Class
Unit -IV	Class Room Assignment II	C-41	Class Room Assignment
Unit -V	On-line Business Transactions- Meaning, purpose	C-42	Lecture
Unit -V	Advantages and disadvantages of transacting online	C-43	Lecture
Unit -V	E-commerce application in various payment of utility bills,	C-44	Lecture
Unit -V	Online application in various industries like {banking, insurance, marketing, e-tailing (popularity, benefits, problems, and features),	C-45,46	Lecture
Unit -V	Activity	C-47	Activity
Unit -V	Online application in online services (financial, travel and career), auctions, online portal, online learning, publishing, and entertainment}	C-48,49	Lecture
Unit -V	Online shopping (Amazon, Snapdeal, Alibaba, Flipkart, etc.)	C-50	Lecture
Unit -V	Clarification Class	C-51	Clarification Class
Unit -V	Presentation	C-52	Presentation
Unit-VI	Website designing- introduction to HTML	C-53	Lecture
Unit-VI	Tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images	C-54,55	Lecture
Unit-VI	Tags and attributes: Lists, Forms, Frames, Cascading Style Sheets	C-56,57	Lecture
Unit-VI	Classroom Assignment III	C-58	Class Room Assignment
Unit-VI	Clarification Class	C-59	Clarification Class
Unit-VI	Tutorial	C-60	Tutorial

**AECH55001 -HINDI 1- हिंदीभाषा और उसकी लिपि का इतिहास**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	हिंदीभाषा के विकास की पूर्वपीठिका	C-1	Lecture
Unit-I	हिंदी का आरंभिक रूप	C-2	Lecture
Unit-I	भारोपीय भाषा-परिवार व अर्थभाषाएँ (संस्कृत, पालि, प्राकृत, अपभ्रंश आदि)	C-3	Lecture
Unit-I	हिंदी शब्द का अर्थ एवं प्रयोग	C-4	Lecture
Unit-I	Class Room Assignment I	C-5	Class Room Assignment
Unit-I	हिंदी शब्द का अर्थ एवं प्रयोग	C-6	Lecture
Unit-I	हिंदी का विकास (आदिकाल, मध्यकाल, आधुनिककाल)	C-7	Clarification Class
Unit-I	Clarification Class	C-8	Lecture
Unit-I	Take Home Assignment		
Unit-II	हिंदीभाषा का क्षेत्र एवं विस्तार हिंदीभाषा : क्षेत्र एवं बोलियाँ	C-9	Lecture
Unit-II	हिंदी के विविध रूप (बोलचाल की भाषा, राष्ट्रभाषा, राजभाषा, संपर्क-भाषा, संचार भाषा)	C-10	Lecture
Unit-II	Presentation I	C-11	Presentation
Unit-II	हिंदी का अखिल भारतीय स्वरूप हिंदी का अंतर्राष्ट्रीय संदर्भ	C-12	Lecture
Unit-II	Clarification Class	C-13	Clarification Class
Unit-III	लिपि का इतिहास भाषा और लिपि का अंतःसंबंध	C-14	Lecture
Unit-III	Class Room Assignment II	C-15	Class Room Assignment
Unit-III	परिभाषा, स्वरूप एवं आवश्यकता	C-16	Lecture
Unit-III	Activity I	C-17	Activity
Unit-III	लिपि के आरंभिक रूप (चित्रालिपि, भावललिपि, ध्वनि-लिपि)	C-18	Lecture
Unit-III	Presentation II	C-19	Presentation
Unit-III	भारत में 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 एवं विकास	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	Lecture
Unit-IV	Class Room Assignment III	C-27	Class Room Assignment
Unit-IV	आदर्श लिपि के गुण और देवनागरी लिपि की विशेषताएँ	C-28	Lecture
Unit-IV	देवनागरी लिपि और कम्प्यूटर	C-29	Lecture
Unit-IV	Clarification Class	C-30	Clarification Class

**SEC077003 –Ability & Skill Enhancement –III**

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	What is Book Review, Purpose & Importance of Book Review Types of Book Review,	C-1	Lecture
Unit-I	Elements & Steps of Writing Book Review	C-2,3	Lecture
Unit-I	What is Movie Review, Purpose & Importance of Movie Review Types of Movie Review	C-4	Lecture
Unit-I	Elements & Steps of Writing Movie Review	C-5,6	
Unit-I	Classroom Assignment	C-7	Classroom Assignment
Unit-I	Clarification class	C-8	Clarification class
Unit-II	Reading Comprehension,	C-9	Lecture
Unit-II	Activity	C-10	Activity
Unit-II	Rewriting Mythology/Folklore	C-11	Lecture
Unit-II	Debate, News Analysis, Role Plays.	C-12	Lecture
Unit-II	Clarification Class	C-13	Clarification Class
Unit-III	What is emotional intelligence, E.Q. Tests, performing under pressure, how to take right decisions under pressure keeping balance in difficult emotional situations	C-14	Lecture
Unit-III	The science of emotional intelligence, characteristics of emotional intelligence,	C-15	Lecture
Unit-III	Emotions handling- identifying good and bad emotions	C-16	Lecture
Unit-III	Classroom Assignment	C-17	Class Assignment
Unit-III	How to control emotions, how to manage negative emotions keeping balance of mental stability	C-18,19	Lecture
Unit-III	Presentation	C-20	Presentation
Unit-III	Stress and distress	C-21	Lecture
Unit-III	Clarification Class	C-22	Clarification Class
Unit-IV	Group Discussion Skills - What is GD, Types of Group Discussions, Do's & Don'ts, Participation	C-23	Lecture
Unit-IV	Thinking, Structuring, Group Behaviour, Leadership Skills, Interpersonal Skills, Persuasive Skills, Conceptualization Skills.	C-24	Lecture
Unit-IV	Quiz	C-25	Quiz
Unit-IV	Clarification Class	C-26	Clarification Class
Unit-V	Documentary Making What is documentary, aims & objectives	C-27	Lecture
Unit-V	Reviews, preparing a documentary, Narration. Documentary for social cause, Documentary/Movie Screening & Reviews	C-28	Lecture
Unit-V	Classroom Assignment	C-29	Classroom Assignment
Unit-V	Clarification Class	C-30	Clarification Class

**VAC088006-Introduction to Digital Marketing (From the Pool of VAC Group A)**

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to digital marketing,	C-1	Lecture
Unit -I	Digital Marketing Overview	C-2	Lecture
Unit- I	Digital Marketing Strategy,	C-3	Lecture
Unit- I	Inbound Vs. Outbound Marketing	C-4	Lecture
Unit -I	Clarification Class	C-5	Clarification Class
Unit -I	Classroom Assignment-I	C-6	Classroom Assignment
Unit -II	Content Marketing Strategies	C-7	Lecture
Unit -II	Email Marketing	C-8	Lecture
Unit -II	Activity	C-9	Activity
Unit -II	Mobile Marketing	C-10	Lecture
Unit -II	Affiliate Marketing	C-11	Lecture
Unit -II	Online Advertising: Display Advertising	C-12	Lecture
Unit -II	Presentation	C-13,14	Presentation
Unit -II	Clarification Class	C-14	Clarification Class
Unit -III	Social media & Social Network Marketing (SMM),	C-15	Lecture
Unit -III	Lead Generation for Business (Pricing Strategies on the net)	C-16	Lecture
Unit -III	Lead Generation for Business (Distribution Strategies on the net)	C-17	Lecture
Unit -III	Classroom Assignment II	C-18	Classroom Assignment
Unit -III	Clarification Class	C-19	Clarification Class
Unit -IV	Google Analytics	C-20	Lecture
Unit -IV	Search Engine Optimization (Marketing)	C-21	Lecture
Unit -IV	Trust in Internet Marketing.	C-22	Lecture
Unit -IV	Clarification Class	C-23	Clarification Class
Unit -IV	Presentation	C-24	Presentation
Unit- V	Legal issues pertaining to the internet	C-25	Lecture
Unit- V	Ethical issues pertaining to the internet	C-26	Lecture
Unit- V	Classroom Assignment III	C-27	Classroom Assignment
Unit- V	Clarification Class	C-28	Clarification Class
Unit- V	Tutorial	C-29	Tutorial
Unit- V	Quiz	C-30	Quiz

**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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