

SHRI VISHWAKARMA SKILL UNIVERSITY

(Enacted by the Act No. 25 of 2016, State of Haryana)

DUDHOLA, PALWAL



Scheme and Syllabus

BBA (BPM & Analytics)

(Honours/Honours with Research)-NSQF Level 6.0

Batch 2023-24 Onwards

Bachelor of Business Administration (BPM & Analytics) Honours/ Honours with Research NSQF Level 6

1. Introduction

The National Education Policy (NEP) 2020 (hereafter referred to as NEP or the policy) envisages a new and forward-looking vision for India's higher education system. It recognizes that higher education plays an extremely important role in promoting human as well as societal well-being and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all. The NEP 2020 notes that "higher education significantly contributes towards sustainable livelihoods and economic development of the nation" and "as India moves towards becoming a knowledge economy and society, more and more young Indians are likely to aspire for higher education."

The National Higher Education Qualifications Framework (NHEQF) envisages increased flexibility and choice of courses of study by students, particularly at the undergraduate level. A wide choice of subjects and courses, from year to year, will be the new distinguishing feature of undergraduate education. Students who wish to change one or more of the opted courses within the programme (s) of study that they are pursuing may do so at the beginning of each year, as long as they are able to demonstrate the required prerequisites and the capability to attain the defined learning outcomes after going through the chosen programme and course (s) of study.

The structure and duration of undergraduate programmes of study proposed by the NEP 2020 include:

- Undergraduate programmes of either 3 or 4-year duration, with multiple entry and exit options, with appropriate certifications:
- a certificate after completing 1 year (2 semesters) of study in the chosen discipline or field, including vocational and professional areas;
- a diploma after 2 years (4 semesters) of study;
- a Bachelor's degree after a 3-year (6 semesters) programme of study;
- a Bachelor's degree with honours after a 4-year (eight semesters) programme of study;
- a Bachelor's degree 'Honours with research' after a 4-year (eight semesters) programme of study if the student completes a rigorous research project in her/his major area(s) of study as specified by the University.

2. Levels of Awards

Awards	Duration	Corresponding NSQF Level	Credit requirements	Entry requirements
UG Certificate in BPM & Analytics	1 year	4.5	The successful completion of the first year (two semesters) of the undergraduate programme of minimum 44 credit hours followed by an exit 4credit skills-enhancement course	<ul style="list-style-type: none"> • Certificate obtained after successful completion of Grade 12 or equivalent state of education. • Admission to the first year of the undergraduate programme will be open to those who have met the requirements, including specified levels of attainment, in the programme admission regulations.
Diploma in BPM & Analytics	2 year	5.0	The successful completion of the first two years (four semesters) of the undergraduate programme involving a minimum of 88 credit hours followed by an exit 4-credit skills-enhancement course.	Continuation of study or lateral entry in the second year of the undergraduate programme will be possible for those who have met the requirements, including specified levels of attainment, specified in the programme regulations.

BBA (BPM & Analytics)	3 year	5.5	The successful completion of the first three years (six semesters) of the undergraduate programme involving a minimum of 132 credit hours	Continuation of study or lateral entry into the third year of the undergraduate programme will be possible for those who have met the specified levels of attainment, specified in the programme admission regulations.
BBA (BPM & Analytics) (Hons./ Hons. With Research)	4 year	6.0	Successful completion of the 4-year (eight semesters) undergraduate programme involving a minimum of 176 credits, with a minimum of 44 credits each at level 4.5, 5, 5.5, and 6 of the NHEQF.	<p>•An individual seeking admission to the bachelor's degree (Honours/ Honours with Research) in a specified field of learning would normally have completed all requirements of the relevant 3-year Bachelor's degree.</p> <p>(After completing the requirements of a 3-year bachelor's degree, candidates who meet a minimum 75% marks or its equivalent grade will be allowed to continue studies in the fourth year of the undergraduate programme leading to the bachelor's degree (Honours with Research).</p>

Note: Lateral entry into the programme of study at level 5.0, 5.5, 6.0 will be based on the validation of prior learning outcomes achieved, including those achieved outside of formal learning or through learning and training in the workplace or in the community, through continuing professional development activities, or through independent/self-directed learning activities.

3. About the Programme

Business Process Management and Analytics can be used to deliver true personalization of the customer experience. By leveraging the dynamic case management and predictive analytics present in BPM software, it is possible to create differentiated processes. The BPM sub-sector of IT/ITeS industry changes the way enterprises are interacting with their customers. By leveraging BPM software to provide tailored offerings at the right time, and right channel, organizations see an increase in uptake of customer sentiment.

The NSQF Level -6 Bachelor of Business Administration (BPM & Analytics) (Dual Vocational Education System) at HVSU in association with Concentrix enables students to realise complexity of processes handled at Business Process Outsourcing Organisation and the importance and application of data analytics in IT/ITeS Industry. The programme will prepare students to access, analyze, manage, and present data to an organization's decision makers. The focus of this programme is to prepare students to get familiar with the environment of business process services and also effectively use the tools for data mining and visualization. An essential skill within BPM and analytics sector is the ability to effectively communicate analysis, which includes providing a recommendation to decision makers. The programme will include courses like communication & life skills, introduction to information technology and business analytics, organisational behaviour, environment science, business analytics model, corporate communication, basics of computer, spreadsheet modelling, Process in Business process management, fundamentals of banking and insurance in business process services, etc.

Business processes have become increasingly important in many enterprises, because they determine the procedure for developing value and distributing it to customers. Furthermore, such processes are the key drivers behind three critical success factors—cost, quality, and time. After completion of the programme, the student will be able to communicate effectively with the customers and handle their queries with voice, chat or e-mail method. The students will be made acquainted with the data analytics techniques that are used across industries for decision making.

The BPM sub-sector has contributed immensely to build India's position as a global player in providing world class technology solutions and business services today. NASSCOM estimates that the BPM sub-sector, which is potentially pegged as a \$ 65 billion industries by 2020, will contribute up to 9 % of India's GDP and 30 million employment opportunities (direct and indirect). As per report by NASSCOM 2023, the current BPM industry is growing at a rate of 13.5%, with an existing workforce of 1.4 million individuals. 1.4 lakh are hired annually, of which 50% are fresh industry graduates with 0-2 years' experience.

Shri Vishwakarma Skill University (SVSU) in collaboration with Concentrix has designed BBA in BPM & Analytics with Hons./Hons. with Research which is aligned with National Skills Qualifications Framework (NSQF) Level-6 based on the Dual Education Model. This programme shall enable students to realize the complexity of processes handled in Business Process Outsourcing Organizations and the importance

and application of data analytics in IT/ITeS industry. It will prepare them to access, analyze, manage, and present data to enable effective decision-making in the organization.

4. Course Name: BBA (Business Process Management & Analytics) – Hons./Hons. with Research

5. Course Duration: 3/4 Years (6/8 Semesters)

6. Seats: The total students will be 60 in each year for the course

7. Programme Fee

Total Fee for the Course: Rs. /-1,69,860

On Time of Fee: /-

Admission Fee: Rs 500/- Security

Fund: Rs 1000/-

Registration Fee: Rs. 360/- **Fee and other**

funds per Semester: 21000/-

Item	Amount
Tuition fee	Rs 15000/-
Examination fee	Rs 2500/-
Student Activity Fund	Rs 800/-
Misc. funds	Rs 200/-
Development Fund	Rs. 1200/-

*Assessment and Certification Fees: Rs 800 shall be paid by the students per job role in a Semester as applicable.

Hostel / Mess / Transportation Charges are as Applicable: The hostel/mess/transportation may be provided to the students during the classroom training only as per availability and charges will be as per norms of the University.

During the On-Job Training (OJT) period students need to make self-accommodation as per their feasibility in the shifts of the organization where they will seek their OJT.

8. Eligibility

Eligibility and Criteria for Admission in NSQF Level 6- BBA (BPM & Analytics) Hons./Hons. with Research

The Skill Department of Management Studies will offer the following programme:

1. BBA (BPM & Analytics)- Hons./Hons. with Research

Course Duration: 3/4 Years (6/8 Semesters)

The applicant who have passed 10+2 OR 10th plus (2 Years or 3 Years) Diploma OR 10th plus I.T.I. (2 Years) with one language subject (Hindi or English)

Note: Candidate who is placed under compartment is not eligible for admission.

Minimum Age: 17 years

Candidate needs to apply against the advertisement and meet minimum requirement as per the guidelines as

Step 1. Academic Merit based on qualifying examination (50%)

Step 2. CUET/Professional Test (30%)

Step 3. Group Discussion & Personal Interview (20%)

Step 4. Combined Merit List (100 Marks)

Step 5. Counselling based on the marks obtained in Combined Merit List

Step 6 List of admitted candidates mentioned on university website www.svsu.ac.in.

Personal Interview/Aptitude Test/Professional Test/Group Discussion is an essential component for admission to various programmes for which a list of short-listed candidates shall be prepared keeping in view the reservation policy and number of seats in each category. This list of short-listed candidates shall be displayed on the Notice Board of the University and also on the website.

No separate communication will be sent to the candidate. Information regarding location and time of Personal Interview/Aptitude Test/Professional Test/Group Discussion of the short-listed candidates will be available on University website.

Candidates must bring the relevant original documents and two sets of self-attested photocopies of documents/certificates/testimonials for verification at the time of Personal Interview/Aptitude Test/Professional Test/Group Discussion.

Note:

1. Candidates must qualify in personal interview, aptitude test, professional test, group discussion, and other tests independently, if applicable, in order to be considered for the programme. Merely, Clearing the test or Personal Interview, the student cannot claim for admission, the right to admission is reserved to the University.
2. Candidates in multiples of seven times the sanctioned intake will be contacted for personal interviews/group discussion in the first round, based on the merit of the qualifying examination (step.1).
3. Regardless of merit prepared based on the qualifying examination, candidates who were rejected in personal interviews/group discussions will not be considered for the next stage of the selection process (Step no.1).
4. There will be an assessment tools at the enrolment (personal Interview) stage. English writing and speaking skills to be evaluated using automated tools.

OJT/Classroom Duration

Semester	Activity
I	Classroom
II	Classroom
III	Classroom
IV	Class/OJT
V	Class/OJT
VI	Class/OJT
VII	Classroom
VIII	Class and Dissertation

Details: Scheme of the Programme

- Semester 1: 22 Credits
- Semester 2: 22 Credits
- Semester 3: 22 Credits
- Semester 4: 22 Credits
- Semester 5: 22 Credits
- Semester 6: 22 Credits
- Semester 7: 22 Credits
- Semester 8: 22 Credits

Details of BBA (BPM & Analytics) Hons./Hons with Research Programme

SEMESTER I

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UENG01	Communication Skill-I	DSC	2	2	0	4	30	70	100	30	30	0	60	120
UMGM01	Business Process Management-I	DSC	2	2	0	4	30	70	100	30	30	0	60	120
UMGM02	Principles of Management & Organisational Behaviour	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UAEC01	Career Preparation & Talent Management	AEC	1	1	0	2	30	70	100	15	15	0	30	60
UCSE01	Fundamental of Computer Applications(P)	SEC	0	0	3	3	70	30	100	0	0	90	90	90
UCSE02	IT/ITeS	DSE	2	1	0	3	30	70	100	30	15	0	45	90
UVAC01	Constitutional Values and Fundamental Duties (P)	VAC	0	0	2	2	70	30	100	0	0	60	60	60
UVAC02	National Cadet Corps (P)	VAC	0	0	2	2	70	30	100	0	0	60	60	60
UVAC03	Financial Literacy (P)		0	0	2	2	70	30	100	0	0	60	60	60

Note: Student need to chosens any One VAC Course

SEMESTER II

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM03	Introduction to Marketing	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM04	Accounting & Finance for BPS	DSC	2	2	0	4	30	70	100	30	30	0	60	120
UMGM05	Business Statistics	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UAEC01	Entrepreneurship Development	AEC	1	1	0	2	30	70	100	15	15	0	30	60
UCSE02	Spread Sheets Modelling (P)	SEC	0	0	3	3	70	30	100	0	0	90	90	90
UENG02	Soft Skill	GE	2	1	0	3	30	70	100	30	15	0	45	90
UVAC04	Sports & Life (P)	VAC	0	0	2	2	70	30	100	0	0	60	60	60
UVAC05	Swachh Bharat (P)		0	0	2	2	70	30	100	0	0	60	60	60
UVAC06	Emotional Intelligence (P)		0	0	2	2	70	30	100	0	0	60	60	60

Note: Student need to chosens any One VAC Course

Job Role (Level 4): Domestic Data Entry Operator (SSC/Q2212)

Brief Job Description: Individuals are responsible to provide daily work reports and work on daily hour bases. The individual is responsible for electronic entry of data from the client side to the office site or vice-versa. Individual tasks vary depending on the size and structure of the organization.

Job Role (Level 3): Office Assistant (MEP/Q0210)

Brief Job Description: Office Assistant is responsible for assisting colleagues with clerical and administrative tasks. The person may work separately with a particular department or a group of departments.

SEMESTER III

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM06	People Management	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UENG02	Communication Skill-II	DSC	2	2	0	4	30	70	100	30	30	0	60	120
UMGM07	Business Process Management-II	DSC	2	2	0	4	30	70	100	30	30	0	60	120
UMGM08	Introduction to Operations Research	DSC	2	1	0	3	30	70	100	30	15	0	45	90
UMGM09	Business Economics	DSE	2	1	0	3	30	70	100	30	15	0	45	90
UENG03	Foreign Language (P)	AEC	0	0	2	2	70	30	100	0	0	60	60	60
UVAC07	Basics of Yoga (P)	VAC	0	0	2	2	70	30	100	0	0	60	60	60
UVAC08	Vedic Mathematics (P)		0	0	2	2	70	30	100	0	0	60	60	60
UVAC09	Digital Empowerments (P)		0	0	2	2	70	30	100	0	0	60	60	60

Note: Student need to chosens any One VAC Course SEMESTER IV

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM10	Customer Relationship Management	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM11	Business Environment	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM12	Supply Chain Management	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM12	R Programming	DSE	0	0	3	3	70	30	100	0	0	90	90	90
UMGM14	SNDM	AEC	1	1	0	2	30	70	100	15	15	0	30	60
UMGM15	OJT	SEC	0	0	3	3	245	105	350	0	0	90	90	90
UMGM16	HVPE	VAC	1	1	0	2	70	30	100	15	15	0	30	60

Job Role (Level 5): Associate Customer Care (Non-Voice); CRM Domestic Voice (SSC/Q2201; SSC/Q2210)

Associate - Customer Care (Non-Voice) in the IT-ITeS Industry is also known as a Customer Service Associate, Customer Service Representative, Customer Care Executive, Customer Service Advisor, Helpdesk Coordinator, Customer Support Representative, Support Engineer, Support Consultant, Process Associate-Transaction, etc.

Brief Job Description: Individuals at this job are responsible for resolving queries and customer cases over web-chat or email. They form the primary layer of contact with the customer and responses may be made on either pre-existing email templates or customized mails to the query requirement.

CRM Domestic Voice in the IT-ITeS Industry is also known as a Customer Service Associate, Customer Service Representative, Customer Care Executive, Customer Service Advisor, Helpdesk Coordinator, Customer Support Representative, Process AssociateVoice.

Job Role: Office Executive (Level 4): (MEP/Q0211)

Brief Job Description: Individuals in this job receive and make telephone calls which are primarily scripted, basic and routine with the assistance of a computerised system. They answer inquiries, resolve problems, record complaints and/or receive feedback. The office executive is a generalist who checks and prepares documents, writes simple correspondence, maintains records as well as co-ordinates with various internal and external agencies and follows up for work completion in line with professional practices of the workplace.

SEMESTER V

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM17	Banking & Insurance for BPS	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UCSE04	SQL	DSE	0	0	3	3	70	30	100	0	0	90	90	90
UMGM18	OJT	SEC	0	0	12	12	245	105	350	0	0	360	360	360
	EVS	GE	2	1	0	3	70	30	100	30	15	0	45	90

SEMESTER VI

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM19	SPSS & E-Views	DSE	0	0	3	3	70	30	100	0	0	90	90	90
UMGM20	Research Methodology	DSC	2	2	0	4	30	70	100	30	30	0	60	120
UMGM21	OJT	SEC	0	0	12	12	245	105	350	0	0	360	360	360
UMGM22	E-Commerce	GE	2	1	0	3	30	70	100	30	15	0	45	90

Job Roles

Advisor Customer Service (Voice)	Advisor Customer Service (Non-Voice)	Advisor Technical Support (Voice)
This role involves providing a delightful Customer Service experience to customers of the world's biggest brands	This role involves providing a delightful Customer Service experience to customers of the world's biggest brands	This role involves providing technical support for some of the world's biggest brands
The job requires to handle inbound/outbound calls for our customers.	The job requires to handle e-mails/chats for our customers.	The job requires to handle inbound/outbound calls for our customers.
Eligibility:	Eligibility:	Eligibility:
Fresher/experienced graduates/undergraduates can apply. (BPO experience is preferred)	Fresher/experienced graduates/undergraduates can apply. (BPO experience is preferred)	Graduates/undergraduates with Technical Knowledge & prior experience
Should be flexible to work in a 24/7 work environment	Should be flexible to work in a 24/7 work environment	Should be flexible to work in a 24/7 work environment.
Excellent Communication Skills	Excellent Communication Skills	Excellent Communication Skills
Must be 18 years of age or older	Must be 18 years of age or older	Must be 18 years of age or older.

Executive Assistant (Level 5.5)

Brief Job Description

An Individual is responsible for managing the schedules, coordinating workplace tasks and communications of company/organization executives. Their duties include prioritizing emails and phone calls, gathering documents, communicating information, handling purchase procedures, prepare for meetings and coordinating travel arrangements with integrity. **Personal Attributes**
The person must be well-groomed, accustomed to multitasking, disciplined, possess good communication & behavioural skills and attention to detail, respect others& privacy, and be dependable.

Office Operations Executive (Level 4)

Brief Job Description: The office operations executive is a generalist who checks and prepares documents, writes simple correspondence, maintains records as well as co-ordinates with various internal and external agencies and follows up for work completion in line with professional practices of the workplace

SEMESTER VII

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM19	Business Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM19	Multivariate Data Analysis	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM19	Project Management	DSE	3	1	0	4	30	70	100	45	15	0	60	120
UMGM19	Industry Project	DSE	0	0	6	6	30	70	100	0	0	180	180	180
UMGM19	Basic Econometrics	DSE	3	1	0	4	30	70	100	45	15	0	60	120

SEMESTER VIII

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM20	Literature Review & Report Writing	DSC	0	0	4	4	70	30	100	0	0	120	120	120
UCSE05	Python Programming	DSE	0	0	3	3	70	30	100	0	0	90	90	90
UMGM21	Dissertation*	DSC	0	0	12	12	140	60	200	0	0	360	360	360
UMGM22	Industrial Psychology	GE	0	0	3	3	70	30	100	0	0	90	90	90

***In case students do not go for dissertation**

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
UMGM23	HR Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM24	Financial Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	120
UMGM25	Marketing Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	120

Pool of Subjects

Subject	Category	Semester	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
Constitutional Values and Fundamental Duties	VAC	1	0	0	2	2	70	30	100	0	0	60	60	60
NCC	VAC	1	0	0	2	2	70	30	100	0	0	60	60	60
Financial Literacy	VAC	1	0	0	2	2	70	30	100	0	0	60	60	60
Sports & Life	VAC	2	0	0	2	2	70	30	100	0	0	60	60	60
Swatch Bharat	VAC	2	0	0	2	2	70	30	100	0	0	60	60	60
Emotional Intelligence	VAC	2	0	0	2	2	70	30	100	0	0	60	60	60
Basics of Yoga	VAC	3	0	0	2	2	70	30	100	0	0	60	60	60
Vedic Mathematics	VAC	3	0	0	2	2	70	30	100	0	0	60	60	60
Digital Empowerments	VAC	3	0	0	2	2	70	30	100	0	0	60	60	60
HVPE (C)	VAC	4	1	1	0	2	70	30	100	15	15	0	30	60
Soft Skill	GE	2	2	1	0	3	30	70	100	30	15	0	40	90
E-Commerce	GE	6	2	1	0	3	30	70	100	30	15	0	40	90
EVS (C)	GE	5	2	1	0	3	30	70	100	30	15	0	40	90
Industrial Psychology	GE	8	2	1	0	3	30	70	100	30	15	0	40	90
Cross Culture Management	GE	6	2	1	0	3	30	70	100	30	15	0	40	90
Career Preparation & Talent Management	AEC	1	1	1	0	2	30	70	100	15	15	0	30	60
Entrepreneurship Development (C)	AEC	2	1	1	0	2	30	70	100	15	15	0	30	60
Foreign Language	AEC	5	0	0	2	2	70	30	100	0	0	60	60	60
SNDM	AEC	4	1	1	0	2	70	30	100	15	15	0	30	60

Total notional hours (NH) during year should be 1200 hrs. To maintain the notional hours (NH) in a year, following criterion need to be adopted by individual instructors for the course. The total outcomebased learning hours for credits shall, subject to assessment, include:

- i. Classroom teaching/ learning hours/ tutorials
- ii. Lab work/ practical/ innovation labs/ projects/ incubation labs
- iii. Yearly and half-yearly examinations/ class tests/ quiz/ other assessments including formative assessments
 - a. Activities as part of the curricular structure leading to experiential learning like relevant experience and proficiency/ professional levels, Performing arts/ fine arts, music, handicraft, traditional, heritage work,
 - b. Debate and Discussion/ Essay Writing / Recitation/Story Writing etc.
 - c. Celebration of festivals in institutes, music performance, Drama etc.
 - d. Self-defence classes, value education classes, Career Counselling sessions etc.
 - e. Other Contests/ Events/ Competitions like Hackathons & Olympiads etc.
- iv. Sports/ games / physical activity / yoga
- v. Life skills-based education like employment skills, basic operational skills like learning to fix a bulb, basic carpentry, classes on morals/etiquettes, constitutional values, environmental sensitivity etc.
- vi. Social/ community work (like adult education, teaching in NGOs or Out of school students, environment related, gender sensitization), NCC/ shramdan (School cleaning, building, decoration)
- vii. Bag less days, field visits organised by the institution
- viii. vocational education/ training, skilling, minor/ major project work, assignments
- ix. Field visits/ Projects/ Industry attachment by institutions
- x. Internship and apprenticeship hours, on the job training (OJT), and experiential learning including relevant experience and proficiency/ professional levels acquired
- xi. Programs offered through blended/ online/ digital learning

SEMESTER I

Course Title - Communication Skills -I

No. UENG01

Course Credit: 04(2-2-0) Course
Max. Marks: 100(30I+70E)

Objective: To develop effective communication skills among the students for the business world.

Learning Outcome

LO	Statement
1	Differentiate vowels and consonants that can help the students to pronounce words better
2	Make the correct usage of punctuation marks and comprehend the articles
3	Frame sentences properly with the correct formation
4	Write paragraphs on different topics with the correct vocabulary
5	Draft formal & informal emails

Unit	Content
I LO1,2	Communication: Effective Communication, Consonant Sounds, Vowel Sounds, Syllables & Syllabic Stress,
II LO2	Speech Correction: MTI reduction, bag of words to practice pronunciation, intonation & modulation for free speech as well as for reading
III LO3	Grammar: Parts of Speech, Articles, Subject Verb Agreement, Tenses, Prepositions, Framing Question Right

IV LO4	Vocabulary: Correct Word usage - Homonyms, Antonyms and Synonyms, practice exercises, Paragraph Translation - Précis, Translation (from Vernacular to English and English to Vernacular)
V LO5	Creative Writing: Email Etiquette, Punctuation, Reading and Comprehension, Basics of writing, Paragraph Writing, Precise Writing, Paraphrasing and Summarising

Suggested Activities: List of Practical and Activities (90 Hours)

- Identify various sounds based on the principles of Phonetics and practice the same along with the software
- Pronunciation of each word with the correct syllable
- Prepare and submit a report file on Parts of Speech, Tenses, Articles, Prepositions, Correct usage of the Homonyms, Antonyms and Synonyms, Writing E-mails and paragraphs
- Students will share their experiences on different stories, topics and their visits through submission of a project report.
- Practice exercise on topics in syllabus
- Reading and Comprehending paragraphs
- Encourage active participation by initiating class discussions on relevant topics. Teach students how to ask thoughtful questions, provide constructive feedback, and engage in respectful debates.
- Conduct impromptu speaking sessions where students are given a random topic and have a limited time to prepare a short speech.
- Provide listening exercises where students practice active listening by summarizing or paraphrasing what they hear, asking clarifying questions, and demonstrating understanding.
- Assign group presentations where students collaborate to research a topic, divide the presentation segments, and deliver a cohesive and engaging presentation.
- Any other practical decided from time to time.
- Role-Playing Exercises: Assign roles to students and create scenarios that reflect common workplace situations. For example, you can simulate a conflict between a manager and an employee, and ask students to act out the roles and demonstrate effective communication and conflict resolution techniques. After the role-play, facilitate a debriefing session to discuss the behaviors and strategies used.
- Assign students various speech topics and formats, such as informative speeches, persuasive speeches, or storytelling.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Books

1. SIZZLERS Board of Editors Publishers: Manimekala Publishing House 39, Norh Chitrai Street, Madurai-625001 (Lt. Ed)
2. Essentials of Business Communication - Rajendra Pal and J. S. Korlhali - Sultan Chand & Sons, New Delhi. (Lt. Ed)
3. Essential English Grammar with Answers by Raymond Murphy (Cambridge University Press) (Lt. Ed)
4. English Grammar by Annie Brinda (Cambridge University Press) (Lt. Ed)

Reference Books

1. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi. (Lt. Ed)
2. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune. (Lt. Ed)
3. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi. (Lt. Ed)
4. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd. (Lt. Ed)
5. Business Communication - M. Balasubrahmanyam - Vani Educational Books. (Lt. Ed)
6. Creating a Successful CV - Siman Howard - Dorling Kindersley. (Lt. Ed)
7. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi. (Lt. Ed)
8. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay. (Lt. Ed)
9. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi. (Lt. Ed)
10. English for Polytechnics by Dr Papori Rani Barooah (Eastern Book House Publishers) (Lt. Ed)

Web Links

- <http://learnenglish.britishcouncil.org/en>
<https://www.duolingo.com/>
<http://www.bbc.co.uk/learningenglish>
<https://www.slideshare.net/FurrukhAliBaig/importance-of-communication-in-business>
<https://www.youtube.com/watch?v=MdiHHyYZ6eU>

Course Title – Business Process Management-I

No. UMG01

Course Credit: 04(2-2-0) Course
Max. Marks: 100(30I+70E)

Objective: To develop an understanding about the BPO Industry, its management and control.

Learning Outcome

LO	Statement
1	Narrate the basics of various business processes
2	Understand the challenges and working of BPO sector
3	Explain principles of team work and time management,
4	Illustrate handling of customers' queries across time
5	Demonstrate the culture differences of the BPO industry.

Unit	Content
I LO1	Overview of Business Process Outsourcing - Basic Benefits of the BPO, Growth Drivers, BPO Models and Types of Vendors, Offshore BPO, Evolution Destinations, Challenges of offshoring BPO Companies in India
II LO2	BPO Industry: BPO Industry, Employment Opportunities, Employee Structure, Skill Set Required, Compensation Levels, Contact Centre BPO, Types of Call Centres, Technology, Components and working of a Call Center - Issues and Problems
III LO3	Control & Management: Personal Grooming, Corporate Etiquette, Principles of Teamwork, Dos and Don'ts while working in a team, Learning to keep emotions under control (Human Psychology, Study of Perceptual Images), Time Management, Conflict Management, Stress Tolerance
IV LO4	Life in BPO: Understand concept of working across time, Staying healthy while working in shifts, Managing time; Managing clients, customers & targets
V LO5	Culture: Tools to understand Culture, Brief about American & UK Culture to bring about differences

Suggested Activities: List of Practical and Activities (90 Hours)

- Prepare a list of BPO Companies in India and their operations and various job roles requirements and submit the same information in form of report
- Participate in various types of teamwork activities in class room and with your friends, family members and present a report on same.
- Prepare and submit a report file on BPO Models, Types of Call Centers, Personal Grooming, Corporate Etiquette, Stress Tolerance, Time Management, Conflict Management
- Explore the tools to Understand Culture and prepare a report on same □ Any other practical decided from time to time.
- Role-Playing Exercises: Assign roles to students and create scenarios that reflect common workplace situations. For example, you can simulate a conflict between a manager and an employee, and ask students to act out the roles and demonstrate effective communication and conflict resolution techniques. After the role-play, facilitate a debriefing session to discuss the behaviors and strategies used.
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Book

1. Fundamentals of Business Process Management (2013). Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo Reijers. Springer-Verlag Berlin Heidelberg <http://www.springer.com/us/book/9783642331428> (Lt. Ed.)
2. Business Process Management: Practical Guidelines to Successful Implementations. John Jeston, Routledge (Lt. Ed.)

Reference Books

1. Concentrix Material
2. BPMN Method and Style with BPMN Implementer's Guide. Bruce Silver (Lt. Ed)
3. Improving Business Processes (Pocket Mentor). Harvard Business Review
4. The Process: Business Process Modeling using BPMN. Alexander Grosskopf, Gero Decker, Mathias Weske

5. Fundamentals of Business Process Management. Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo A. Reijers. Springer (Lt Ed.)
6. Business Process Outsourcing BPO A Complete Guide. Gerardus Blokdyk. 5starcooks (Lt. Ed.)

Web Links

1. <http://www.what-is-bpm.com/videos/bpm-videos-and-tutorials.html>
2. <https://www.youtube.com/watch?v=2ZkavRvY32U>
3. https://www.youtube.com/watch?v=Ee_2dMBBW74
4. <https://www.youtube.com/watch?v=udulPzRXI2Q>
5. <https://www.youtube.com/watch?v=LBymsMb4MMA>

Course Title- Principles of Management & Organisational Behaviour

Course Credit: 04 (3-1-0)

Course No. UMG02

Max. Marks: 100 (30I+70E)

Objectives

The purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behaviour at work place

Learning Outcomes

LO	Statement
1	Understand the nature of management and describe the theories of management
2	Outline the notion of managerial skills and functions.
3	Explain the determinants of behaviour and the emerging concepts in organizational behaviour
4	Identify the areas to control and selecting the appropriate controlling methods/Techniques
5	Evaluate leadership styles and the process of personality

Unit	Content
I LO1	Basic of Management: Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo
II LO2	Managerial Skill and Functions: Level of Management- Functions of Management; Centralization – decentralization Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques
III LO3	Introduction to OB: Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; Motivation- Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning- Meaning & Theories.
IV LO4	Perception & Conflict Management: Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational
V LO5	Leadership & Personality: Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window.

Suggested Activities: List of Activities (60 Hours)

- Case studies
- Students are expected to attend class and participate in the class activities, including the online activities (e.g., discussion forums, etc.).
- Other activities might include watching a video, pop-quizzes, role-playing, group exercises, discussions, and expressing ideas about certain questions raised in class.
- Short quizzes designed to check preparation for the class may be given periodically
- Each student will be assigned to a small group. This group will participate and complete three specific assignments together over the course of the semester.
- Invite professionals from various industries to share their experiences and insights on management and organizational behavior. Guest speakers can provide real-world examples, practical advice, and answer students'

questions. This activity enhances students' understanding of how management principles are applied in different organizational contexts.

- Assign research projects to individual students or groups, focusing on specific management theories or concepts. For example, students can investigate the impact of leadership styles on employee motivation or analyze the effects of organizational culture on employee satisfaction. This activity encourages students to delve deeper into the subject matter and develop their research and analytical skills.
- Video Analysis: Select relevant videos or movie clips that portray management or organizational behavior concepts. After watching the videos, facilitate a discussion where students analyze the depicted behaviors, identify management principles or theories, and reflect on the effectiveness of the demonstrated practices. □ Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Books

1. Fundamentals of Management, Stephen P. Robbins, Pearson Education, (Lt. Ed).
2. Organisational behaviour by Stephen Robbins. Pearson Education, (Lt. Ed).
3. Management: Concept, Theory and Practices. S.N. Chand. Atlantic Publishers & Distributors (P) Ltd. (Lt.Ed.)

Reference Books

1. Essentials of Management, Koontz Kleihrich, Tata McGraw Hill (Lt.Ed.)
2. Principles and Practices of Management by T. N. Chabra. Dhanpat Rai & Co. (P) Limited. (Lt.Ed.)
3. Organizational Behaviour: An Evidence Based Approach (Lt. Ed). Luthans, F. McGraw-Hill Irwin.
4. Organisational behaviour by K. Ashwatthapa. Himalaya Publication House. (Lt.Ed.)
5. Management Fundamentals, Robert N Lussier, (Lt Ed.), Cengage Learning, 2013.

Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
3. BCOC-132: Business Organisation and Management - Course (swayam2.ac.in) 4. Organisation Behaviour - Course (swayam2.ac.in)

Course Title-Career Planning and Talent Management

No. UAEC01

Course Credit: 02 (1-1-0) Course
Max. Marks: 100 (30I+70E)

Objective: The aim of the course is to enable and empower students to take right decisions without fear and to remove the state of uncertainty.

Learning Outcomes

LO	Statement
1	Identify skills sets influencing employees and their careers across sectors
2	Outline the contents of preparation of Interview
3	Articulate awareness and insights about importance of aptitude assessment
4	Define Talent Management and its significance
5	Identify factors influencing employees and their career choice and development.

Unit	Content
I LO1	Skill Set Requirement: Skill set requirement at entry level careers in various service sectors like IT, ITES, Private Education, Banking, Insurance, Logistics, Health services.
II LO2	Career preparation: Assessing relevant education and skills, Self-awareness and Personality types, CV Preparation, Job description and Job specifications, Preparing for interviews- types of interviews, Acing the Interview
III LO3	Aptitude assessment: Aptitude Testing, Types, Analytical, Mental, English and Domain knowledge, Importance.
IV LO4	Talent management: Meaning and process, Source and pre-adjustment, Talent acquisition strategy, key performance indicators, SRM Model.

V LO5	Career development task: Personal values and goals, understanding world of work, Career alternatives, career planning & development, succession planning, profile creation on job portals, linkedin, etc.
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Suggested Activities: List of Activities (30 Hours)

- Provide students with self-assessment tools or questionnaires to help them understand their skills, interests, values, and personality traits. Discuss the results as a class and encourage students to reflect on their strengths, weaknesses, and areas of potential career interest and submit a report for same.
- Assign students to research and present on different career paths or industries that align with their interests. They can provide an overview of the job roles, required qualifications, growth opportunities, and potential challenges in those fields. This activity helps students broaden their understanding of various career options. The students need to submit a report for same.
- Organize mock interview sessions where students can practice their interview skills and receive feedback. You can either conduct the interviews yourself or invite professionals from the industry to act as interviewers. Afterward, discuss common interview questions, appropriate responses, and effective interview techniques.
- Students may participate in workshop personal development topics, such as effective communication, time management, leadership skills, and emotional intelligence and submit a report on same
- Resume and Cover Letter Workshops: Conduct workshops on resume and cover letter writing.
- Create profile on networking site and other job portals
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text

Book

1. Career Preparation and Talent Management, Oviya Publication, Coimbatore, Dr. Vimala, A., (Lt. Ed.).
2. Talent Management Hand Book, Lance A Berger, Dorothy R Berger, McGraw-Hill, (Lt. Ed.)

Reference Books

1. Falling Forward: Turning Mistakes into Stepping Stones for Success by John C Maxwell. (Lt. Ed.)
2. Career Planning and Succession Management: Developing Your Organization's Talent-for Today and Tomorrow by William J. Rothwell, Robert D. Jackson, Shaun C. Knight, John Lindholm. Praeger Publishers Inc. (Lt. Ed.)
3. Talent management in India: Challenges and opportunities, Hasan, & Singh, Atlantic Publication. (Lt. Ed.)

Web Links

- <https://shrm.org/learningandcareer/career/pages/career-preparation-and-planning.aspx>
- <http://www.en.synerion.co.il/qanda>
- <https://www.thebalance.com/what-is-talent-management-really-1919221>
- https://www.novascotia.ca/psc/pdf/hrCentre/resources/talentManagement/TM_Process_Guide.pdf
- http://www.en.synerion.co.il/download_case_studies
- <https://www.bing.com/videos/search?q=talent+management+videos&qvvt=talent+management+videos&view=detail&mid=E279E17F7753BDD88047E279E17F7753BDD88047&&FORM=VRDGAR>
- <https://www.bing.com/videos/search?q=talent+management+videos&qvvt=talent+management+videos&view=detail&mid=55405E5BB7C2FE37F6A255405E5BB7C2FE37F6A2&&FORM=VRDGAR>
- https://www.youtube.com/watch?v=R7MYMVTQ_rg https://onlinecourses.nptel.ac.in/noc23_mg29/preview

Course Title-Fundamentals of Computer Applications

No. UCSE01

**Course Credit: 03 (0-0-3) Course
Max. Marks: 100 (70I+30E)**

Objective: The syllabus introduces students to basic information and communication technology and proper paradigms that need to be implemented to develop any kind of computer applications. The course will help in developing the basic technical skills by hands on experience.

Learning Outcomes

LO	Statement
1	Understand the working and application of computer system
2	Outline the working of different operating system
3	Use word processing software to create and edit official documents and reports

4	Use software to create, edit presentations, maintain database & compile data
5	Sending E-mails and internet surfing using various search engines

Unit	Content
I LO1	Introduction to Computer System: Basic Applications of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT; Computer Virus: Definition, Types of viruses, Characteristics of viruses, Anti-virus software, Introduction to number system
II LO2	Operating System: Definition, Functions of operating system, Need and its services, Types of operating system, Batch Processing, Spooling, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Basics of window operating system, Switching between DOS and windows, Comparison between Unix and Windows.
III LO3	Understanding Office Applications: Introduction to MS Word, Introduction to MS Excel and its applications, Introduction to MS PowerPoint, Menus, Shortcuts, Document types, Formatting documents, spread sheet and presentations, Working with Spreadsheets, Different templates, Macros, Mail merge.
IV LO4	Networking: Network Technologies, Introduction to Internet and protocols: TCP/ IP, Network connecting devices, Topologies, HTTP, HTTPS DNS, Hub, Switches, Router, Repeater, Firewalls, Digital Signature.
V LO5	Introduction to World Wide Web: WWW and Web Browsers Introduction, Objectives, Concept of internet, Overview of search engines, Popular search engines in use, Surfing the web and websites, Hosting your websites, Planning and Developing the websites, Internet service provider, introduction about AI Tools, ChatGpt

Suggested Activities: List of Practical and Activities (90 Hours)

- Practical based on to be exposed/shown various components and supposed how to switch on a computer.
- Handling the computer system,
- Installation of Operating System,
- Connecting your client to server,
- User and Workgroup Handling, General Operating system handling and related topics.
- Various Editing Tools: Wordpad, Notepad,
- Sticky Note, Snipping tool, Paint
- Ms Word
- Introduce students to data analysis using spreadsheet software. Provide them with a dataset and guide them through tasks such as sorting, filtering, creating formulas, generating charts and graphs, and analyzing trends.
- Assign students to create multimedia presentations using presentation software. They can choose a topic of interest and incorporate text, images, videos, and animations to deliver an engaging and informative presentation.
- MS-Outlook
- Case study on Operating systems (Windows/ Ubuntu/ Android/IoS)
- Networking Troubleshooting
- Software: Preparatory and open domain
- Collaborative Document Editing: Divide students into small groups and assign them a collaborative document editing task. For example, they can work together to create a shared document using a word processing software, where each group member contributes to the content, formatting, and editing.
- Web Design Basics: Introduce students to the basics of web design and development. Teach them HTML and CSS, and guide them in creating simple web pages or websites.
- Canva
- Google Suite
- Any other practical decided from time to time.
- Divide students into group and let them prepare some reports and presentations using AI tools. □ Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text

Books

1. Computers and Beginners by Jain, V.K. Pustak Mahal - New Delhi (Lt. Ed.)
2. Computer Fundamentals by Anita Goel, Pearson. (Lt. Ed.)

Reference Books

1. Introduction to Information Technology, Leon Tech World by Leon and Leon, Vijay Nicole Publishers. (Lt. Ed.)
2. Foundations of Computing, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha; (Lt. Ed.)

3. Word Processing and Typing by Sharon Spencer, Heinemann. (Lt. Ed.)
4. MS Office by S.S. Srivastava, Firewall Media. (Lt. Ed.)
5. Microsoft Office 2010 by Bittu Kumar, V & S Publications. (Lt. Ed.)
6. Data Communication and Networking by Behrouz.A. Forouzan, McGraw Hill. (Lt. Ed.)

Web Links https://www.youtube.com/watch?v=eEo_aacpwCw
<https://www.youtube.com/watch?v=DzTCFsdXMP4>
https://onlinecourses.swayam2.ac.in/nos23_sc27/prview
https://onlinecourses.swayam2.ac.in/nou23_cs01/prview
<http://egyankosh.ac.in/youtubevideo.jsp?src=gGXVsnTIXDo&title=Introduction%20to%20Personal%20Computer>

Course Title- Information Technology /Information Technology enabled Services

Course No. UCSE02

Course Credit: 03(2-1-0)
Max. Marks: 100(30I+70E)

Objective: The aim of the IT/ITeS is to enhance the learning activities and the required knowledge of students by hands-on-experience to various dimensions of the sector.

Learning Outcomes

LO	Statement
1	Outline the self-introduction and ITeS sector
2	Prepare schedule and dashboard and reports
3	Create various Templates
4	Outline the working profile of customer service representatives
5	Explain the importance of Metric Management in industry

Unit	Content
I LO1	Introducing Oneself, Talking about One's family; Describing the weather, Narrating a story, Dress and Hygiene, The IT-ITeS Industry, Benefits of IT-ITeS, BPO Services,
II LO2	Preparing a Daily and Weekly Work Plan, Locating Products, Complaint Handling, User Manual, Cross-Selling, Merchandizing via Technology, Product Promotion, Closing a Deal, Stock Count, Writing a Customer Service report
III LO3	Creating Templates, Creating Envelopes, Creating Labels, Creating Macros and Automating Tasks, Linking Word Documents to Data in a Worksheet, Linking worksheets, Saving a Document Outline as a Presentation, Save and Share a Document for Review, Adding hyperlinks
IV LO4	Customer Service Representatives, Describing Your job, Applying for Leave, Being a Good Team Player, Process Mapping Techniques, Process Levels, Kano Model
V LO5	Metrics Management, Service Level Agreements, Business Metrics Vs Operations Metrics, Target Setting, Process Mapping Techniques, introduction to cyber security, Introduction about Systems, Applications, and Products (SAP)

Suggested Activities: List of Practical and Activities (60 Hours)

- Introducing Oneself
- Narrating a story
- Preparing report on ITeS industry
- Writing a Customer Service report
- Preparing a Daily and Weekly Work Plan
- Creating Templates
- Linking worksheets
- Creating Macros
- Online documents creation
- Team management

- Business Metrics Management
- Any other practical decided from time to time.
- Assign students to research and present on different segments of the IT and ITES industry. They can explore areas such as software development, cybersecurity, data analytics, cloud computing, digital marketing, customer support services, and more. Encourage them to investigate industry trends, job roles, skills required, and career opportunities in each segment.
- Present students with case studies related to IT and ITES challenges or projects. Divide them into groups and ask them to analyze the case, identify issues, and propose solutions using appropriate IT tools or systems.
- Conduct cybersecurity awareness sessions to educate students about online threats, best practices for data protection, and safe internet usage. Teach them about password management, phishing scams, malware, and the importance of personal and organizational cybersecurity. Divide them into groups and ask them to submit a report on cybersecurity threats prevailing in India.
- Invite professionals from the IT and ITES industry to share their experiences, insights, and career journeys with the students.
- Students can visit to ITeS companies and look into various facilities. Prepare a report of report of visit and submit the same to instructor.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text

Book

1. Information Technology, NVEQ Level 3 – Class XI, IT301-NQ2012-Functional English (Advanced) Student’s Handbook
2. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 1, PSS Central Institute of Vocational Education, Bhopal
3. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 2, PSS Central Institute of Vocational Education, Bhopal

Web Links

1. <https://www.centralacademy.ac.in/introduction-to-it-ites-industry>
2. <https://www.youtube.com/watch?v=0COfMTYsf9I>
3. https://www.youtube.com/watch?v=GTtMoZ7K_YY
4. <https://www.youtube.com/watch?v=xj4Ebysk5d8>
5. <https://www.youtube.com/watch?v=mgpTXshCei8>

Course Title- Constitutional Values and Fundamental Duties (P)

Course No. UVAC01

Course Credit: 02(0-0-2)
Max. Marks: 100(70I+30E)

Objective: The aim of the course is to enrich students with knowledge and relevance of Constitution of India.

Learning Outcomes

LO	Statement
1	Understand the constitution and its values
2	Appreciate the values and goals embedded
3	Recognize the importance of fundamental duties in constitution
4	Apply the spirit of fundamental rights and duties in everyday life
5	Develop the understanding on Fundamental Duties and values

Unit	Content
I LO1	The Constitution of India -An Introduction, Federal Republic, Rule of Law, Separation of Power; Sovereignty, Socialism, Democracy; Secularism and Sarva Dharma Sama Bhava
II LO2	Constitutional Values - Justice: Social, Political, Economic, Liberty: Thought, Expression, Belief, Faith, Worship, Equality: Equality Before Law & Equal Application of Laws,
III LO2	Constitutional Values - Fraternity: Dignity, Unity and Integrity, International peace and a just international order

IV LO3,4	Fundamental Rights and Duties- Reflecting on the Ancient Indian Notions of Righteousness and Duty Consciousness, Right to Equality, Right to Freedom, Right against Exploitation, Right to Freedom of Religion , Cultural and Educational Rights
V LO3,4,5	Fundamental Rights and Duties- Fundamental Duties–Article 51a [(A)- (K)], Legal Status of Fundamental Duties– Judicial Approach

Suggested Activities: List of Practical and Activities (30 Hours)

- Reflection on some of the constitutional values / fundamental duties and its contemporary relevance in day-to-day national life through group discussion and projects
- Conduct workshop to spread awareness on Fundamental Duties and values
- Students will carry a survey of 30 respondents on assessing the awareness of constitutional duties among the citizens of country and submit a report in it.
- Students will share their experiences on Fundamental Duties and values through submission of a project report.
- Students may share experiences of Field /Educational trips in form of report.
- Collect the views of at least five persons on the extent they think the constitutional values have been realized or objectives have been attained. These persons may be your classmates or teachers or members of your family or social workers in your neighborhood or any other.
- Any other practical decided from time to time.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Book

1. Constitutional Values and Fundamental Duties, by Amar Gupta & Sons, published by Amar Gupta & Sons
2. Introduction to the Constitution of India, by Durga Das Basu, et al., Lexis Nexis, (Lt. Ed.)
3. We, the Children of India: The Preamble to Our Constitution, by Leila Seth, New Delhi, Puffin Books, Penguin Books India, (Lt. Ed.)
4. Constitution of India, by Mahendra Pal Singh, V.N. Shukla's, Eastern Book Company, Lucknow, (Lt. Ed.)

Reference Books

1. Preamble to The Constitution of India, 1950
2. The Constitution of India, Articles-14, 19,21
3. The Constitution of India, Fundamental Duties–Article 51a [(A)- (K)]

Web Links

https://onlinecourses.nptel.ac.in/noc23_lw03/preview
 B.R. Ambedkar Selected Speeches, (Prasar Bharati, New Delhi, 2019) available at:<https://prasarbharati.gov.in/whatsnew/whatsnew653363.pdf>. https://sos.cg.nic.in/E-Books/ENGLISH%20MEDIUM/213_Social%20Science%20-%20202/213_Social%20Science%20-%20202.pdf

OR

Course Title - National Cadet Corps (P)

Course Credit: 2(0-0-2)

Course No. UVAC02

Max. Marks: 100(70I+30E)

Objective: This course serves as an introductory guide to provide knowledge about NCC, its organization, and incentives of NCC for their career prospects. It also inculcates spirit of duty and conduct in NCC cadets.

Learning Outcomes:

LO	LO Statement
1	Critically think and analyse.
2	Understand the basic concept of NCC.
3	Respect the diversity of different Indian culture.
4	Practice togetherness, teamwork and empathy in all walks of their life.
5	Do their own self-analysis and will work out to overcome their weakness for Better, performance in all aspects of life.

Unit	Contents
I LO 1	NCC General: Aims, Objectives and Organization of NCC, Incentives for NCC Cadets, Duties of NCC Cadets,
II LO 2	NCC Camps: Types and Conduct. National Integration and Cultural Activities: Inter-State and Inter-Cultural Exchanges
III LO 3	National Integration: National Integration: Importance and Necessity, Factors affecting National Integration, Unity in Diversity, Threats to National Security
IV LO 4	Personality Development: Factors, Self-Awareness, Empathy, Critical and Creative Thinking, Decision Making and Problem Solving
V LO 5	Social Service and Community Development: Basics of Social Service, Rural Development Programmes, NGO's, Contribution of Youth

Suggested Activities: List of Practical and Activities (30 Hours)

- Drill
- Field Craft & Battle Craft
- Map Reading
- Weapon Training
- Social Service & Community Development
- Celebrating National Festivals
- Cultural Performances
- Heritage Tours
- Any other Practical/Practice as decided from time to time
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

1. DGNCC Cadet's Hand Book - Common Subjects -All Wings (in English)
2. DGNCC Cadet's Hand Book - Common Subjects -All Wings (in Hindi)
3. DGNCC Cadet's Hand Book- Specialised Subjects -Army, Navy and Air Wing

OR

Course Title- Financial Literacy (P)

Course Credit: 2(0-0-2) Course No. UVAC03

Max. Marks: 100(70I+30E)

Objective: This course serves as an introductory guide to financial literacy, equipping students with essential knowledge and skills to navigate the world of personal finance.

Learning Outcomes:

LO	Statement
1	Understand the importance of financial literacy in everyday life.
2	Develop proficiency for personal and family financial planning
3	Apply the concept of saving and investment planning
4	Ability to analyse banking products
5	Personal tax planning

Unit	Contents
I LO1	Introduction to Financial Literacy: Importance of financial literacy, Key financial terms and concepts, Overview of personal finance goals and decision-making, Management of spending and financial discipline

II LO2	Saving and Investing: Importance of saving and types of savings accounts, Introduction to different investment options (stocks, bonds, mutual funds, etc.) Risk and return in investing, Insurance Planning: Life and non-life including medical insurance schemes
III LO3	Banking and Financial Services: Types of financial institutions, Managing checking and savings accounts, Introduction to online banking and mobile payment apps
IV LO4	Digitisation of financial transactions: Debit Cards {ATM Cards} and Credit Cards., Net banking and UPI, digital wallets; Security and precautions against Ponzi schemes and online frauds
V LO5	Introduction to basic Tax Structure in India for personal taxation, Aspects of Personal tax planning, Exemptions and deductions for individuals, e-filing

Suggested Activities: List of Practical and Activities (30 Hours)

- Students may be assigned a project wherein they can log on to the website of various banks and conduct an in-depth analysis and comparison of various financial products offered.
 - Project related to building a dummy portfolio of stocks and tracking their returns may be given.
 - An investment budget may be given to the students to select investment options that maximize the return and minimize the tax implications.
 - Students may also file a dummy IT return to get hands-on experience with e-filing.
 - Students may conduct a financial literacy survey among at least 25 respondents to measure the level of financial literacy and share the findings in the awareness in the form of a report.
- Short quizzes designed to check preparation for the class may be given periodically
- Any other Practical/Practice as decided from time to time
 - Quiz and Internal Examinations
 - Assignments
 - Presentations
 - Participation in extra, co-curricular and cultural activities

Books Recommended Text

Book

1. Introduction to Financial Planning- Indian Institute of Banking & Finance. By Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill. (Lt. Ed.)
 2. Foundations of Financial Literacy, by Sally R. Campbell, Robert L. Dansby, Goodheart-Willcox Pub. (Lt. Ed.)
- Reference Books**
1. Halan, Monika, Let's Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business. (Lt. Ed.)
 2. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd. (Lt. Ed.)
 3. Rich Dad, Poor Dad" by Robert Kiyosaki
 4. Personal Finance, by Jack R. Kapoor, Les R. Dlabay, Robert J. Hughes, Melissa M. Hart. McGraw Hill Education (India) Private Limited. (Lt. Ed.)

SEMESTER II

Course Title-Introduction to Marketing

Course No. UMG03

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objective: To develop an overview about concepts underlying in the marketing management process.

Learning Outcomes

LO	Statement
1	Understanding of various facets of Marketing management
2	Equip students with knowledge that help them perform product planning and product management.
3	Demonstrate the ability to plan strategies for product pricing, distribution and promotion.

4	Understand the dynamics of marketing in services
5	To communicate unique marketing mixes and selling propositions for specific products and services through physical and digital medium

Unit	Contents
I LO1	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation – Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context), Marketing Mix.
II LO2	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling.
III LO3	Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.
IV LO4	Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps., Marketing Ethics.
IV LO5	Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: Emarketing, Relationship marketing, Mobile marketing.

Suggested Activities: List of Activities (60 Hours)

- Divide students into small groups and ask them to select a product or service. Instruct them to analyze its features, target market, positioning, pricing strategy, and promotional activities. Encourage them to present their findings, submit report and discuss the marketing strategies employed by the selected product.
- Provide students with a fictional product or service and ask them to develop a comprehensive marketing mix strategy. Instruct them to determine the product features, pricing strategy, distribution channels, and promotional activities. Encourage them to think critically about the target market, competition, and consumer needs. Ask them to present, submit report on their marketing mix strategies and explain their rationale.
- Assign students to analyze and compare different brands within the same industry. Instruct them to research brand positioning, brand image, target audience, and marketing communications of each brand. Encourage them to identify the unique selling propositions and competitive advantages of each brand. Ask them to present their findings in form of report and suggest ways to improve or differentiate the brands.
- Engage students in discussions about ethical considerations and social responsibility in marketing. Present case studies or scenarios that highlight ethical dilemmas faced by marketers.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Book

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (Lt. Ed)

Reference Books

1. Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. (Lt. Ed)
2. Marketing Management - Text & Cases, by Gupta C.B. Nair N. Rajan, Sultan Chand & Sons, New Delhi . (Lt. Ed)
3. Marketing Management, by V S Ramaswamy& S Namakumari, Om Books International, New Delhi. (Lt. Ed)
4. Modern Marketing Management, by Rustom S. Davar, Ubs Publishers' Distributors Pvt.Ltd, New Delhi. (Lt. Ed) 5. Principles of Marketing, by S.A. Sherlekar & R. Krishnamoorthy, Himalaya Publishing House Pvt. Ltd. Mumbai. (Lt. Ed)

Web Links

1. <https://www.youtube.com/watch?v=sR-qL7QdVZQ>
2. https://onlinecourses.nptel.ac.in/noc23_mg122/preview
3. https://onlinecourses.swayam2.ac.in/nou23_cm04/preview
4. https://onlinecourses.swayam2.ac.in/cec23_mg12/preview

Objective: The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on developing the understanding of accounting norms and principles.

Learning Outcomes

LO	Statement
1	Record and report the financial transactions of the business
2	Recognize the accounting principles and conventions
3	Prepare accounting entries using double entry system
4	Analyse and perform fundamental depreciation entries in accounting operations.
5	Create final statements in accordance with appropriate standards

Unit	Contents
I LO1	Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Bookkeeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.
II LO2	Conceptual Framework: Accounting Concepts, Principles and Conventions, Accounts payable and receivable, Emerging trends in F&A technology, XBRL reporting.
III LO3	Recording of transactions: Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Trial Balance.
IV LO4	Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation, Bills of Exchange – entries in the books of drawer and acceptor
V LO5	Preparation of final accounts: Preparation of Trading and Profit & Loss Account, Understanding of final accounts of a Company, BPO specific Financial Metrics and Budgeting.

Suggested Activities: List of Practical and Activities (30 Hours)

- Prepare Journal entries in excel
- Prepare ledger entries in excel
- Assign students to prepare financial statements, including the income statement, balance sheet, and statement of cash flows
- Provide students with financial statements of real companies and ask them to analyze and interpret the data.
- Introduce students to financial modeling using spreadsheets like Microsoft Excel.
- Mat ask students to research and present on specific financial reporting standards, such as International Financial Reporting Standards (IFRS) or Generally Accepted Accounting Principles (GAAP).
- May Introduce students to some free accounting software and assign them tasks to record transactions, generate financial reports.
- Provide students with a list of assets and their relevant information (initial cost, useful life, and salvage value). Instruct them to calculate depreciation using different methods such as straight-line, declining balance, or units of production. Ask them to explain their calculations and compare the results obtained using different depreciation methods.
- Students may prepare dashboard of budget for dummy departments for a company
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text

Book

1. E-Book: <http://www.textbooksonline.tn.nic.in/Books/11/Std11-Acct-EM.pdf>
2. E-Book: <http://www.targetpublications.org/download/11-commerce/std-11-book-keeping-and-accountancy.pdf>
3. Book Keeping and Accounting by Aggrawal, Sanjay Sahitya Bhawan (SBPD Publishing House), (Lt. Ed)

Reference Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry, Pearson Education. (Lt. Ed)
2. Financial accounting: By Jane Reimers, Pearson Education. (Lt. Ed)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill. (Lt. Ed)
4. Financial Accounting For Management: By Amrish Gupta, Pearson Education. (Lt. Ed)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari, Vikas Publishing House. (Lt. Ed)
6. Financial Accounting, By Mohan Juneja C, Kalyani Publishers. (Lt. Ed)
7. Financial Accounting, By S P Jain and Narang, Kalyani Publishers. (Lt. Ed)

Web Links

1. <https://schools.aglasem.com/15181>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
3. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
4. https://onlinecourses.nptel.ac.in/noc23_mg80/preview
5. https://onlinecourses.swayam2.ac.in/nou23_cm02/preview

Course Title-Business Statistics

Course Credit: 04 (3-1-0) Course No. UMG05

Max.

Marks: 100 (30I+70E)

Objective: To acquaint the students with important statistical techniques for managerial decision-making.

Learning Outcomes

LO	Statement
1	Understanding of application of statistics in business for effective decision making
2	Critically evaluate the underlying assumptions of analysis tools
3	Solve a range of problems using the techniques covered
4	Conduct statistical analysis of data.
5	Apply concepts of index number and probability to solve problems

Unit	Contents
I LO1	Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation, types of classification, Tabulation and Graphs: formation of frequency distribution, types and construction of tables, significance, types and construction of diagrams and graphs
II LO2	Measures of Central Tendency: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures.
III LO3	Measures of Dispersion: Measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation; Skewness and Kurtosis
IV LO4	Correlation & Regression: Meaning of correlation, types of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance. Regression vs. Correlation, Regression lines.
IV LO5	Index Numbers: Methods of constructing index numbers., Introduction to probability theory, Probability rules and concepts, Probability distributions (discrete and continuous), Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations., Introduction to testing of Hypothesis.

Suggested Activities: List of Activities (60 Hours):

- Assign students a project where they need to collect data on a specific business-related topic, analyze the data using appropriate statistical techniques, and present their findings. This can include survey design, data collection, data cleaning, and analysis using descriptive statistics, probability, and hypothesis testing.
- Provide students with a dataset and ask them to create meaningful visualizations using software tools like Excel, SPSS or R. Instruct them to present their visualizations and discuss the insights gained from the data.
- Present students with case studies or real-world examples where they need to apply statistical concepts and techniques to solve business problems. Encourage them to analyze the data, make inferences, and draw conclusions based on their statistical analysis.
- Allocate dedicated class time for students to practice using statistical software packages like Excel, SPSS, or R. Provide them with datasets and guide them through the process of performing statistical calculations, creating charts, and interpreting the results.
- Conduct lab sessions where students can practice using statistical software such as Excel or SPSS. Assign specific tasks, such as data entry, calculation of descriptive statistics, hypothesis testing, or regression analysis, to familiarize students with the software's functionality and data analysis capabilities.
- Invite professionals from industry or academia who have expertise in business statistics to deliver guest lectures.
- Provide students with various datasets or statistical reports and ask them to interpret the findings. □ Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Book

1. Business Statistics, by Vohra, N. D., Tata McGraw Hill Publishing Company, New Delhi. (Lt. Ed)
2. Statistical Methods, by S.P.Gupta, Sultan Chand & Sons, New Delhi, (Lt. Ed)

Reference Books

1. Statistics for Management, by Levin, R.I. and D.S. Rubin, Prentice-Hall of India. (Lt. Ed)
2. Complete Business Statistics, by Aczel, Amir D., and Sounderpandian, J., Tata McGraw Hill Publishing. (Lt. Ed)
3. Statistics for Business and Economics, by Anderson, Sweeny and Williams, Cengage Learning, New Delhi, (Lt. Ed)
4. Business Statistics, by J.K.Sharma, Pearson Education, New Delhi. (Lt. Ed)
5. Elements of Business Statistics, by S.P. Gupta, Sultan Chand & Sons, New Delhi. (Lt. Ed)
6. Statistics for Management, by Kellar, Cengage Learning. (Lt. Ed)
7. Statistics for Business (Decision making and Analysis). By Stine, R. and Foster. (2014). New Delhi: Pearson. (Lt. Ed)

Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
3. https://onlinecourses.nptel.ac.in/noc23_ma83/preview
4. https://onlinecourses.swayam2.ac.in/nou23_cm08/preview 5. https://onlinecourses.nptel.ac.in/noc23_mg22/preview

Course Title-Entrepreneurship Development

Course No. UAEC01

Course Credit: 02 (1-1-0)
Max. Marks: 100 (30I+70E)

Objective

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

Learning Outcome

LO	Statement
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1	Understand the importance of feasibility report
2	Outline the skills that are required to be needed to start new ventures
3	Develop Business Plans
4	Demonstrate leadership skills and effective resource management techniques
5	Distinguish between fixed and working capital requirements

Unit	Content
I LO1	Introduction to Entrepreneurship: Entrepreneurial Mindset, Characteristic of an Entrepreneur, Advantages and disadvantages of Entrepreneurship; Types of Entrepreneurial organizations, Creativity & Innovation; Conception & Ideation: Business Plan and its elements; Roles and Responsibilities of Entrepreneurs, Qualities of an Entrepreneur; Identify Your Customer: Customer segmentation, Criteria for selling customer value proposition, Customer Lifecycle, Introduction to Intrapreneurship
II LO2	Self Confidence and Resilience: 4 Ps of Entrepreneurship, Self-confidence, Positive attitude, Overcoming the fears, Recover from Failure; Never Give Up: Importance of Focusing energy on Business, Importance of Business Networking and its advantages; Competition Analysis: Factors affecting competition strategies, Prerequisites of successful enterprise; Business Risk, Getting Money for Business: Concept of Funding, Types of Funding,
III LO3	Dream and Achieve: Vision, Mission and Goals, Business Ethics, SMART goals, entrepreneurial work ethics Leadership and Team Spirit Lead by example, Importance of Embracing diversity, Role of Emotional Intelligence to be a leader; Serving the Society: Roles of Entrepreneurs in society, Selfless Entrepreneurship; Effective Ways to Build Entrepreneurial Skills.
IV LO4	Taking Ownership: taking control over the business; Adapt to Change: Porters competition strategies, Factors affecting business; Problem Solving: Introduction to Critical Thinking; Applying critical thinking, Model of Critical Thinking; Importance and benefits of Creative thinking, Decision making, Effective decision-making process
V LO5	4Ps of Marketing, Costs in Entrepreneurship, Introduction to Accounting, Working capital; Regulatory and statutory rules for an Entrepreneur, Business Loans for startups and MSMEs by Indian Government, Legal Issues Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising.

Suggested Activities: List of Activities (30 Hours)

- Discuss Success and Failure Stories of Famous Entrepreneurs like Steve Jobs Success Story, Mumbai Dabbawala delivery success Story, etc.
- Create a group of students and provide them inputs to develop a business plan. The students will submit the report on same and will make presentations for their respective plan.
- Collect the information about successful entrepreneurs of India and globe and submit a report of their success stories.
- Instruct may Organize pitch competitions where students can present their business ideas or business plans to a panel of judges.
- Engage students in activities such as ideation exercises, role plays, team-building exercises, and pitch competitions to enhance their entrepreneurial skills.
- Assign individual or group projects where students have to pitch their business ideas, outlining the problem they aim to solve, target market, value proposition, and competitive advantage.
- Encourage students to identify problems or opportunities in the market and come up with innovative solutions or business concepts.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Books

1. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, (Lt. Ed)

Reference Books

1.Hisrich, Robert D., Michael Peters and Dean Shephered, Entrepreneurship, Tata McGraw Hill, New Delhi. (Lt. Ed)

2.Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA). (Lt. Ed)

3.Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi

4.Charantimath, Poornima, Entrepreneurship Development and Small Business Entreprises, Pearson Education, New Delhi. (Lt. Ed)

5.Forbat John, "Entrepreneurship", New Age International, (Lt. Ed)

6.Havinal, Veerbhadrappa, "Management and Entrepreneurship", New Age International Publishers, (Lt. Ed).

7. John S.M., rural women Entrepreneurship, 6th ed; Discovery Publishing House, (Lt. Ed)
8. Janakiram B., Management & Entrepreneurship, Excel Books India, (Lt. Ed)
9. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, (Lt. Ed)

Web Links

1. https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf
2. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=2F136B2E6941D1F8DB4E2F136B2E6941D1F8DB4E&&FORM=VRDGAR>
3. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=01D578B93003F888E6DF01D578B93003F888E6DF&&FORM=VRDGAR>
4. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=2E714CA0963D221569E52E714CA0963D221569E5&&FORM=VRDGAR>
5. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=D72A5948DCB34F0684C0D72A5948DCB34F0684C0&&FORM=VRDGAR>

Course Title-Spreadsheet Modelling (P)

No. UCSE02

Course Credit: 03(0-0-3) Course

Max. Marks:100 (70I+30E)

Objective: To handle volume of data in an effective manner, improve their analytical skills and help them understand about the role of data in a business.

Learning Outcomes

LO	Statement
1	Work with spreadsheets and save them in different formats for developing proper formats
2	Choose, create and format charts to communicate information meaningfully.
3	Create mathematical and logical formulas using standard spreadsheet functions
4	Understand the ways to collect the data (Online Surveys & Business tools).
5	Work with tables and lists to analyze, filter and sort data to analyse the results for different data sets.

Unit	Content
I L01	Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, Ranges
II L02	Functions & Formulae: Date and time Functions, AutoSum, Copying Formula, Formatting Data, Creating Charts, formatting charts, Creating Database, Sorting Data, Filtering, Coding of Data in Excel,
III L03	Functions & Formulae: Statistical functions (Sum, Min, Max, Average, SD, variance, count, sumif, averageif, countif, countblank, rank), Text functions (left, right, mid, trim, concatenate, upper, lower, proper), Financial functions (pv, fv, pmt, etc), Lookup functions (hlookup, vlookup, xlookup), Two-level nested functions
IV L04	Data Visualisation: Creating dashboard in excel, Using Tables, Pivot Table, Pivot Chart, Create and Modify a pivot table/data pilot, Filter, Sort data in a pivot table/data pilot, Use one-input, two-input data tables/multiple operations tables, Conditional Formatting
V L05	Analysis: Sorting and filtering: Sort data by multiple columns at same time, Create a customized list and perform a custom sort, macros, Customer feedback analysis using Google Doc., Google form creation, encryption of worksheets

Suggested Activities: List of Practical and Activities (90 Hours)

- Assign exercises where students practice writing basic formulas to perform calculations, such as addition, subtraction, multiplication, and division.
- Assign tasks where students create various chart types (e.g., bar, line, pie) to visually represent data and interpret trends and patterns.
- Demonstrate how to use AutoFill to quickly fill a series or replicate formulas across a range of cells and then make students practice for same.
- Assign tasks like creating simple budgets, organizing data, and performing basic calculations using formulas.
- Provide students with datasets and ask them to analyze and interpret the data using spreadsheet functions and tools.

- Introduce students to PivotTables and guide them through creating PivotTables to summarize and analyze data.
- Instruct them to create charts, graphs, and pivot tables to visualize the data and identify trends, patterns, and insights.
- Encourage students to write summaries or reports based on their analysis.
- Instruct students to apply conditional formatting rules to highlight specific data points based on certain criteria
- Provide exercises where students practice using nested functions to perform complex calculations or conditional operations.
- Assign tasks that require students to use functions like VLOOKUP or INDEX/MATCH to search for and retrieve specific data from a table.
- Guide students through the process of protecting worksheets or workbooks by applying password protection, restricting editing, or hiding formulas.
- Introduce students to macro recording and guide them through recording simple macros to automate repetitive tasks.
- Share a list of Excel shortcuts and productivity tips with students, and encourage them to practice using these shortcuts to improve their efficiency
- May prepare students how to use the Scenario Manager to analyze the impact of different scenarios on a model by changing input values.
- Make use of Google Suite that offers a range of cloud-based productivity tools, including Google Docs, Google Sheets, Google Slides and Google Forms. These tools allow real-time collaboration and easy sharing of documents.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Excel Data Analysis: Modeling and Simulation 2010. Springer, by Hector Guerrero. (Lt. Ed.)
2. Excel 2019 Bible, by Michael Alexander, Richard Kusleika, John Walkenbach, Wiley. (Lt. Ed.)
3. Excel Data Analysis for Dummies, by Stephen L. Nelson, E. C. Nelson. John Wiley & Sons. (Lt. Ed.)

Reference Books

1. Excel Formulas and Functions for Dummies, by Ken Bluttman, Peter G. Aitken. John Wiley & Sons. (Lt. Ed.)
2. Excel VBA Programming for Dummies, by Michael Alexander and John Walkenbach. John Wiley & Sons. (Lt. Ed.)
3. Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010/2016, by Rob Collie and Avi Singh. Holy Macro Books. (Lt. Ed.)
4. Microsoft Excel 2016 Step by Step" by Curtis Frye, Microsoft Press. (Lt. Ed.)

Web Links

1. <https://www.youtube.com/watch?v=-ujVQzTtxSg&list=PLWPIrh4EWFpEpO6NjjWlBkSCb-wx3hMql>
2. <https://www.youtube.com/watch?v=6cV3OwFrOkk&t=1194s>
3. <https://www.youtube.com/watch?v=gTK5rNhWJyA>
4. <https://www.youtube.com/watch?v=XeWfLNe3moM>

Course Title -Soft Skills
Credit: 03 (2-1-0) Course No. UENG02

Course
Max. Marks:100

(30I+70E)

Objective: Courses on soft skills are intended to improve the communication skills, enrich personality development and knowledge of the students.

Learning Outcomes

LO	Statement
1	Make use of the important elements of Soft Skills in the workplace
2	Make use of verbal and non-verbal communication wherever required at the workplace.
3	Demonstrate behaviours that promote professionalism in the learning environment
4	Handle customers over telephone and direct them on the phone

5	Outline the various procedures for developing body language and teamwork.
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Unit	Content
I L01	Importance of Soft Skills: Soft Skills, Active Listening, Empathy, Building Assertiveness, Service No, Types of Customers/Dealing with Irate Customers, Apology, Building Rapport
II L02	Transactional Analysis: Attention Grabber, Verbal and Non-Verbal Communication, workplace Communication, Ego States, Role Play
III L03	Demonstrate behaviours: Assertive Behaviour, Handling Different Types of Customers, Giving and Receiving feedback, Importance of Communication skills, Effective listening skills, Emotional Intelligence
IV L04	Handling customers: Dos and Don'ts, Communicating effectively, Opening and Closing a Customer Service call, Paraphrasing, Directing a Customer Over The Phone, Handling an Angry Customer, Handling Customer Queries, The Call Flow, Business Meetings
V L05	Personal Outlook: Dress and appearance, problem-solving in intercultural communication, Character building, Teamwork

Suggested Activities: List of Practical and Activities: (60 Hours)

- Presentation Skill: Assign students regular presentation tasks where they can practice delivering information clearly, using visual aids, and engaging their audience.
- Role Plays: Conduct role-playing activities that simulate real-life scenarios, such as customer interactions or team meetings, to help students improve their verbal and non-verbal communication skills. □ Effective listening skill
- Call Flow
- Directing a Customer Over the Phone
- Handling an Angry Customer
- Business Meetings
- Team work
- Dress and appearance □ Case study
- Assign group projects that require students to work together, delegate tasks, communicate effectively, and resolve conflicts to achieve common goals.
- Incorporate opportunities for students to provide constructive feedback to their peers on their work, presentations, or group projects.
- Assign rotating leadership roles within group projects or classroom activities, allowing students to take turns leading discussions, organizing tasks, and guiding their peers. The students will submit their experiences in form of report.
- Encourage students to initiate and participate in community service or extracurricular activities, where they can develop leadership skills, take initiative, and make a positive impact on society.
- Encourage students to reflect on their time management habits and set personal goals for improvement.
- Provide students with multiple assignments or projects and teach them techniques to prioritize tasks based on urgency and importance.
- Introduce mindfulness techniques and stress management strategies to help students develop resilience, emotional intelligence, and self-care practices.
- Conduct brainstorming activities where students generate ideas to solve a specific problem or improve a process.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Book

1. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 1, PSS Central Institute of Vocational Education, Bhopal

2. Concentrix Material Reference Books

1. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey
2. Soft Skills Training: A Workbook to Develop Skills for Employment by Frederick H. Wentz

3. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success by Gopaldaswamy Ramesh (Author)
4. Sizzling Soft Skills For Spectacular Success by Ameer Ali.

Web Links

1. <https://www.youtube.com/watch?v=5tqu6r4Bmj8>
2. <https://www.youtube.com/watch?v=PIumypOgAfE>
3. https://www.youtube.com/watch?v=_tG9YHe

Course Title-Sports and Life (P)

Course Credit: 02(0-0-2)

Course No. UVAC04

Max. Marks: 100 (70I+30E)

Objective: To imbibe the significance of sports to promote health, fitness and wellness in life. To understand the importance of physical activity in reference to strength, speed and suppleness.

Learning Outcomes

LO	Statement
1	Acquire values of cooperation, team spirit, determination, and endurance.
2	Acquire good health and psychological well-being through sports participation.
3	Acquire skills for engaging in moderate or vigorous physical activity and sports participation.
4	Apply the decision making-ability and goal-setting skills acquired through sports participation in everyday life.
5	Reduce exposure to screen time on electronic gadgets and channelizing energy through sports participation.

Unit	Content
I L01	Rules and Techniques: Concept -Rules of the Sport, Techniques/ skills in the sport/ Aerobic Skills
II L02	Components of Fitness: Concepts- Meaning and Development of Strength, Speed; Endurance, Flexibility and Coordinative Abilities.
III L03	Benefits of sports and physical activity: Concepts- Effect of exercise on the body; Organizing of a sports competition; Balanced Diet
IV L04	Sports in Contemporary Times: Concepts-Honours and Awards associated with sports and sportspersons
V L05	Motivation towards Sports; Introduction to Sports for fitness, fun, competitions, Health, rehabilitation

Suggested Activities: List of Practical and Activities (30 Hours):

- Marking of the court/ field
- Outdoor Adventure Activity
- Skills learning in sports
- Participation in Internal competitions
- Group Games/ Relays/ Minor games
- Group Games, / Relays /Step Aerobics
- Skills learning and Participation in sports
- Measurement of Flexibility: Sit & Reach Test, Hip Bend & Toe Touch.
- Measurement of Strength: Leg Raise Test, Sit-up ability Test, Grip Strength.
- Measurement of Muscular Endurance: Bench Jumps, Sit-ups, Knee Bends, Push ups, Pull ups.
- Measurement of Cardio-Vascular Endurance: One Mile Run-Walk Test;
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations

- Participation in extra, co-curricular and cultural activities

Books Recommended

1. James R Morrow Jr., Dale P. Mood, James G. Disch, Minsoo Kang - Measurement and Evaluation in Human Performance-Human Kinetics Publishers (Lt Ed.)
2. W.Larry Kenney, Jack H. Wilmore, Devid L.Costil. Physiology of Sports and Exercise, Second Edition. USA.Human Kinetics. (Lt Ed.)
3. Wener W.K. Hoeger, Sharon A. Hoeger - Fitness and Wellness-Cengage Learning. (Lt Ed.)
4. Kansal DK. A practical approach to Measurement Evaluation in Physical Education & Sports selection. Sports & Spiritual Science Publications, New Delhi. (Lt Ed.)
5. Corbin et.al. Fitness & Wellness-Concepts. McGraw Hill. Publishers. New York.U.S.A. (Lt Ed.)
6. Websites of International Sports Federations, Ministry of Youth Affairs and Sports Govt. of India

OR

Course Title-Swachh Bharat (P)

Course Credit: 2(0-0-2) Course No.

UVAC05

Max. Marks: 100(70I+30E)

Objective: This course serves as an introductory guide to understand the developmental challenges with reference to sanitation infrastructure and practices.

Learning Outcome:

LO	LO Statement
1	Understanding the significance of the Swachh Bharat Abhiyan.
2	Ability to analyse and predict the sanitation challenges of India
3	Determine the link between sanitation and development.
4	Develop the ability to differentiate the work done at rural and urban level
5	Contribute to the Swachh Bharat Abhiyan through real time projects/fieldwork

Unit	Contents
I LO 1	Introduction to Swachh Bharat Abhiyan: Gandhian philosophy of Cleanliness, Swachh Bharat Abhiyan {SBA}, Hygiene, Sanitation & Sustainable Waste Management, Agencies and nodal Ministries for SBA, Different phases of the SBA and its evaluation, Citizens' Responsibilities: Role of Swachhagrahi
II LO 2	Importance of Cleanliness and Hygiene: Understanding the impact of cleanliness on individual health, community well-being, and environmental sustainability., Exploring the relationship between cleanliness and disease prevention.
III LO 3	Swachh Bharat: Rural and Urban Facets: Indicators for Swachh Bharat, Rural: Sanitation coverage across households (2014 onwards), Open Defecation Free (ODF) Villages: Parameters, ODF plus model: Key indicators
IV LO 4	Swachh Bharat: Rural and Urban Facets: Urban: Sustainable sanitation, Waste/water and solid waste management, Garbage Free Cities
V LO 5	Prospects and Challenges: Attitudes and Perceptions, Operational and Financial issues, Monitoring & Supervision, Community Mobilization

Suggested Activities: List of activities

- Identify plastic and e-waste in and around the institution and suggest innovative technologies to minimize wastage.
 - Identify events/fests that generate maximum waste and ways to minimize it.

- Visit canteen/shops and track the lifecycle of wet/dry waste in and around the institution and document the findings in the form of a Project Report.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities
- interviews of stakeholders to understand the level of awareness.
- Conduct a Clean Audit of the Institution and identify areas for action.
- Conduct cleanliness drives.
- Organise Swachhata Pakhwada meetings, rallies, and mobilization camps within the identified communities.
- Students may participate in the Swachh Bharat Internship programme.
- If required students can share their experiences in the form of a Project Report.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Book

1. "Swachh Bharat Mission - Gramin, Department of Drinking Water and Sanitation, Ministry of Jal Shakti"

2. India 2021, Ministry of Information & Broadcasting **Suggested Readings:**

1. Gol (2020). Swachh Bharat Mission (Grameen) Phase 2: Operational guidelines. Department of Drinking Water and Sanitation, Ministry of Jalshakti.
2. MoHUA (2017). Guidelines for Swachh Bharat Mission - Urban (PDF). Ministry of Housing and Urban Affairs, Government of India. **Web Links**

1. <http://swachhbharatmission.gov.in/SBMCMS/swachhta-pakhwada.htm>
2. <https://swachhbharatmission.gov.in/SBMCMS/about-us.htm>
3. https://www.communitedtotsanitation.org/sites/communityledtotsanitation.org/files/ODF_verification_checklist.pdf
4. <https://sbm.gov.in/phase2dashboard/PhaseI/NationDashboard.aspx>
5. <https://www.niti.gov.in/sites/default/files/2019-08/Report%20of%20Subgroup%20of%20Chief%20ministers%20on%20Swachh%20Bharat%20Anhiyaan.pdf>
6. <https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portals/1/images/pd/brochure/Greywatermanagement.pdf>
7. <https://swachhbharatmission.gov.in/SBMCMS/writereaddata/Portal/Images/pdf/brochure/PWMBS28thJune.pdf>

OR

Course Title-Emotional Intelligence (P)

UVAC06

Course Credit: 2(0-0-2) Course No. Max. Marks: 100(70I+30E)

Objective: This course serves as an introductory guide to Introduce the concept of emotional intelligence, its models and components. It helps in understanding the significance of emotional intelligence in self-growth and building effective relationships.

Learning Outcome:

LO	LO Statement
1	Develop the understanding of Self-Awareness and Self-Management

2	recognize the domains of Emotional Intelligence
3	increase the level of social competence
4	employ the emotions for better decision making
5	Make use energy and enthusiasm to enhance emotional intelligence

Unit	Contents
I LO 1	Introduction to Emotional Intelligence: Definition and components of emotional intelligence, Historical background and research on emotional intelligence, The importance of emotional intelligence in personal and professional life
II LO 2	Personal Competence: Self Awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development, Self Management: Managing emotions, anxiety, fear, and anger.
III LO 3	Social Competence: Social Awareness: Others' Perspectives, Empathy and Compassion, Relationship Management: Effective communication, Collaboration, Teamwork, and Conflict management
IV LO 4	Case Studies and Real-Life Applications: Applying emotional intelligence skills to real-life scenarios, Role plays and simulations to practice emotional intelligence, Group discussions and presentations on case studies
V LO 5	Emotional Intelligence: Measurement and Development, Measures of emotional intelligence, Strategies to develop and enhance emotional intelligence

Suggested Activities: List of activities to be undertaken:

Students will practice self-management techniques to regulate emotions such as

- Mindfulness
- Conditioned relaxation response
- Boundary setting
- Any other

Students will practice various techniques of relationship management such as engaging with:

- Display of empathy
- Effective communication
- Teamwork
- Conflict resolution
- Any other
- Students can share their experiences in the form of a Project Report.
- Conduct a pilot study to assess the Emotional Intelligence of employees working in any Industry/workplace
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text

Book

1. The handbook of emotional intelligence. by "Bar-On, R., & Parker, J.D.A.(Eds.) . San Francisco, California: Jossey Bros. (Lt. Ed.)
2. Emotional Intelligence. by Goleman, D. . New York: Bantam Book. (Lt. Ed.)
3. Handbook of intelligence. by Sternberg, R. J. (Ed.). Cambridge University Press. (Lt. Ed.) **Suggested Readings:**

1. HBR's 10 Must Reads on Emotional Intelligence (2015)
2. HBR's 10 Must Reads on Managing Yourself (2011)
3. Self Discipline: Life Management, Kindle Edition, Daniel Johnson.
4. "Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman
5. Emotional Intelligence. Why it can matter more than IQ. By Daniel Goleman. Bantam Doubleday Dell Publishing Group. (Lt. Ed.)

6. Working with Emotional Intelligence. by Daniel Goleman. Bantam Doubleday Dell Publishing Group. (Lt. Ed.)
7. Emotional Intelligence Coaching. By Liz Wilson, Stephen Neale & Lisa Spencer-Arnell. Kogan Page India Private Limited. (Lt. Ed.)
8. Guidance and Counselling in Indian Education, by Gupta S.K. New Delhi: NCERT. (Lt. Ed.)

Compulsory Note for each year:

Total notional hours during year should be 1200 hrs. To maintain the notional hours in a year, following criterion need to be adopted by individual instructors for the course. The total outcome-based learning hours for credits shall, subject to assessment, include:

- i. Classroom teaching/ learning hours/ tutorials
- ii. Lab work/ practical/ innovation labs/ projects/ incubation labs
- iii. Yearly and half-yearly examinations/ class tests/ quiz/ other assessments including formative assessments
 - a. Activities as part of the curricular structure leading to experiential learning like relevant experience and proficiency/ professional levels, Performing arts/ fine arts, music, handicraft, traditional, heritage work,
 - b. Debate and Discussion/ Essay Writing / Recitation/Story Writing etc.
 - c. Celebration of festivals in institutes, music performance, Drama etc.
 - d. Self-defence classes, value education classes, Career Counselling sessions etc.
 - e. Other Contests/ Events/ Competitions like Hackathons & Olympiads etc.
- iv. Sports/ games / physical activity / yoga
- v. Life skills-based education like employment skills, basic operational skills like learning to fix a bulb, basic carpentry, classes on morals/etiquettes, constitutional values, environmental sensitivity etc.
- vi. Social/ community work (like adult education, teaching in NGOs or Out of school students, environment related, gender sensitization), NCC/ shramdan (School cleaning, building, decoration)
- vii. Bag less days, field visits organised by the institution
- viii. vocational education/ training, skilling, minor/ major project work, assignments
- ix. Field visits/ Projects/ Industry attachment by institutions
- x. Internship and apprenticeship hours, on the job training (OJT), and experiential learning including relevant experience and proficiency/ professional levels acquired
- xi. Programs offered through blended/ online/ digital learning