

Detailed Course Scheme

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

Semester III (2024-2028)

DOC202406210025



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:

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.	BCHE21018	DSC-10	Principles & Practices of Banking & Insurance	3	1	0	4
5.		GE-3	One from the pool of GE -Group A	3	1	0	4
6.	AECH55003	AEC-3	Hindi II	2	0	0	2
7.	SEC077003	SEC-3	Ability & Skill Enhancement –II	2	0	0	2
8.		VAC-3	One from the pool of VAC- Group A	2	0	0	2
9.	WHNN99000		Workshops/Seminars/Human Values/Social Service/ NCC/NSS	-	-	-	1
				21	5	0	27

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 Sessionals 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
TOTAL	50	

External Assessment

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
TOTAL	50	

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:

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.

6. Course Outcomes

Course Code & Course Name	After completion of these courses' students should be able to
BCHC22200 - Human Capital Management	<p>C01: Define human resource management principles, theories, role behaviour and skill sets.</p> <p>C02: Understand the techniques and principles to manage human resource of an organization.</p> <p>C03: Apply the different training methods, appraisal based on the needs.</p> <p>C04: Analyze the different components of Remuneration & different types of employee benefits and services.</p> <p>C05: Evaluate the understanding of the concept of Managing Human Resources and work.</p>
BCHC2220- Essentials of Business Law	<p>C01: Define and understand about the legal implications of entering a contract and what are the special provision regarding negotiable instruments.</p> <p>C02: Apply basic knowledge of the important business legislation along with relevant case laws.</p> <p>C03: Appraise the concept of business law, its application and significance.</p> <p>C04: 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>C05: Evaluate the learning of the students about the different laws taught to them.</p>
BCHC21202 - Fundamentals of Financial Management	<p>C01: List the various decisions under financial management and determine the financial plan and capital structure of the business.</p> <p>C02: Explain the concept of investment in short and long terms assets including the cost of capital.</p> <p>C03: 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>C04: Analyze the situations relating to dividend policy having the impact on the value of the share.</p> <p>C05: Select the methods and techniques for analyzing the data for business decision making.</p>
BCHE21018- Principles & Practices of Banking & Insurance	<p>C01: Develop an in-depth understanding of the structure, functions, and role of commercial banks and central banks in economic development.</p> <p>C02: Gain knowledge of various types of insurance, their principles, and the risk management techniques involved in life and non-life insurance.</p> <p>C03: Learn about different banking instruments like cheques, demand drafts, and electronic payment systems, along with modern banking services such as online banking, mobile banking, and digital wallets.</p> <p>C04: Understand the regulatory and legal framework governing the banking and</p>

	<p>insurance sectors</p> <p>C05: Develop skills to assess financial risks, analyze creditworthiness, and understand the role of financial institutions in shaping the economy.</p>
GEC066002- E-Commerce- (From the Pool of GE Group A)	<p>C01: Define basic business models on the web with examples of their implementation.</p> <p>C02: Classify basic marketing techniques and strategies on the internet, including analysis of their effectiveness.</p> <p>C03: Make use of basic personalization mechanisms for websites and their roles in gathering marketing information.</p> <p>C04: Identify basic techniques of positioning on the internet in creating the marketing image of the organisation as well as the product brand & to know how technology helps bridging gaps in business.</p>
AECH55003- Hindi-II	<p>C01: भाषा का बोध और स्वरूप का ज्ञान</p> <p>C02: शब्द रचना और शब्द प्रकारों की समझ</p> <p>C03: शब्द ज्ञान और उनका उपयोग</p> <p>C04: व्याकरणिक शुद्धि और वाक्य रचना में कुशलता</p> <p>C05: लेखन कौशल का विकास</p>
SEC077003 – Ability & Skill Enhancement-III	<p>C01: Classify the different types of reviews i.e. book review, movie review etc.</p> <p>C02: Express his/ her feeling at pressure situation or emotional situation</p> <p>C03: Explain his/her thoughts in group discussion and build leadership quality</p> <p>C04: Enhance creativity in making documentary etc.</p> <p>C05: Manage negative emotions keeping balance of mental stability, stress, and distress.</p>
VAC088006- Introduction to Digital Marketing (From the pool of VAC)	<p>C01: Comprehend the fundamental concepts and terminologies of digital marketing, including its historical context and evolution. Manage negative emotions keeping balance of mental stability, stress, and distress.</p> <p>C02: Analyse various digital marketing strategies and their effectiveness in reaching target audiences, including inbound outbound marketing approaches.</p> <p>C03: Understand mobile marketing strategies including mobile friendly website design, mobile advertising, and location-based marketing.</p> <p>C04: Understand various lead generation strategies including pricing and distribution strategies on the internet to attract nurture and convert leads into customers.</p> <p>C05: Understand the importance of building trust in internet marketing including ethical considerations, transparency, and credibility- building tactics.</p>
BCHE21015- Business Budgeting	<p>C01: Explain the fundamental concepts, types, and importance of budgeting in business decision-making.</p> <p>C02: Prepare and analyze different types of budgets such as sales, production, cash flow, and capital budgets.</p> <p>C03: Explain the fundamental concepts, types, and importance of budgeting</p>

	in business decision-making.
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	C04: Prepare and analyze different types of budgets such as sales, production, cash flow, and capital budgets.
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7. CO PO Mapping: Semester - III

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

BCHE21018	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
C01	3	2	3	2	1		3	3	3	3
C02	2	3	2	3	2		3	3	2	3
C03	3	2	2	3	2	3		1	3	1
C04		2	3	2	3	3	3	3	3	2
C05	3	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

AECH55003	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01		2	3	3	2		3	3	3	2
C02	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	3
C02	2	2	3	3	2	2	-	2	2	3
C03	2	2	-	-	3	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

BCHE21015	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
C01	2	1	3	2	3	2	2	3	3	2
C02	1	3	1	2		1	3		2	3
C03	2	1		1	3	2	2	1	1	3
C04	3	2	3	2	2	2	2	3	3	2
C05	3	3	2	3	1	3		3	3	3

8. Curriculum

Course Name: Human Capital Management

Course Code: BCHC22200

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

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, 6thed.
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

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. Sarnat. *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: Principles & Practices of Banking & Insurance

Course Code: BCHE21018

Objective:

The syllabus of this course is designed to incorporate the basics of Banking & Insurance System. A mix approach of Theory and Practical understanding will be used during the delivery of lectures

Unit 1: Introduction:

Origin of banking: definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin, and growth of commercial banks in India. Financial Services offered by banks, changing role of commercial banks, types of banks

Unit 2: Cheques and Paying Banker

Crossing and endorsement – meaning, definitions, types, and rules of crossing. Duties, Statutory protection in due course, collecting bankers: duties, statutory protection for holder in due course, Concept of negligence.

Unit III: Banking Lending

Principles of sound lending, secured vs. unsecured advances, Types of advances, Advances against various securities.

Unit 4: Internet Banking

Meaning, Benefits, Home banking, Mobile banking, Virtual banking, E-payments, ATM Card/ Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, electronic purse, Digital cash.

Unit V: Insurance

Basic concept of risk, Types of business risk, Assessment and transfer, Basic principles of utmost good faith, Indemnity, Economic function, Proximate cause, Subrogation and contribution, Types of insurance: Life and Non-life, Re-insurance, Risk and return relationship, Need for coordination. Power, functions and Role of IRDA, Online Insurance.

Suggested readings:

1. Agarwal, O.P., Banking and Insurance, Himalaya Publishing House
2. Satyadevi, C., Financial Services Banking and Insurance, S.Chand
3. Suneja, H.R., Practical and Law of Banking, Himalya Publishing House
4. Chabra, T.N., Elements of Banking Law, Dhanpat Rai and Sons
5. Arthur, C. and C. William Jr., Risk Management and Insurance, McGraw Hill
6. Saxena, G.S; Legal Aspects of Banking Operations, Sultan Chand and Sons
7. Varshney, P.N., Banking Law and Practice, Sultan Chand and Sons
8. Jyotsna Sethi and Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning

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

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*, 4thEd., Mc Graw 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-II हिंदी भाषा व व्याकरण

Course Code: AECH55003

Course Objectives

- (I) भाषा:- अर्थ, परिभाषा स्वरूप एवं विशेषताएं भाषा के विविध रूप हिंदी ध्वनियों का भाषा वैज्ञानिक परिचय एवं वर्गीकरण
- (II) शब्द रचना:- संधि, समास, उपसर्ग, प्रत्यय
शब्द प्रकार:- (a) तत्सम, अर्धतत्सम, तदभव, देशज, विदेशी
(b) संज्ञा, सर्वनाम, विशेषण, क्रिया, अवयव
शब्द ज्ञान:- पर्यायवाची, विलोम शब्द, युग्म शब्द, समश्रुत भिनार्थक शब्द, समानार्थी शब्दों का विवेक वाक्यांश के लिए सार्थक शब्द
- (III) शब्द शुद्धि, वाक्य रचना, वाक्य शुद्धि, विराम चिह्न, व्याकरणिक कोटियां- (लिंग, वचन, पुरुष, काल, वृत्ति, पक्ष) मुहावरे, लोकोक्तियां, संक्षेपन, पल्लवन, अनुच्छेद लेखन पारिभाषिक शब्दावली
- (IV) निबंध/पत्र लेखन (औपचारिक पत्र/ अनौपचारिक पत्र)

Course Outlines:

इकाई-1 : हिंदीसाहित्य : इतिहास-लेखन

- हिंदीसाहित्य के इतिहास-लेखन की परंपराकापरिचय

- हिंदीसाहित्य : काल-विभाजन एवंनामकरण

इकाई-2 : आदिकाल

- आदिकालकाराजनीतिक, सामाजिकसांस्कृतिक, परिवेशऔरसाहित्यिकपृष्ठभूमि
- सिद्ध साहित्य, नाथसाहित्य, जैनसाहित्य
- रासोकाव्य
- लौकिकसाहित्य

इकाई-3 : भक्तिकाल (पूर्वमध्यकाल)

- भक्ति-आंदोलनऔरउसकाअखिलभारतीय स्वरूप
- भक्तिसाहित्य कीदार्शनिकपृष्ठभूमि
- भक्तिकाल की धराएँ:
 - (1) निर्गुण धरा (ज्ञानाश्रयी शाखा, प्रेममार्गीसूफी शाखा)
 - (2) सगुण धरा (रामभक्ति शाखा, कृष्णभक्ति शाखा)
 - (3) अन्य काव्य

इकाई-4 : रीतिकाल (उत्तर मध्यकाल)

- युगीन-पृष्ठभूमि (राजनीतिक, सामाजिक-सांस्कृतिक-आर्थिकपरिवेश, साहित्य एवंसंगीतआदिकलाओंकी स्थिति)
- काव्य-प्रवृत्तियाँ
 - (1) रीतिबद्ध औररीतिसिद्ध
 - (2) रीतिमुक्तकाव्य
 - (3) वीरकाव्य, भक्तिकाव्य, नीतिकाव्य

सहायकग्रंथ :

- हिंदीसाहित्य काइतिहास.आचार्यरामचंद्र शुक्ल
 - हिंदीसाहित्य की भूमिका.आचार्यहजारीप्रसाद द्विवेदी
 - हिंदीसाहित्य काअतीत.आचार्यविश्वनाथप्रसादमिश्र
 - हिंदीसाहित्य औरसंवेदनाकाविकास.रामस्वरूपचतुर्वेदी
 - हिंदीसाहित्य : उद्भवऔरविकास.आचार्यहजारीप्रसाद द्विवेदी
 - हिंदीसाहित्य काइतिहास.संपा. नगेन्द्र
 - हिंदीसाहित्य काआदिकाल.आचार्यहजारीप्रसाद द्विवेदी
 - साहित्य काइतिहासदर्शन.नलिनविलोचन शर्मा
 - साहित्य औरइतिहासदृष्टि.मैनेजरपांडेय
 - मध्यकालीनसाहित्य औरसौंदर्यबोध.मुकेशगर्ग
 - भक्तिआन्दोलन के सामाजिकआधार.संपा. गोपेश्वर सिंह
- आदिकालीनहिंदीसाहित्य : अध्ययन की दिशाएँ : संपा. अनिलराय

Course Name: Ability & Skill Enhancement III

Course Code: SEC077003

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 – 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, and 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 Outcomes: 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.

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

BCHC22200–Human Capital Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Concept, nature, scope, objectives, and importance of HRM	C-1,2	Lecture
Unit- I	HRM Functions; Role, Status and Competencies of HR Manager	C-3	Lecture
Unit- I	Evolution of HRM, Challenges of HRM, HRM vs HRD, Workforce Diversity	C-4,5,6	Lecture
Unit- I	Empowerment	C-7,8,9	Lecture
Unit- I	Downsizing	C-10,11	Lecture
Unit- I	VRS, HRIS	C-12,13	Lecture
Unit- I	Clarification Class-I	C-14	Clarification Class
Unit-I	Quiz-I	C-15	Quiz
Unit- II	Human Resource Planning, Qualitative and Quantitative Dimensions	C-16,17,18	Lecture
Unit- II	Job analysis – job description	C-19,20	Lecture
Unit- II	Job specification	C-21,22	Lecture
Unit- II	Recruitment – sources and process	C-23	Lecture
Unit- II	Selection process –Concept and process	C-24	Lecture
Unit- II	Placement and induction, HRP	C-25	Lecture
Unit- II	Presentation-I	C-26	Presentation
Unit- II	Clarification Class-II	C-27	Clarification Class
Unit- III	Training and development concept and importance	C-28	Lecture
Unit- III	Identifying concept 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	Evaluation of 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-36,37	Lecture
Unit- III	Clarification Class-III	C-38	Clarification Class
Unit- IV	Performance appraisal – concept and importance	C-39	Lecture
Unit- IV	Modern techniques of performance appraisal	C-40,41	Lecture
Unit- IV	Potential appraisal and employee counseling	C-42,43	Lecture
Unit- IV	Job Changes- transfers and promotions	C-44	Lecture
Unit- IV	Compensation concept and policies	C-45,46,47	Lecture
Unit- IV	Job evaluation – concept, process, and significance	C-48,49	Lecture
Unit- IV	Methods of wage payments	C-50,51	Lecture
Unit- IV	Incentives plans	C-52	Lecture
Unit- IV	Fringe benefits	C-53	Lecture
Unit- IV	Performance linked Compensation	C-54	Lecture
Unit- IV	Job evaluation and compensation	C-55,56	Lecture
	Clarification class-IV	C-57	Clarification class
	Quiz-II	C-58	Quiz

Unit -V	Maintenance: Employee health and safety,	C-59	Lecture
Unit -V	Employee Welfare, social security	C-60,61	Lecture
Unit -V	Employer- employee relations- an overview	C-62,63,64	Lecture
Unit -V	Grievance Handling and Redressal	C-65,66,67	Lecture
Unit -V	Industrial Disputes: causes and settlement machinery	C-68,69,70	Lecture
Unit -V	Maintenance: Employee	C-71,72,73	Lecture
Unit -V	Clarification Class-V	C-74	Clarification Class
Unit -V	Presentation-II	C-75	Presentation

BCHC22201–Essentials of Business Law

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to law & with Indian contract Act	C-1	Lecture
Unit-I	Contract Meaning & Features	C-2	Lecture
Unit-I	Kinds of contract	C-3	Lecture
Unit-I	Essential of a valid contract	C-4	Lecture
Unit-I	Offer and Acceptance	C-5	Lecture
Unit-I	Consideration	C-6	Lecture
Unit-I	Contractual Capacity & Free Consent	C-7	Lecture
Unit-I	Legality of object, Void Agreement	C-8	Lecture
Unit-I	Discharge of contract	C-9	Lecture
Unit-I	Modes of discharge, quasi contract	C-10	Lecture
Unit-I	Breach and remedies against breach of contract	C-11	Lecture
Unit-I	Contingent Contract & Quasi Contract	C-12	Lecture
	Clarification Class – I	C-13	Clarification Class
Unit-II	Contract of Indemnity: Meaning	C-14	Lecture
Unit-II	Rights and liability of Indemnified & Indemnifier	C-15	Lecture
Unit-II	Contract of Guarantee: Purpose & meaning	C-16	Lecture
	Quiz – I	C-17	Quiz
Unit-II	Kinds of Guarantees, Rights, and obligations of parties	C-18	Lecture
Unit-II	Bailment Definition & Kinds	C-19	Lecture
Unit-II	Duties & rights of Bailor & Bailee, Termination of Bailment	C-20	Lecture
Unit-II	Agency: Meaning & Kinds of agency	C-21	Lecture
Unit-II	Classification of agent	C-22	Lecture
Unit-II	Duties & rights of agent	C-23,24	Lecture
Unit-II	Liability of principal to third Party, Termination of agency	C-25	Lecture
Unit-II	Clarification Class – II	C-26	Clarification Class
	Quiz – II	C-27	Quiz
Unit-II	Definition & Essential of contract of sale	C-29	Lecture
Unit-II	Distinction between sale & agreement to sell	C-30	Lecture
Unit-III	Conditions & Warranties	C-31	Lecture
Unit-III	Breach of condition to be treated as breach of Warranty	C-32,33	Lecture
Unit-III	Doctrine of Caveat Emptor, Exception to the doctrine of caveat emptor	C-34	Lecture
Unit-III	Transfer of ownership in goods	C-35	Lecture
Unit-III	Transfer of title by non owner, Performance of contract of sale	C-36	Lecture
Unit-III	Unpaid seller: Meaning	C-37	Lecture
Unit-III	Rights of unpaid seller against the goods	C-38,39	Lecture
Unit-III	Remedies for breach of a contract	C-40	Lecture
Unit-III	Clarification Class – III	C-41	Clarification Class
Unit-III	Nature & Characteristics of partnership	C-42	Lecture
Unit-III	Registration of partnership firm & Types of partners	C-43	Lecture

	Class room Assignment – I	C-44	Class Room Assignment
Unit-IV	Rights & Duties of partners, Implied authority of partner	C-45	Lecture
Unit-IV	Incoming & Outgoing of partner	C-46	Lecture
	Modes of dissolution of partnership, Silent features of LLP	C-47	Lecture
Unit-IV	Presentation – I	C-48	Presentation
Unit-IV	Difference between LLP, Company, partnership	C-49,50	Lecture
Unit-IV	LLP Agreement, partners & designated partners & Their Relationship	C-51	Lecture
Unit-IV	Incorporation document, Partners & their relationship	C-52	Lecture
Unit-IV	Class room Assignment – II	C-53	Class Room Assignment
Unit-IV	Clarification class IV	C-54	Clarification Class
Unit-IV	Types of negotiable instrument: Promissory Note, BOE, Cheque	C-55	Lecture
Unit-IV	Holder & holder in due course & Privileges of holder in due course	C-56	Lecture
Unit-IV	Negotiation of negotiable instrument, Kinds of endorsement	C-57	Lecture
Unit-IV	Presentation- II	C-58	Presentation
Unit-IV	Crossing, Types, Bouncing of cheque	C-59,60	Clarification Class

BCHC21202–Fundamentals of Financial Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Financial Management	C-1	Lecture
Unit-I	Nature, scope of Financial Management	C-2	Lecture
Unit-I	Objective of Financial Management	C-3	Lecture
Unit-I	Time value of money	C-4,5	Lecture
Unit-I	Risk and return (including Capital Asset Pricing Model),	C-6,7	Lecture
Unit-I	Clarification Class-I	C-8	Clarification Class-I
Unit-I	Functions of Finance	C-9,10	Lecture
Unit-I	Valuation of securities – Bonds and Equities.	C-11,12	Lecture
Unit-I	Presentation-I	C-13	Presentation-I
Unit-I	Class Room Assignment-I	C-14	Class Room Assignment-I
Unit-II	Introduction to Investment Decisions	C-15	Lecture
Unit-II	The Capital Budgeting Process, Cash flow Estimation	C-16	Lecture
Unit-II	Class Room Assignment-II	C-17	Class Room Assignment
Unit-II	Payback Period Method, Numerical-Payback Period Method	C-18	Lecture
Unit-II	Presentation-II	C-19	Presentation
Unit-II	Accounting Rate of Return	C-20	Lecture
Unit-II	Net Present Value (NPV)	C-21	Lecture
Unit-II	Internal Rate of Return (IRR), Profitability Index	C-22, 23	Lecture
Unit-II	Capital budgeting under Risk – Certainty Equivalent Approach and Risk-Adjusted Discount Rate	C-24,25	Lecture
Unit-II	Quiz-I	C-26	Quiz
Unit-II	Clarification Class-II	C-27	Clarification Class
Unit-II	Class Room Assignment-II	C-28	Class Room Assignment
Unit-III	Introduction to Financing Decisions	C-29	Lecture
Unit-III	Cost of Capital and Financing Decision	C-30	Lecture
Unit-III	Clarification Class-III	C-31	Clarification Class
Unit-III	Sources of long-term financing Estimation of components of cost of capital.	C-32	Lecture
Unit-III	Methods for Calculating cost of equity capital	C-33,34	Lecture
Unit-III	Cost of Retained Earnings	C-35,36	Lecture
Unit-III	Cost of Debt, Cost of Preference Capital	C-37,38	Lecture
Unit-III	Weighted Average cost of capital (WACC) and Marginal cost of capital	C-39,40	Lecture
Unit-III	Capital structure –Theories of Capital Structure (Net Income, Net Operating Income	C-41	Lecture
Unit-III	MM Hypothesis, Traditional Approach, Operating and financial leverage	C-42	Lecture
Unit-III	Determinants of capital structure	C-43	Lecture
Unit-III	Clarification Class	C-44	Clarification Class
Unit-IV	Introduction to Dividend Decisions	C-45, 46	Lecture
Unit-IV	Theories for Relevance and irrelevance of dividend decision for corporate valuation	C-47	Lecture

Unit-IV	Cash and stock dividends	C-48	Lecture
Unit-IV	MM hypothesis, Types of Dividends in detail	C-49	Lecture
Unit-IV	Policies of Dividend and its application, Dividend Decision, and firms' valuation.	C-50	Lecture
Unit-IV	comparison between all theories, Dividend policies in practice	C-51	Lecture
Unit-IV	Clarification Class-IV	C-52	Clarification Class
Unit-IV	Class Room Assignment-III	C-53	Class Room Assignment
Unit-V	Introduction to Working Capital Decisions	C-54	Lecture
Unit-V	Concepts of working capital, the risk-return trade off, sources of short-term finance	C-55	Lecture
Unit-V	Working capital estimation, cash management, receivables management	C-56	Lecture
Unit-V	Inventory management and payables management.	C-57	Lecture
Unit-V	Techniques of Inventory Management	C-58	Lecture
Unit-V	Cash Management Cycle, Working Management Cycle, Liquidity Management	C-59	Lecture
Unit-V	Clarification Class-V	C-60	Clarification Class-

BCHE21018-Principles & Practices of Banking & Insurance

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Origin of banking: Definition, Types of deposits	C-1	Lecture
Unit-I	Origin and growth of commercial banks in India	C-2	Lecture
Unit-I	India's Approach to Banking Sector Reforms	C-3,4	Lecture
Unit-I	International security standards in banking	C-5,6	Lecture
Unit-I	Global Financial Crisis and India's Banking Sector	C-7,8,9	Lecture
Unit-I	Classroom Assignment I	C-10	Classroom Assignment
Unit-I	Clarification Class I	C-11	Clarification Class
Unit-II	Achievements of Financial Sector Reforms and Areas of Concern	C-12,13	Lecture
Unit-II	Technological Channels for the Delivery of Financial Services	C-14	Lecture
Unit-II	Role of Foreign Banks	C-15,16	Lecture
Unit-II	Advantages and Disadvantages of Foreign Banks	C-17,18	Lecture
Unit-II	Presentation I	C-19	Presentation
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-II	Classroom Assignment II	C-21	
Unit-III	Principles of sound lending, secured vs. unsecured advances	C-22,23	Lecture
Unit-III	Types of advances, Advance against various securities	C-24	Lecture
Unit-III	Securitization of Standard Assets, Anti-money Laundering Guidelines	C-25,26	Lecture
Unit-III	Credit Information Bureau of India Ltd. (CIBIL)	C-27,28	Lecture
Unit-III	Basel I, Basel II, Migration to Basel II Norms	C-29	Lecture
Unit-III	Balance Sheet of a Bank; Special Items, Off Balance Sheet Items	C-30,31	Lecture
Unit-III	Classroom Assignment III	C-32	Classroom Assignment
Unit-III	Quiz	C-33	Quiz
Unit-III	Clarification Class III	C-34	Clarification Class
Unit-IV	Basic concepts of risk, Types of business risk	C-35	Lecture
Unit-IV	Risk Assessment and Transfer	C-36,37	Lecture
Unit-IV	Basic principles of utmost good faith, Insurable interest, Indemnity	C-38,39	Lecture
Unit-IV	Economic Function, Proximate Cause, Subrogation, and Contribution	C-40,41	Lecture
Unit-IV	Presentation II	C-42	Presentations
Unit-IV	Clarification Class IV	C-43	Clarification Class
Unit-V	Legal Aspects of Insurance Contract	C-44,45	Lecture
Unit-V	Types of Insurance: Life and Non-life, Re-insurance	C-46,47	Lecture
Unit-V	Risk and Return Relationship	C-48,49	Lecture
Unit-V	Regulatory Framework of Insurance: Role, Power, and Functions of IRDA	C-50-51	Lecture
Unit-V	IRDA Act 1999	C-52-53	Lecture
Unit-V	Presentation III	C-54	Presentations
Unit-V	Classroom Assignment IV	C-55	Classroom

			Assignment
Unit-V	Clarification Class V	C-56	Clarification Class
Unit	Revision of all Units	C-57,58	Lecture
Unit	Revision of all Units	C-59,60	Lecture

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

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Meaning, nature, concepts, advantages, disadvantages of E- Commerce	C-1	Lecture
Unit-I	Scope of E-commerce & Online Transactions	C-2	Lecture
Unit-I	Types of E-commerce & Forces behind E-Commerce	C-3	Lecture
Unit-I	E-commerce business models	C-4	Lecture
Unit-I	Introduction & Evolution of WWW & Internet, Important Features of Internet & WWW	C-5	Lecture
Unit-I	Designing a Web Site; Requirements of H/w & S/w for e-commerce web site	C-6	Lecture
Unit-I	Steps involved in Building a Web Site; launching e-commerce website Benefits of outsourcing vs. in-house development of a website	C-7	Lecture
Unit-I	Clarification Class I	C-8	Clarification Class
Unit-I	Technology Used for E-commerce	C-9	Lecture
Unit-II	Need and concepts of E-commerce security; Definition and scope of e-security	C-10	Lecture
Unit-II	Security threats in the E-commerce environment	C-11	Lecture
Unit-II	Security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism;	C-12	Lecture
Unit-II	Technology solutions (Encryption, security channels of communication) Transactional Security, Cryptosystem	C-13	Lecture
Unit-II	Protecting networks and protecting servers and clients	C-14	Lecture
Unit-II	Classroom Assignment I	C-15	Class Room Assignment
Unit-II	Clarification Class II	C-16	Clarification Class
Unit-I & II	Quiz-I	C-17	Quiz
Unit-III	IT Act 2000: Definitions, Digital signature	C-18	Lecture
Unit-III	Electronic governance, Attribution, acknowledgement, and dispatch of electronic records	C-19	Lecture
Unit-III	Regulation of certifying authorities, Digital signatures certificates,	C-20	Lecture
Unit-III	Duties of subscribers, Penalties, and adjudication	C-21	Lecture
Unit-III	Appellate Tribunal, Offences and Cyber-crimes	C-22	Lecture
Unit-III	Clarification Class III	C-23	Clarification Class
Unit-IV	Concept & Objectives of e-payments	C-24	Lecture
Unit-IV	Methods of e-payments (Debit Card, Credit Card,)	C-25	Lecture
Unit-IV	Digital Currency Smart Cards, e-money	C-26	Lecture
Unit-IV	Payment Gateways	C-27	Lecture
Unit-IV	Online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting)	C-28	Lecture
Unit-IV	Risks involved in e-payments. &Bitcoin	C-29	Lecture
Unit-IV	Clarification Class IV	C-30	Clarification Class

Unit-IV	E-payments (Debit Card, Credit Card, Smart Cards, e-money)	C-31,32	Lecture
Unit-IV	E- Banking Net Banking Options electronic fund transfer,	C-33,34	Lecture
Unit-IV	Class Room Assignment II	C-35	Class Room Assignment
Unit-V	On-line Business Transactions; Meaning, purpose, advantages, and disadvantages of transacting online	C-36	Lecture
Unit-V	E-commerce applications E- Retailing e-tailing (popularity, benefits, problems, and features)	C-37	Lecture
Unit-V	Online Marketing,	C-38	Lecture
Unit-V	online services (financial, travel and career), auctions	C-39	Lecture
Unit-V	Online portal, online learning, publishing, and entertainment	C-40	Lecture
Unit-V	Clarification Class-V	C-41,42	Clarification Class
Unit-V	Online Shopping	C-43,44	Lecture
Unit-V	Online Marketing	C-45,46	Lecture
Unit-V	Classroom Assignment III	C-47	Class Room Assignment
Unit-VI	Presentation -I	C-48	Presentation
Unit-VI	Website designing introduction of html; text formatting tools	C-49, 50,51	Lecture
Unit-VI	Introduction of html; linking related tags	C-51, 52	Lecture
Unit-VI	TABLE TAGS; IMAGE	C-53,54,55	Lecture
Unit-VI	LINKs; FRAMES, FORMS	C-56, 57	Lecture
Unit-VI	Clarification Class -VI	C-58	Clarification Class
Unit-VI	Quiz-II	C-59	Quiz
Unit-VI	Presentation -II	C-60	Presentation

AECH55003-Hindi II- हिंदी भाषा व व्याकरण

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	हिंदीसाहित्य : इतिहास-लेखन	C-1	Lecture
Unit- I	हिंदीसाहित्य के इतिहास-लेखन की परंपराकापरिचय	C-2,3	Lecture
Unit- I	Classroom Assignment I	C-4	Classroom Assignment
Unit- I	हिंदीसाहित्य : काल-विभाजन एवं नामकरण	C-5	Lecture
Unit- I	Quiz I	C-6	Quiz
Unit- II	Clarification Class I	C-7	Clarification Class
Unit- II	आदिकालकाराजनीतिक, सामाजिकसांस्कृतिक, परिवेशऔरसाहित्यिकपृष्ठभूमि	C-8,9	Lecture
Unit- II	सिद्ध साहित्य, नाथसाहित्य, जैनसाहित्य	C-10	Lecture
Unit- II	रासोकाव्य	C-11,12	Lecture
Unit- II	लौकिकसाहित्य	C-13	Lecture
Unit- II	Presentation I	C-14	Presentation
Unit- II	Clarification Class II	C-15	Clarification Class
Unit- III	भक्ति-आंदोलनऔरउसकाअखिलभारतीय स्वरूप	C-16	Lecture
Unit- III	भक्तिसाहित्य कीदार्शनिकपृष्ठभूमि	C-17	Lecture
Unit- III	Activity I	C-18	Activity
Unit- III	भक्तिकाल की धराएँ: निर्गुण धरा (ज्ञानाश्रयी शाखा, प्रेममार्गीसूफी शाखा)	C-19	Lecture
Unit- III	सगुण धरा (रामभक्ति शाखा, कृष्णभक्ति शाखा) अन्य काव्य	C-20	Lecture
Unit- III	Classroom Assignment II	C-21	Classroom Assignment
Unit- III	Presentation II	C-22	Presentation
Unit-III	Clarification Class III	C-23	Clarification Class
Unit-IV	रीतिकाल (उत्तर मध्यकाल)	C-24	Lecture
Unit-IV	युगीन-पृष्ठभूमि (राजनीतिक, सामाजिक-सांस्कृतिक-आर्थिकपरिवेश, साहित्य एवंसंगीतआदिकलाओंकी स्थिति)	C-25	Lecture
Unit-IV	काव्य-प्रवृत्तियाँ	C-26	Lecture
Unit-IV	रीतिबद्ध औररीतिसिद्ध	C-27	Lecture
Unit-IV	Classroom Assignment III	C-28	Classroom Assignment
Unit-IV	रीतिमुक्तकाव्य वीरकाव्य, भक्तिकाव्य, नीतिकाव्य	C-29	Lecture
Unit-IV	Clarification Class IV	C-30	Clarification Class

SEC077003 –Ability & Skill Enhancement-III

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	What is Book Review, what is Movie Review Purpose & Importance of Book Review and Movie Review,	C-1	Lecture
Unit-I	Types of Book Review, Types of Movie Review	C-2	Lecture
Unit-I	Elements & Steps of Writing Book Review and Movie Review	C-3	Lecture
Unit-I	Quiz I	C-4	Quiz
Unit-I	Class Room Assignment I	C-5	Class Assignment
Unit-I	Clarification Class I	C-6	Clarification Class
Unit-II	LSWR Skills-Rewriting Mythology/Folklore	C-7	Lecture
Unit-II	Reading Comprehension, News Analysis	C-8	Lecture
Unit-II	Class Room Assignment II	C-9	Class Assignment
Unit-II	Debate, Group Discussions, Role Play	C-10, 11	Lecture
Unit-II	Clarification Class II	C-12	Clarification Class
Unit-III	What is emotional intelligence, The science of emotional intelligence, characteristics of emotional intelligence E.Q. Tests	C-13	Lecture
Unit-III	Emotions handling- identifying good and bad emotions, how to control or manage negative emotions	C-14	Lecture
Unit-III	How to perform under pressure, keeping balance of mental stability, stress, and distress how to take right decisions under pressure	C-15	Lecture
Unit-III	Class Room Assignment III	C-16	Class Assignment
Unit-III	Presentation I	C-17	Presentation
Unit-III	Clarification Class III	C-18	Clarification Class
Unit-IV	What is GD, Types of Group Discussions, Do's & Don'ts, Participation, Thinking, Structuring, Group Behavior	C-19,20	Lecture
Unit-IV	Leadership Skills, Conceptualization Skills	C-21	Lecture
Unit-IV	Persuasive Skills, Interpersonal Skills	C-22	Lecture
Unit-IV	Presentation II	C-23	Presentation
Unit-IV	Clarification Class IV	C-24,25	Clarification Class
Unit-V	What is documentary, aims & objectives, Narration and preparing a documentary for social cause,	C-26,27	Lecture
Unit-V	Documentary/Movie Screening & Reviews	C-28	Lecture
Unit-V	Quiz II	C-29	Quiz
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-2,3	Lecture
Unit-I	Digital Marketing Strategy,	C-4,5	Lecture
Unit-I	Inbound Vs. Outbound Marketing	C-6,7	Lecture
Unit-I	Classroom Assignment-I	C-8	Classroom Assignment
Unit-I	Activity-I	C-9	Activity
Unit-I	Presentation-I	C-10	Presentation
Unit-I	Clarification Class	C-11	Clarification Class
Unit-II	Content Marketing Strategies	C-12	Lecture
Unit-II	Email Marketing, Mobile Marketing,	C-13	Lecture
Unit-II	Affiliate Marketing,	C-14	Lecture
Unit-II	Online Advertising: Display Advertising	C-15	Lecture
Unit-II	Clarification Class II	C-16	Clarification Class
Unit-II	Classroom Assignment II	C-17	Classroom Assignment
Unit-II	Activity II	C-18	Activity
Unit-II	Presentation II	C-19	Presentation
Unit-III	Social media & Social Network Marketing (SMM),	C-20	Lecture
Unit-III	Lead Generation for Business (Pricing and Distribution Strategies on the net).	C-21	Lecture
Unit-III	Clarification Class III	C-22	Clarification Class
Unit-III	Classroom Assignment III	C-23	Classroom Assignment
Unit-IV	Google Analytics,	C-24	Lecture
Unit-IV	Search Engine Optimization (Marketing)	C-25	Lecture
Unit-IV	Trust in Internet Marketing.	C-26,27	Lecture
Unit-IV	Legal and ethical issues pertaining to the internet.	C-28,29	Lecture
Unit-IV	Clarification Class IV	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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