

**Diploma in Office Management**

**NSQF Level -4**

**For Academic Session 2023-24 & onwards**

**Skill Department of Management Studies  
(Skill Faculty of Management Studies & Research)**



**Shri Vishwakarma Skill University  
Dudhola, Palwal-121102, Haryana**

**Transit office: Plot 147, Sector 44, Gurugram-122001,  
Haryana Website: [www.SVSU.ac.in](http://www.SVSU.ac.in)  
Contact No: +91-124-234467**

**Dr. Pinki**

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## 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.

## Job Roles

Job Roles	Duration	Corresponding NSQF Level
Typist	1 Year	3
Computer Operator	2 Year	3.5
Office Secretary	3 Years	4



  
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## About the Programme

The Diploma in Office Management includes the management of all office work which includes planning, organising, leading and controlling. It enables students to be professionally trained in different aspects of day-to-day Office Management. They are prepared to move into such positions as Typist, Computer Operator, Office Co-Ordinator, Office Secretary etc.

This course provides its learners the opportunities to excel with the use of the latest technology such as computers, laptops, word processing, spreadsheet, payrolls and desk management for smooth functioning of official work. It empowers future manager with the necessary knowledge, skills, and attitudes to excel in the field and contribute to the success of any organization they serve.

Office managers tackle the necessary tasks to keep small and large businesses running. They're responsible for duties for managing an office that ranges from ensuring the office printer is working correctly to organizing a company's finances and administrative staff. Office managers develop numerous skills as an integral component of any successful business.

Office management oversees the administrative aspects of a business to improve the efficiency of office staff and general operations. At its core, office management is a form of leadership, as managers are expected to supervise an administrative team, orient them toward a common goal, and be equipped to handle challenges.

## Programme Outcomes

This program focused on making life-long Learners with Spirit of Enquiry and to have Zeal & Enthusiasm to acquire New Knowledge, Traits and Skills so as to remain contemporary and possess required Attitudinal Skills needed to pursue successful and productive Careers as Managerial Professionals.

The Programme outcomes are as follows:

Students will be able to-

PO1: Understanding of office management, office operations, space management, workplace environment and functions of management.

PO2: Produce official documents containing graphics, layouts, styles and tables with relative speed and efficiency.

PO3: Ability to analyse individual needs and engage in updating in the context of technological changes.

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PO4: Acquire proficiency in discharging secretarial jobs with industry interface and improve rapidly writing, reading and translation of scripts.

PO5: Learn best practices for streamlining office processes and workflow.

PO6: Formulate business problems and provide innovative solutions thus, molding them into future visionaries, management leaders & entrepreneurs with values.

### **Programme Specific Outcome**

The Programme Specific Outcomes are as follows:

Students will be able to-

1. Learn to manage time effectively, prioritize tasks, and handle multiple responsibilities to ensure smooth workflow and meet deadlines in a dynamic office environment.
2. Develop effective communication skills, both written and verbal, to facilitate clear and professional correspondence within the office and with external stakeholders.
3. Understand the importance of maintaining confidentiality, ethics, and professionalism in office settings, and adhere to legal and ethical standards in handling sensitive information.
4. Enhance organizational and administrative skills, including record keeping, document management, and office supply management, to maintain an efficient and well-organized office.
5. Demonstrate proficiency in utilizing various office software applications and technology tools to enhance productivity and efficiency in the workplace.



  
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**Details:**

**Scheme of the Programme**

Semester 1: 20 Credits

Semester 2: 20 Credits

Semester 3: 20 Credits

Semester 4: 20 Credits

Semester 5: 20 Credits

Semester 6: 20 Credits

**Details of Diploma in Office Management Programme**

Skill Department of Management Studies(SFMSR)															
Diploma in Office Management Scheme															
Batch 2023-26															
First Semester(Total Credit-20)															
Title	Subject Code	Th/P	Th	Tu	P	To	Th	Tu	P	To	Internal	External	Total	Credits	
1	Fundamentals of Management & Organisational Behaviour	Theory	3	1	0	4	45	15	-	60	30	70	100	4	
2	Communication Techniques –I	Theory	3	1	0	4	45	15	-	60	30	70	100	4	
3	Office Operations –I	Theory	3	0	1	4	45	-	30	75	30	70	100	4	
4	Typing Skills- I	Practical	0	0	4	4	-	-	120	120	70	30	100	4	
5	Cultural Education	Theory	2	0	0	2	30	-	-	30	30	70	100	2	
6	Social Services	Practical	0	0	2	2	-	-	60	60	70	30	100	2	
7	Science & Society	Practical	0	0	2	2	-	-	60	60	70	30	100	2	
Second Semester(Total Credit-20)															
Title	Subject Code	Th/P	Th	Tu	P	To	Th	Tu	P	To	Internal	External	Total	Credits	

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1	Database Management System and Presentation Software	DOM06	Theory	3	0	1	4	45	0	30	75	30	70	100	4
2	Communication Techniques –II	DOM07	Theory	3	1	0	4	45	15	-	60	30	70	100	4
3	Office Operations –II	DOM08	Practical	0	0	4	4	-	-	120	120	70	30	100	4
4	Typing Skills- II	DOM09	Practical	0	0	4	4	-	-	120	120	70	30	100	4
5	Entrepreneurship Development	DOM10	Theory	2	0	0	2	30	-	-	30	30	70	100	2
6	Vedic Mathematics	DVAC03	Practical	0	0	2	2	-	-	60	60	70	30	100	2
7	Digital Literacy Skills	DVAC04													

### Third Semester(Total Credit-20)

	Title	Subject Code	Th/P	Th	Tu	P	To	Th	Tu	P	To	Internal	External	Total	Credits
1	Soft Skills	DOM11	Theory	2	1	0	3	30	15	0	45	70	30	100	3
2	Business Communication	DOM12	Theory	3	1	0	4	45	15	-	60	30	70	100	4
3	Management & Secretarial Practice	DOM13	Theory	3	1	0	4	45	15	-	60	30	70	100	4
4	Application of Computers Lab. – I	DOM14	Practical	0	0	4	4	-	-	120	120	70	30	100	4
5	Internship*	DOM15	Practical	0	0	3	3	0	0	90	90	70	30	100	3
6	Financial Literacy	DVAC05	Practical	0	0	2	2	-	-	60	60	70	30	100	2
7	Emotional Intelligence	DVAC06													

### Fourth Semester(Total Credit-20)

	Title	Subject Code	Th/P	Th	Tu	P	To	Th	Tu	P	To	Internal	External	Total	Credits
1	Fundamentals of Accounting-I	DOM16	Theory	3	1	0	4	45	15	-	60	30	70	100	4
2	Social Networking and Digital Marketing	DOM17	Theory	3	1	0	4	45	15	-	60	30	70	100	4
3	Office Operations Lab. – II	DOM18	Practical	0	0	4	4	-	-	120	120	70	30	100	4
4	Business Communication Lab	DOM19	Practical	0	0	4	4	-	-	120	120	70	30	100	4
5	Minor Project+B54	DOM20	Practical	0	0	2	2	-	-	60	60	70	30	100	2
6	Human Values & Professional Ethics	DVAC07	Theory	2	0	0	2	30	-	-	30	30	70	100	2

### Fifth Semester(Total Credit-20)

	Title	Subject Code	Th/P	Th	Tu	P	To	Th	Tu	P	To	Internal	External	Total
1	Fundamentals of Accounting-II	DOM21	Theory	3	1	0	4	45	15	-	60	30	70	100
2	Fundamental of Business Statistics	DOM22	Theory	3	1	0	4	45	15	-	60	30	70	100
3	e-Office Operations Lab.	DOM23	Practical	0	0	4	4	-	-	120	120	70	30	100
4	Spread Sheet Modelling	DOM24	Practical	0	0	4	4	-	-	120	120	70	30	100
5	Environmental Studies	DOM25	Theory	2	0	0	2	30	-	-	30	30	70	100
6	Constitutional Values and Fundamental Duties	DVAC08	Practical	0	0	2	2	-	-	60	60	70	30	100
7	Swatch Bharat	DVAC09												

Sixth Semester( Total Credit-20)												
	Title	Subject Code	Th/P	Th	Tu	P	To	Th	Tu	P	To	Total
1	Career Preparation & Talent Management	DOM26	Theory	3	1	0	4	45	15	0	60	100
2	On Job Training/ Industry Project	DOM27	Practical	0	0	14	14	0	0	420	420	350
3	Human Resource Management	DOM28	Theory	2	0	0	2	30	0	0	30	100
												2

\*The student need to undergo for internship duration for 45 days after the completion of second semester examinations. The student must complete their internship before the commencement of semester 3.

\*\*Total Lecture Hours will be credit \* 15 and the other component of the notional hours will be activities as follows:

- Lab work/ practical/ innovation labs/ projects/ incubation labs
- Yearly and half-yearly examinations/ class tests/ quiz/ other assessments including formative assessments
- Value education classes, Career Counselling sessions
- Events/ Competitions
- Life skills-based education
- Social/ community work
- Vocational education/ training, skilling, minor/ major project work, assignments
- Field visits/ Projects/ Industry attachment by institutions Programs offered through blended / online / digital learning

learning



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### Faculty & Staff Requirement

Faculty: 2

Instructor: 1

### Minimum Infrastructure Requirement

Following infrastructure is proposed to be required considering intake of 30 students:

#### Infrastructure Requirement

Year	Lecture Hall	Seminar Hall	Labs	Faculty/Instructor Room
1	1	-	1	2/1
2	2	1	1	2/1
3	3	1	1	2/1

### Overall Infrastructure / Building Requirement

#### Overall Infrastructure


S NO.	Item	Requirement
1.	Class Rooms (Dice, Interactive Board, Notice Board)	03
2.	Seminar Room	01
3.	Departmental Library	01
4.	Labs for Practice	01
5.	Room's for Faculty	03
6.	Washrooms/Toilets	02

### Lab Development Requirement

#### Lab Requirement

Year	Name of the proposed lab
1	Computer Lab

\*As per syllabus approved



  
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## **Career opportunity**

Career Opportunities: As Executive Assistants, Secretaries, PA to Executives, Marketing Executives, Front Desk, Receptionists, Front Office Executive, Customer care Executives etc. After completing this course, the students are capable of taking up works related to Human Resource Management and Financial Management.

## **Role and responsibility of SVSU**

- Design and develop the Course in line with industry
- Appoint a dedicated Program Coordinator to lead the Course from the Program faculty.
- Advertise and market the Course in order to attract the targeted segment of candidates to apply for the course as per the agreed upon guidelines.
- Conduct the admission process as follows:
  - Screen all the applicants and enroll the selected candidates as per batch size
  - Conduct interview of candidates
  - Maintain a database of all applicants and subsequently selected candidates.
- Train the enrolled candidates by planning, organizing and delivering class room training as follows:
  - Ensure that the training center has adequate seating capacity and infrastructure i.e. conducive for teaching.
  - Conduct the course in accordance with the curriculum following the defined timetable and session plan.
  - Ensure that such faculty conducting the course has a professional background to teach
  - Ensure to create job ready and fit for selection students through effective training and certification.
- Assess and provide Diploma/Degree to the students after completion of the program and successfully clearing the examination.

  
  
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### **Role and responsibility of Students**

- Would be required to undergo related instruction and curriculum under NSQF.
- Shall follow the rules of the university and disciplinary action will be taken for any gross misconduct/ violation of rule and shall be disqualified/ rusticated from the course.
- Have to adhere to the university's code of conduct for the classes & and; for work area of industry respectively.

### **Admission Process**

#### **Eligibility**

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

- Diploma (Office Management)

Program Duration- 3years (6 semesters)

The applicant who has passed 10<sup>th</sup> class OR Equivalent are eligible to undertake the program

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



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## **Seats details**

### **Total Seats- 30**

Seat reservations as per Haryana Govt. Reservation Policy

### **Mode Application: Online, Application Fee**

Candidates need to apply for the course in online mode only. The online Application form for admission will be available on the University website: [www.svsu.ac.in](http://www.svsu.ac.in)


## **Selection Process**

Candidate needs to apply against the advertisement and meet minimum requirement as per the guidelines as mentioned on university website [www.svsu.ac.in](http://www.svsu.ac.in). The student needs to appear for Personal Interview. Merit List will be prepared based on performance in personal interview and qualifying exam. Counselling will be done based on the marks obtained in Merit List

### **Personal Interview:**

The personal interview is essential component for admission to this programme for which a list of shortlisted candidates shall be prepared keeping in view the reservation policy and number of seats in each category. Five times of the number of seats in respective categories on the basis of marks obtained in Qualifying Exam shall be shortlisted for the Personal Interview. The list of shortlisted candidates shall be displayed on the Notice Board of the University and also on the website.

The 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

  
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### **Merit list:**


Benefit of reservation will be given to all the reserved categories in accordance with the reservation policy given in the Prospectus. Final merit list including weightages/ reservations

etc. will be displayed on the Notice Board of the skill department/ skill faculty concerned on the scheduled dates and will also be available on the website: [www.svsu.ac.in](http://www.svsu.ac.in). It shall be the sole responsibility of the candidate to remain in touch with the skill department/ skill faculty concerned to ascertain the progress of admissions. There will be no separate communication in this regard from the University.

**Counselling:**

1. Counselling for admission to the programme will be held in the respective skill department/ skill faculty of the University as per schedule mentioned on the University's website.
2. The candidates are required to present themselves at the Counselling venue according to the counselling date. They will be called in for counselling one by one on the basis of their rank/ merit order computed as per the admission criteria.

**Note: In case two or more candidates have same rank/ merit order:**



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The admission will be made on the basis of

- (i) Marks obtained in the penultimate class (es)
  - (ii) Seniority in age.
3. The candidates will be required to submit all their original certificates/ documents/ testimonials along with Medical fitness certificate, Anti-Ragging certificates and affidavit for study gap, if any, as mentioned in the Prospectus before the Admission Committee for verification. They will also be required to bring two sets of self-attested copies of all such certificates/ documents/ testimonials. The Admission Committee will check the eligibility of the candidates. In case, the candidate is found ineligible his/ her candidature will be cancelled. Admission slip will be issued to those candidates who are found eligible by the Admission Committee.
  4. Candidates are required to bring all their original Certificates along with two sets of self-attested photocopies on the day of counselling.
  5. Under no circumstances the original certificates of the candidate shall be retained by any skill department/ skill faculty of the University.
  6. Candidates whose result of their qualifying examination is declared late (for Entrance Test only), can submit their Result Card/ DMCs on the day of first, and second counselling in the skill department/ skill faculty, subject to availability of vacant seats.

**Fee structure:**

- Admission Fee: Rs 500/- (one time)
- Security Fund: Rs 1000/- (refundable)
- Registration fee: Rs 360/-

**Semester Fees**

Item	Amount
Tuition fee	Rs 7000/-
Examination fee	Rs 2500/-
SAF	Rs 800/-
Development Fund	Rs 1500/-
Misc. funds	Rs 1200/-

Total fee per semester- Rs 13000\*

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**\*Assessment and Certification Fee- Rs 800 shall be paid by student per semester for each job role**

**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.

**Commencement of Program:**

**Orientation**

There will be an orientation programme conducted for the students at the time of admission for 2 days which will highlight the programme details, terms and conditions of University.

**Procedure and rules of SVSU and industry**

There will be display of procedure and guidelines for the programme by SVSU and the norms that a student need to follow during the internship will be highlighted. The students will also be made aware about the assessment criteria for the academic as well as internship, projects etc.

**Attendance and leave rule**

1. A Student shall be required to attend a minimum of 75 % of the lectures delivered (In theory and practical's combined) and 90% during internship.
2. The attendance will be counted from the date of start of session, to the date prior end of the semester.
3. In case of late admission in the first semester, the attendance shall be counted from the date of actual admission of the candidate, by the competent authority.
4. The name of the student shall be struck off the rolls if he/ she remains absent for 4 consecutive working days, without leave.
5. The name of the student shall be struck off the rolls if he/ she remains absent for 4 working days in a month, without leave
6. A student whose name has been struck off from the roll of the Institution, may however be readmitted if the absence of the student was due to the circumstance beyond his/ her



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control and his /her request considered and approved by the Dean / competent authority.

7. Any student who fails to appear or pass any particular exam and further thereafter remains absent from the University for a period exceeding one year from the date of re-opening of the institute following the exam in which the student had failed to appear or pass shall not be entitled to continue his/ her studies in the institute without prior, written permission of the competent authority.
8. The programme coordinator / Head may grant leave to the students in exceptional circumstances only to the extent of 10 days per semester, subject to the condition that the student completes the prescribed minimum attendance as per attendance rule and the leave must be got sanctioned before availing the same.

### **Assessment and Award:**

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Education Institutes (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So, it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity in grading system and method for computing the

  
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cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines and the same has been adopted by the University in terms of Assessment.

- Performance of students will be assessed based internal and external evaluation depending on course to course as per scheme.
- The examination will be done as per the Examination Ordinance of SVSU.

#### Theory/practical assessment by SVSU:

- There will be two components of examination: internal and external. Every course will have marks as per the scheme of the programme.
- In case of theory examinations, the 70% will be awarded on the basis of external examination and 30% will be awarded on the basis of continuous internal assessment.
- In case of practical the 30% will be awarded on the basis of external examination and 70% will be awarded on the basis of continuous internal assessment.

(a) Internal marks distribution for theory examination: -

Total Marks	Internal Marks 30%	Attendance (marks) 10%	Class Performance (Assignment classes) (marks)	Presentation (marks) 5%	Class test (marks) 10%
Out of 100	30	10	5	5	10
Out of 50	15	5	2.5	2.5	5

Internal marks distribution for practical examination: -

Allotted Total	Internal Marks (70%)	Attendance Marks (10%)	Class Performance Marks (20%)-	Presentation (Marks) 10%	Midterm viva (marks) 10%	File work (marks) 10%	Internal End Sem Viva (marks) 10%
Out of 100	70	10	20	10	10	10	10
Out of 50	35	5	10	5	5	5	5

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## 7.2 Internship assessment:

In case of Internship there will be 70% internal assessment and 30 % external assessment as perscheme. The internal faculty guide will evaluate the project report for 70% marks on the basis of the assessment report provided by the organization where the Training has been completed and his/her own assessment about the work done by the student. The evaluation of remaining 30% marks will be made by external examiner who shall evaluate the report on the basis of presentation and assessment report by industry supervisor.

## 7.3 Grading system

Grade will be given as per UGC grading schemes as given in table

### Grading Scheme

Marks	Grade	Grade Point	Category
90-100	O	10	Outstanding
$80 \leq \text{marks} < 90$	A+	9	Excellent
$70 \leq \text{marks} < 80$	A	8	Very good
$60 \leq \text{marks} < 70$	B+	7	Good
$50 \leq \text{marks} < 60$	B	6	Above Average
$45 \leq \text{marks} < 50$	C	5	Average
$40 \leq \text{marks} < 45$	P	4	Pass
$< 40$	F	0	Fail
Absent	AB	0	Absent




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## UGBOS Members

A board of studies has been constituted for developing the scheme, curriculum of the course. There will be time to time meeting for any latest changes to be incorporated in the curriculum if required. The list of members are as follows:

S.no.	Name	Designation
1.	Prof. Jyoti Rana	Registrar, SVSU, Special Invitee
2.	Prof. R. S Rathore	Dean Academics, SVSU
3.	Prof. Priya Somaiya	Dean, SFMSR, SVSU
4.	Prof. Nirmal Singh	Controller of Examination
5.	Dr. Pinki	Skill Associate Professor (Coordinator)
6.	Dr Suparn Kumar Sharma	Dean, Faculty of Management, SMVDU
7.	Dr Anand Saxena	Associate Professor, DDUC, DU
8.	Prof. Anju Verma	GJU, Hissar
9.	Prof Avanish	MDI, Gurugram
10.	Mr. Ajay Kumar	HR, Head, Satya Micro Capital
11.	Ms Kalpana Taing	Deputy Vice President, HDFC Bank
12.	Dr. Meenakshi Agarwal	Member, IQAC
13.	Mr. Vineet suri	Director IIC
14.	Dr Savita Sharma	Skill Associate Professor
15.	Dr. Shruti	Skill Associate Professor
16.	Dr. Samarth Singh	Skill Associate Professor
17.	Dr. Dalip Raina	Skill Assistant Professor
18.	Dr. Vikash Mishra	Skill Assistant Professor
19.	Dr. Surabhi Goyal	Skill Assistant Professor
20.	Dr. Parul Bhatia	Skill Assistant Professor

  
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**Diploma in Office Management  
Syllabus (Semester 1 & 2)**

**Semester-I**

**Fundamentals of Management & Organisational Behaviour**

Subject Code: DOM01

Course Credit: 04 (3-1-0)

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

**Course Objectives:** The purpose of this 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 No.	LO Statement
1	Provide the understanding about basic management functions.
2	Outline the notion of managerial skills.
3	Make different types of organisation structure
4	Understand organizational behaviour and motivation at work place.
5	Understand leadership quality and personality of individual.

Unit	Contents
Unit I LO 1	Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles.
Unit II LO 2	Management Vs. Administration; Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo.
Unit III LO 3	Centralization – decentralization, Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques.
Unit IV LO 4	Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; Motivation- Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg.
Unit V LO 5	Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Types, Johari window.

**Suggested Readings**

1. Organizational Behaviour by Stephen Robbins, Timothy A. Judge, Pearson Publication.
2. Principles and Practices of Management by L.M. Prasad, Sultan Chand and Sons Publications.
3. Essential of management by Harold Koontz and Heinz Weirich, McGraw-Hill Education (India) Pvt Limited.
4. Principles and Practices of Management by T. N. Chabra, Dhanpat Rai and Co.

**Pedagogy:**

Lecture, Discussion, Oral questions, Debate, Roleplay, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

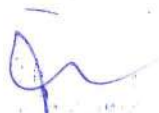
**Web Links**

1. Introduction to Fundamentals of Management Part I - YouTube

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2. Introduction to Fundamentals of Management Part 2 - YouTube
3. Introduction to Fundamentals of Management Part 3 - YouTube



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## Communication Techniques-I

**Subject Code: DOM02**

**Course Credit: 4(3-1-0)**

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

**Objective:** The general aim of a course in English language and communication is aimed at the three domains of learning: knowledge, skills and attitudes. In keeping up with this aim, it is attempted to develop all the four skills of language learning in the learner – listening, speaking, reading and writing and also to enable the students to use the grammar of the English language correctly.

### Learning Outcomes:

LO No.	LO Statement
1	Comprehend basic sentences in English.
2	Construct grammatically correct sentences in English.
3	Use grammatically correct English sentences in everyday situations
4	Use varied English vocabulary in everyday situations confidently
5	Conduct themselves orally using simple English.

Unit	Contents
<b>Unit I</b> LO 1	Parts of Speech: Nouns, Pronouns, Verbs, Adverbs, Adjectives, Prepositions, Conjunctions, Interjections; Knowledge of Subject, Object and Compliment of the Verb; Tenses.
<b>Unit II</b> LO 2	Prepositions of time and place; Clause, phrases and Relative Clauses-Basic definitions of clauses and phrases; Focus on Relative Pronouns and their use in sentences as relative clauses.
<b>Unit III</b> LO 3	Subject Verb Agreement; Sentence types and Transformation of sentences, Degrees of Comparison; Voice-Change from Active Voice to Passive Voice and vice versa.
<b>Unit IV</b> LO 4	Punctuation; Change of one part of speech to the other: from Verbs to Nouns, Nouns to Verbs, Adjectives to Nouns, Nouns to Adjectives, Verbs to adverbs, and Adverbs to Verbs.
<b>Unit V</b> LO 5	Affixation-Prefixes and Suffixes and new word formations; Paragraph Writing-Descriptive Paragraph on various related topics; Synonyms and Antonyms.

### Suggested Readings:

1. Essential English Grammar with Answers by Raymond Murphy (Cambridge University Press)
2. English for Polytechnics by Dr Papori Rani Barooah (Eastern Book House Publishers)
3. English Grammar by Annie Brinda (Cambridge University Press)

### Pedagogy:

Lecture, Discussion, Oral questions, Debate, Roleplay, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

### Web Links

1. Basic English Grammar: Parts of Speech – noun, verb, adjective, pronoun, adverb... - YouTube
2. Learn Tenses in English Grammar with Examples | Present Tenses, Past Tenses, Future Tenses - YouTube
3. Root Words (Prefix & Suffix) Vocabulary Tricks with Hindi meanings by Dharmendra Sir - YouTube

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## Office Operations –I

Subject Code: DOM03

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

**Objectives:** The purpose of this course is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities provide to the staff working in the office, the working environment and the tools and equipments used in office.

**Learning Outcome-**After go through this course students are very much gain knowledge regarding office with front office management system.

LO No.	LO Statement
1	Explain the concepts and functions of Office.
2	Identify filing system.
3	Importance of e-mail writing.
4	Describe layout of forms.
5	Understand the functioning of office equipments.

Unit	Contents
Unit I LO 1	Office and Office Management: Meaning of office, Functions of office, importance of office, duties and responsibilities of the manager.
Unit II LO 2	Filing and Indexing: essentials of good filing, centralized vs. decentralized filing, system of classification, methods of filing and filing equipments.
Unit III LO 3	Mail and Mailing Procedures: meaning and importance of mail, time and date stamps, postal franking machine, addressing machine, mailing scales, mailing through post, courier, email, appending, inward and outward mail.
Unit IV LO 4	Forms: <i>Introduction, meaning, importance of forms, types of forms, factors affecting forms design.</i>
Unit V LO 5	Modern Office Equipment-Introduction, meaning and importance of office automation, Kind of office machine, Computers, Photocopiers, Fax, Telephone, Telephone Answering Machine, Dictating Machine, Audio Visual Aids.

### Recommended Books:

1. Principles of Office Management-R.C.Bhatia
2. Text book of Office Management-Leffingwell and Robinson
3. Office Management & Control-Terry and R.George
4. Office Management and Commercial Correspondence-B.Duggal
5. Principles of Management—P. C. Tripathi & P. N. Reddy
6. Essentials of Management-An International Perspective—H. Koontz, Heinz Weihrich

### Pedagogy:

Lecture, Discussion, Oral questions, Debate, Role play, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

### Web links

1. Office Management I chapter I functions of office - YouTube

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2. Office Layout | Meaning Of Office Layout & Office Environment In Hindi And English - YouTube



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**Course Title – Typing Skills-1**

**Subject Code: DOM04**  
**Course Credit: 4(0-0-4) Max.**  
**Marks: 100(70I+30E)**

**Objective:** The aim of the course is to provide knowledge of typewriting, explain various keys of typewriter and introductory knowledge on keyboard mastery.

**Learning Outcome:**

LO	LO Statement
1	Explain the functions of typewriting.
2	Describe the keyboard.
3	Identify various parts of a typewriter.
4	Mastery on keyboard.
5	Hands-on practice.


Unit	Contents
Unit I LO 1	Essential parts of a Typewriting and their use, System of Typing, Key Board Mastery, Use of different keys.
Unit II LO 2	Maintenance of a Typewriter including simple mechanism, Typing of Official letters, Commercial letters, D.O. Letters, Tabular Statement.
Unit III LO 3	Advertisement, Typing from badly written Manuscript, Paragraph writing, newspaper article writing
Unit IV LO 4	Manual & Electronic & Vernacular typewriting, Efficient use of fingers, Knowledge of Hindi and English typing.
Unit V LO 5	Practice with typing tutor.

**Practical component (if any)**

Practice on Computer keyboard.

**Web links**

1. Learn English Typing in 10 Days - (Day 1) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
2. Learn English Typing in 10 Days - (Day 2) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
3. Learn English Typing in 10 Days - (Day 3) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
4. Learn English Typing in 10 Days - (Day 4) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
5. Learn English Typing in 10 Days - (Day 5) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube

  
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**Course Title: Cultural Education**

**Subject Code: DOM05**  
**Course Credit: 02 (2-0-0)**  
**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 cultural education.

**Learning Outcomes**

LO No.	LO Statement
1	Demonstrates an understanding of the concept of culture.
2	Identify and explain the influence of cultural in education.
3	Understand the culture specific activities
4	Recognize the bi-cultural identity and negotiation.
5	Understand Cultural stereotypes and its role at workplace

Units	Topics
I - Basics of Culture (LO1)	Meaning and types of culture, culture socialization, Relationship between Culture & Education, Concept of social change, Factors of social change.
II - Cultural Influence (LO2)	Cultural psychology, Cultural influence on learning development, Social practices, role of control agencies in the education system, Culture & Social Change.
III - Cultural Activities (LO3)	Culturally specific Classroom activities, Cultural resources & their organization in the community, Culture and the self: Implications for cognition, emotion, and motivation.
IV - Bi-cultural identity, negotiation and conflict (LO4)	Bi-cultural identity, identity negotiation theory (INT), negotiation and conflict in cultural education, intergroup-intercultural communication.
V – Cultural Stereotypes (LO5)	Cultural stereotypes and its role, Stereotypes and their effects at workplace, ideas, beliefs, or images in a culture,

**Suggested Readings:**

- Bruner (1996). The culture of education, Preface & Chapter 1: "Culture, mind, and education" (51 pages).
- Miller & Goodnow (1995). Cultural practices: Toward an integration of culture and development.
- Nasir & Hand (2006). Exploring sociocultural perspectives on race, culture, and learning. Review of educational research.
- Rogoff (2003). The cultural nature of human development, Chapter 1: "Orienting concepts and ways of understanding the cultural nature of human development"
- McKown & Weinstein (2003). The development and consequences of stereotype consciousness in middle childhood. Child Development.
- Bruner (1996). The culture of education, Chapter 3: "The complexity of educational aims".

**Pedagogy:**

Lecture, Discussion, Oral questions, Debate, Role play, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

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## Social Services

Subject Code: DVAC01

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

**Objective:** This course provides an overview of social services, focusing on the principles, theories, and practices of supporting individuals, families, and communities in need.

### Learning Outcomes:

LO No.	LO Statement
1	Understand basics of Social services
2	Analyze contemporary social issues and their impact on individuals and communities.
3	Describe the historical and theoretical foundations of social service
4	Understand the roles and functions of social service professionals
5	Recognize the challenges and limitations of social services


Unit	Contents
Unit I LO	Basics of Social Service, Rural Development Programmes, NGO's, Contribution of Youth
Unit II LO	Poverty and income inequality, Homelessness and housing insecurity, Child welfare and family services, Aging and elder care
Unit III LO	Introduction to Social Services: Definition, scope, and objectives of social services, Historical development of social services, Key theories and perspectives in social services
Unit IV LO	Roles and Responsibilities of Social Service Professionals: Case management and advocacy, Counseling and therapy, Community development and organizing
Unit V LO	Challenges and Future Directions in Social Services: Funding and resource limitations Legal and policy issues, Innovative approaches and emerging trends

### Suggested Readings:

1. "Introduction to Social Work and Social Welfare: Empowering People" by Charles Zastrow and Karen Kirst-Ashman
2. "The Social Work Skills Workbook" by Barry R. Cournoyer
3. "Understanding Social Problems" by Linda A. Mooney, David Knox, and Caroline Schacht
4. "Social Work with Groups: Comprehensive Practice and Self-Care" by Charles D. Garvin, Lorraine M. Gutiérrez, and Maeda J. Galinsky
5. "Social Work Practice: A Generalist Approach" by Louise C. Johnson and Steven J. Schinke
6. "Policy Practice for Social Workers: New Strategies for a New Era" by Linda K. Cummins and Katharine V. Byers
7. "Direct Social Work Practice: Theory and Skills

### Pedagogy:

Lecture, Discussion, Oral questions, Debate, Roleplay, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

  
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## Science and Society

Course Credit: 2(0-0-2)  
Subject Code: DVAC02  
Max. Marks: 100(70I+30E)

**Objective:** The primary objective of this course is to instil in students an appreciation for science and a scientific outlook and temper.

### Learning Outcome:

LO No.	LO Statement
1	Exposure to scientific methods
2	Exposure to scientific and technologies in modern times
3	Understand the complex and dynamic relationship between science and society.
4	Aware of the scientific rationale of technological developments
5	Recognize and navigate ethical dilemmas and controversies in science.

Unit	Contents
Unit I LO	Philosophy of science, the scientific method, importance of observation, questions and experimental design, rational thinking, myths vs. Facts.
Unit II LO	Science and Technology in Modern Times: Suggestive areas include: Public Health: Nutrition, Hygiene, Physical and Mental Health, Vaccines and Antibiotics, Antimicrobial resistance.
Unit III LO	Introduction to Science & Society: Defining science and society, Historical perspectives on the relationship between science and society, Key theoretical frameworks for studying science and society.
Unit IV LO	Science, Technology, and Society: Technological advancements and their societal impacts, The digital age: Big data, artificial intelligence, and privacy concerns, Ethical considerations in emerging technologies.
Unit V LO	Science and the Environment: Environmental science and sustainability, Science-based approaches to environmental conservation and policy-making, Public perception of environmental issues and scientific uncertainty.

### Suggested Activities

- Observing and documenting flora and fauna of University campus/city.
- Visits to science laboratories in the College or neighbouring University/College.
- Visits to science museums, planetarium.
- Visits to biodiversity parks and nature walks.
- Participation in a citizen science project/initiative.
- Measuring the height of the college building using a stick.
- Measuring the curvature of earth, using distance and shadow length.
- Experiments on how migratory birds find their way. (Online)
- How can a mosquito sit on a water surface or a blade float on water?
- How does a submarine dip or rise in the ocean?
- How and why does the path of the sun in the sky change with the seasons?

### Suggested Readings:

1. Basu and Khan (2001). Marching Ahead with Science. National Book Trust
2. Gopalakrishnan (2006). Inventors who Revolutionised our Lives. National Book Trust
3. Yash Pal and Rahul Pal (2013) Random Curiosity. National Book Trust
4. John Avery (2005). Science and Society, 2nd Edition, H.C. Orsted Institute, Copenhagen.
5. Dharampal (2000). Indian Science and Technology in the Eighteenth Century, OIP.

### Pedagogy:

Lecture, Discussion, Oral questions, Debate, Roleplay, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

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**Semester-2**  
**Course Title- Database Management System**  
**and Presentation Software**

**Course Credit: 04 (3-0-1)**  
**Subject Code: DOM06**  
**Max. Marks: 100(30I+70E)**

**Objective**

The aim of the course is to enhance the skills for developing web database applications, learn storage and indexing of data, integrate knowledge to databases and examine database concepts.

**Learning Outcomes:**

LO	LO Statement
1	Understand and create a database.
2	Design database and normalize data.
3	Write queries in database.
4	Understand and create basic presentations.
5	Understand and create advanced presentation incorporating hyperlinks and animations.

Unit	Contents
I	<b>Introduction to Database System:</b> Basic concepts and definitions, Concept of files, record, data, information retrieval. Comparison between Conventional System and Database System.
II	<b>Database Architecture:</b> Introduction, Schemas, Three Level of Architecture, Mappings, Data Independence, data normalization.
III	<b>Queries in MS-Access:</b> Make Table query - Append Query - Update query - Cross tab query, Forms & Reports in Access: Designing forms - Using Queries in forms - Using Macros in forms - Generating report using forms.
IV	Presentation using different Fonts, Colors, Size and Layouts, inserting Pictures, Charts and Header & Footer, inserting Shapes, Smart Art and Clip Art and Changing the Design of the Slides.
V	Preparing Advanced Presentation by inserting Hyperlink, Media Clips (Movie and Audio Clips) and Creation of Animation, Making presentations using google slides, prezi, canva.

**List of Practical:**

1. Creating Tables
2. Data Definition Commands
3. Data Manipulation Commands
4. Data Query Commands
5. Joint Functions
6. Making presentations.

**Books Recommended**

**Text Books**

1. Introduction to Data Management Systems by Atul Kahate, Pearson Education Pub
2. Fundamentals of Database Systems by Elmasri/Navathe/Adison Wesley

**Reference Books**

1. An introduction to database systems by C.J.Date,Adison Wesley
2. Fundamentals of Database Management System by Dr.Renu vig and ekta Walia – an ISTE, lications.
3. Microsoft Access 2010 VBA Programming, Inside Out - Andrew Couch Materials from times Pro.

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### Web Links

<https://www.youtube.com/watch?v=wez3fXrjBAE&list=PLmXKhU9FNesRlrSES7oLdJaNFgmuj0SYV>

<https://www.youtube.com/watch?v=BUE-XJEHp7g>

[https://www.youtube.com/watch?v=\\_PZAqojDEIw](https://www.youtube.com/watch?v=_PZAqojDEIw)

<https://www.youtube.com/watch?v=8PiD4awKjQw>

[https://www.youtube.com/watch?v=XQ6ixJc8Q\\_Y](https://www.youtube.com/watch?v=XQ6ixJc8Q_Y)

<https://www.swayamprabha.gov.in/index.php/program/archive/16>

<https://www.swayamprabha.gov.in/index.php/program/archive/5>

<http://cec.nic.in/E-Content/Pages/default.aspx>

### Communication Techniques-II

Subject Code: DOM07

Course Credit: 4(3-1-0)

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

**Objective:** To develop all the four skills of language learning in the learner – listening, speaking, reading and writing and also to enable the students to use the grammar of the English language Correctly.

#### Learning Outcome:

LO No.	LO Statement
1	Comprehend meaning of a passage in English.
2	Develop job application and resume.
3	Prepare report.
4	Face an interview with confidence and fluency and a positive attitude.
5	Understand the differences between general English and official English.

Unit	Contents
Unit I LO 1	Letter Writing- Formal letter formats, greetings, salutation, body of the letter, Order letter, Complaint letter, Letter of Adjustment, Quotation letter, Letter to the Editor, Application for leave of absence.
Unit II LO 2	Job Application and Cover Letter, Resume, Curriculum Vitae, bio data, Differences between Resume, CV, Bio-data, and choice of referees.
Unit III LO 3	Paragraph Writing, Report writing and its types, Summary writing, Reading Comprehension.
Unit IV LO 4	Facing an interview and dress code- How to approach, what to speak, how to speak in an interview and answer, the business etiquettes to maintain, body language, negative body language, handling an awkward situation in an interview, the perfect handshake.
Unit V LO 5	British English and American English- Difference between American and British English words – vocabulary and spelling

#### Suggested Readings:

1. Student's handbook of Written English and Phonetics by Dr Papori Rani Barooah (Eastern Book House Publishers)
2. Strengthening your writing -V.R. Nayaranswami (Orient Longman)

#### Pedagogy:

Lecture, Discussion, Oral questions, Debate, Role play, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

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### Weblinks

1. How to write letters | Formal letter | Informal letter - YouTube
2. How to Write a Resume | For Freshers & Experienced People (Step-by-Step Tutorial) - YouTube
3. HOW TO BE CONFIDENT IN A JOB INTERVIEW! (11 Tips For Overcoming Interview Nerves!) - YouTube

### Office Operations -II

Subject Code: DOM08

Course Credit: 04 (0-0-4)

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

**Course Objective:** The aim of the course is to make student acquainted regarding preparation of a business and official letter, preparation of table and modifying records.

### Learning Outcomes:

LO No.	LO Statement
1	Prepare a document using word processing.
2	Understand to create a table for storing tabular data
3	Prepare a presentation for a seminar or workshop
4	Design a desk top publishing page which contains text, chart and graphics
5	Know to generate report in English and Hindi.

Unit	Contents
Unit I LO 1	Word Processing: Open and Create a document, Editing Text, Formatting Text, Formatting Table, Insert: Header, Footer, Bookmark, Hyperlink, Picture, File, Table, Mail Merge and Printing Document, Design: Marksheet, Invitation Card, google doc.
Unit II LO 2	Electronic Spreadsheet: Introduction, Open and Create a Worksheet, Insert Formula and Function, Chart, Data Entry Form, Design: a Salary Bill, an Invoice, Profit -Loss Chart, Progress Report Chart, Google sheet, form.
Unit III LO 3	Introduction to Presentation, Insert: Slide, Picture, Chart, Movie, Sound file, Hyperlink, Page -number, Date and Time, Slide Master, Slide Show, Custom Animation, Slide Transition, Rehearsal Timing, Design: Prepare a Presentation, google slides.
Unit IV LO 4	Desk Top Publishing: Pagemaker, Open and Create a Page, Master Page, Editing and Formatting Text, Tab setting, Page Setting, Column Setting, Insert Text & Graphics, Handling Table, Draw Simple Graphics.
Unit V LO 5	Bilingual Software: Type in English and Hindi Fonts, Create a Magazine Page, Create a Logo, Create an Invitation Card in Local Language, Google calender.

### List of Practical

1. Word processing using MS Word / \*Open office - Write
2. Electronic Spreadsheet using MS-Excel /\*Open office-Calc
3. Computerized presentation using Power point /\*Open office-Impress
4. CorelDraw / \*Draw
5. PageMaker / \*Math

### Recommended Books:

1. Office 2013 Simple Steps – Dream Tech Press.
2. Office 2010 Simple Steps – Dream Tech Press.
3. Microsoft Office 2000 for windows - by S. Sagman - Pearson Education.
4. Dynamic Memory Advanced DTP Course - by Ravinder Sing Minhas – Diamond Book.

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## Course Title – Typing Skills-II

Subject Code: DOM09

Course Credit: 4(0-0-4)

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

**Objective:** The aim of the course is to provide knowledge of typewriting, explain various keys of typewriter and introductory knowledge on keyboard mastery.

### Learning Outcome:

LO	LO Statement
1	Explain the functions of typewriting.
2	Typing of documents.
3	Create documents with figures and symbols.
4	Mastery on keyboard.
5	Hands-on practice.

Unit	Contents
Unit I LO 1	Graded Speed Building including typing different types of Government and Commercial letters.
Unit II LO 2	Sentence writing, Typing of different passages, letters, notice, articles etc. Speed practice.
Unit III LO 3	Learn to control and manipulate all aspects of the keyboard, including letters, figures, symbols, and all special manipulative parts, create tabular statements. Speed Practice.
Unit IV LO 4	Typing of Tender Notice, Typing of Memorandum. Recognition of errors, and their prevention. Speed Practice.
Unit V LO 5	Typing tutor speed practice.

**Practical component (if any)**

Practice on Computer keyboard.

### Weblinks

1. Learn English Typing in 10 Days - (Day 6) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
2. Learn English Typing in 10 Days - (Day 7) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
3. Learn English Typing in 10 Days - (Day 8) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
4. Learn English Typing in 10 Days - (Day 9) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube
5. Learn English Typing in 10 Days - (Day 10) | Free Typing Lessons | Touch Typing Course| Tech Avi - YouTube



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### Course Title-Entrepreneurship Development

Course Credit: 02 (2-0-0)

Subject Code: DOM10

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
1	Understand the importance of entrepreneurship.
2	Outline the skills that are required to be needed to start new ventures.
3	Demonstrate leadership skills and effective resource management techniques.
4	Enhanced decision making by critical and creative thinking.
5	Understand the concept of funding.

Unit	Content
I LO1	Introduction: Entrepreneurial Mindset, Characteristic of an Entrepreneur, Types of Entrepreneurial organizations, Creativity & Innovation: Marketing; Conception & Ideation: Business Plan and its elements, Identify Your Customer: Customer segmentation.
II LO2	Effective Ways to Build Entrepreneurial Skills, 4 Ps of Entrepreneurship, Importance of Business Networking and its advantages, Competition Analysis, Risks – Identification and Mitigation, Porters competition strategies.
III LO3	Leadership and Team Spirit, Importance of Embracing diversity, Roles of Entrepreneurs in society, Selfless Entrepreneurship.
IV LO4	Adapt to Change, Problem Solving: Applying critical thinking; Critical Thinking: Importance and benefits; Decision making: Effective decision-making process.
V LO5	Concept of Funding, Business Loans for startups and MSMEs by Indian Government, Legal Issues Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising

#### Books Recommended

##### Text Books

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

##### Case Study:

Success and Failure Stories of Famous Entrepreneurs – Steve Jobs Success Story, Mumbai Dabbawala delivery success Story.

##### Reference Books

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, 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 Enterprises, 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)

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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](https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf)
2. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qv=entrepreneurship+development+videos&view=detail&mid=2F136B2E6941D1F8DB4E2F136B2E6941D1F8DB4E&&FORM=VRD GAR>
3. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qv=entrepreneurship+development+videos&view=detail&mid=01D578B93003F888E6DF01D578B93003F888E6DF&&FORM=VRD GAR>
4. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qv=entrepreneurship+development+videos&view=detail&mid=2E714CA0963D221569E52E714CA0963D221569E5&&FORM=VRD GAR>
5. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qv=entrepreneurship+development+videos&view=detail&mid=D72A5948DCB34F0684C0D72A5948DCB34F0684C0&&FORM=VRD GAR>

#### Course Title - Vedic Mathematics

Subject Code: DVAC03

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

**Objective:** This course will introduce students to the principles and history of Vedic Mathematics. This will develop mental calculation skills, speed, and accuracy among students. It will further enhance problem-solving abilities and critical thinking skills.

#### Learning Outcome:

LO	LO Statement
1	Foster love for mathematics and remove its fear through Vedic Mathematics.
2	Enhance computation skills in students through Vedic Mathematics.
3	Develop logical and analytical thinking.
4	Promote joyful learning of mathematics.
5	Discuss the rich heritage of mathematical temper of Ancient India.

#### Course Content:

Unit	Contents
<b>Unit I</b> LO 1	High Speed Addition and Subtraction; History of Vedic Maths and its Features; formulae: Sutras and Upsutras; Addition in Vedic Maths: Without carrying, Dot Method; Subtraction in Vedic Maths: Nikhilam Navatashcaramam Dashatah; Fraction -Addition and Subtraction.
<b>Unit II</b> LO 2	Miracle Multiplication and Excellent Division; Multiplication in Vedic Maths: Base Method (any two numbers upto three digits); Multiplication by Urdhva Tiryak Sutra; Miracle multiplication: Any three-digit number by series of 1's and 9's; Division by Urdhva Tiryak Sutra (Vinculum method).
<b>Unit III</b> LO 3	Lightening Squares and Rapid Cubes; Squares of any two-digit numbers: Base method; Square of numbers ending in 5: Ekadhikena Purvena Sutra; Easy square roots: Dwandwa Yoga (duplex) Sutra; Square root of 2: Baudhayana Shulbasutra; Cubing: Yavadunam Sutra.
<b>Unit IV</b> LO 4	Enlighten Algebra and Geometry; Factoring Quadratic equation: Anurupyena, Adyamadyenantyamanty Sutra; Concept of Baudhayana (Pythagoras) Theorem.
<b>Unit V</b> LO 5	Circling a square: Baudhayana Shulbasutra; Concept of pi: Baudhayana Shulbasutra; Concept angle (8) 00, 300, 450, 600 and 900: Baudhayana number.

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### Books Recommended

1. The Essential of Vedic Mathematics, Rajesh Kumar Thakur, Rupa Publications, New Delhi 2019.
2. Vedic Mathematics Made Easy, Dahaval Bathia, Jaico Publishing, New Delhi 2011
3. Vedic Mathematics: Sixteen Simple Mathematical formulae from the Vedas, Jagadguru Swami Sri Bharati Krishna Trithaji, Motilal Banarasidas, New Delhi 2015.
4. Learn Vedic Speed Mathematics Systematically, Chaitnaya A. Patil 2018.
5. A Modern Introduction to Ancient Indian Mathematics, T S Bhanumurthy, Wiley Eastern Limited, New Delhi.
6. Enjoy Vedic Mathematics, S M Chauthaiwale, R Kollaru, The Art of Living, Bangalore.
7. Magical World of Mathematics, VG Unkalkar, Vandana publishers, Bangalore.

### Pedagogy:

Lecture, Discussion, Oral questions, Debate, Role play, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

### Digital Literacy Skills

Subject Code: DVAC04

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

**Objective:** The aim of the course is to Understand the digital world and need for digital empowerment

### Learning Outcome:

LO No.	LO Statement
1	Use ICT and digital services in daily life.
2	Develop skills to communicate and collaborate in cyberspace using social platforms, teaching/learning tools.
3	Understand the significance of security and privacy in the digital world.
4	Create awareness about Digital India.
5	Evaluate ethical issues in the cyber world

Unit	Contents
Unit I LO	Public utility portals of Govt. of India such as RTI, Health, Finance, Income Tax filing, Education
Unit II LO	Electronic Communication: electronic mail, biogs, social media, Collaborative Digital platforms, Tools/platforms for online learning, Collaboration using file sharing, messaging, video conferencing
Unit III LO	Online security and privacy, Threats in the digital world: Data breach and Cyber Attacks, Blockchain Technology, Security Initiatives by the Govt of India
Unit IV LO	Vision of Digital India: DigiLocker, E-Hospitals, e-Pathshala, BHIM, e-Kranti (Electronic Delivery of Services), e-Health Campaigns
Unit V LO	Netiquettes, Ethics in digital communication, Ethics in Cyberspace

### Suggested Activities

1. Conduct workshops one-services initiated under Digital India.
2. Spread digital literacy/awareness amongst the vulnerable groups and marginalised sections of the society like street vendors, domestic help, security guards, senior citizens.
3. Students will take up team activities/ projects exploring digital services in the areas such as education, health, planning, farming, security, cyber security, financial inclusion, and justice, e-Kranti.
4. Any other Practical/Practice as decided from time to time.

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### Suggested Readings:

1. Rodney Jones and Christoph Hafner. "Understanding digital literacies: A practical Introduction". Routledge Books, 2nd edition, 2021.
3. David Sutton. "Cyber security: A practitioner's guide", BCS Learning Development Limited, UK, 2017.  
<https://www.digitalindia.gov.in>  
<https://www.digilocker.gov.in>  
<https://www.cybercrime.gov.in>  
<https://www.cybersafeindia.in>  
<https://www.meity.gov.in/cyber-su-ra-ksh-it-bha-rat-program-me>  
<https://www.mha.gov.in/document/downloads/cyber-safety-handbook>

### Pedagogy:

Lecture, Discussion, Oral questions, Debate, Roleplay, Picture Making, Brainstorming, Mind Mapping, Management games, Group Discussion.

## Semester 3

Course Title -Soft Skills

Course Credit: 03 (2-1-0)

Course Code: DOM11

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

**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.

Unit	Content
I LO1	<b>Importance of Soft Skills:</b> Soft Skills, Active Listening, Empathy, Building Assertiveness, Dealing with Irrate Customers, Building Rapport.
II LO2	<b>Transactional Analysis:</b> Attention Grabber, Verbal and Non-Verbal Communication, workplace Communication, Ego States, Role Play.
III LO3	<b>Demonstrate behaviours:</b> Assertive Behaviour, Handling Different Types of Customers, Giving and Receiving feedback, Importance of Communication skills, Effective listening skills, Emotional Intelligence.
IV LO4	<b>Handling customers:</b> Dos and Don'ts, Communicating effectively, Opening and Closing a Customer Service call, Paraphrasing, Directing a Customer, Handling Customer Queries, The Call Flow, Business Meetings.
V LO5	<b>Personal Outlook:</b> Dress and appearance, problem-solving in intercultural communication, Character building, Teamwork.

### List of Activities:

- Presentation Skill
- Role Plays
- Effective listening skill
- Call Flow
- Directing a Customer Over the Phone
- Handling an Angry Customer
- Business Meetings
- Team work
- Dress and appearance
- Case study

  
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### 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 Gopalaswamy 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](https://www.youtube.com/watch?v=_tG9YHe)

## Business Communication

Course Credit: 4(3-1-0)

Course Code: DOM12  
Marks: 100(30I+70E)

Max.

**Objective:** The objective of this course is to develop effective communication skills among the students for the business world.

**Learning Outcome:** After the completion of this course, the student will be able to:

**LO 1** Communicate effectively and will have improved verbal communication.

**LO 2** Write paragraphs on different topics with the correct usage of vocabulary and will improve the written as well as verbal communication.

**LO 3** Effectively use established communication systems and protocols in the workplace.

**LO 4** Identify clients and their needs through effective communication and use this information to develop effective work practices and outcomes

LO No.	LO Statement
1	Communicate effectively and will have improved verbal communication
2	Write paragraphs on different topics with the correct usage of vocabulary and will improve the written as well as verbal communication
3	Effectively use established communication systems and protocols in the workplace
4	Identify clients and their needs through effective communication and use this information to develop effective work practices and outcomes

Unit	Contents
Unit I LO1	Process, Types, Purpose & Barriers; Oral communication: noise, listening-process, types of listening, deterrents to listening process, essentials of good listening

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<b>Unit II LO1</b>	Prerequisites of effective presentation, format of presentation; Assertiveness – indicators of assertive behaviour, strategies of assertive behavior
<b>Unit III LO3</b>	Gestures, handshakes, gazes, smiles, hand movements, style of working, dress and appearance; business etiquettes: business manners of people of different cultures
<b>Unit IV LO2</b>	Mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style of letter arrangement, types of letters, electronic mail
<b>Unit V LO4</b>	Preparing for interviews- types of interviews, group discussion; Telephone etiquettes-Dos and Don'ts, communicating effectively. Role Plays

#### Suggested Readings:

1. SIZZLERS Board of Editors Publishers: Manimekala Publishing House 39, North Chitrai Street, Madurai-625001
2. Essentials of Business Communication - Rajendra Pal and J. S. Korhalli - Sultan Chand & Sons, New Delhi
3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi
4. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGrawHill Publishing Company Limited, New Delhi

### Management & Secretarial Practice

Course Credit: 4(3-1-0)

Course Code: DOM13  
Marks: 100(30I+70E)

Max.

**Objective:** To acquaint student with office management and secretarial practice

#### Learning Outcome:

LO No.	LO Statement
1	Describe office management and company
2	Summarise planning, controlling and personal management practices
3	Explain the functions of a company secretary.
4	Explain minutes, resolution, agenda.
5	Identify different duties of a secretary

Unit	Contents
<b>Unit I LO 1</b>	Office- Introduction of Modern Office, Lay Out and Management, Elements of the Office Management, Introduction to Company, types of companies
<b>Unit II LO 2</b>	Planning and Controlling of Office Functions- Planning of Office System and Routines, Personnel Management- Definition and Importance, Selection of the Employees, Training, Remuneration, Employee Welfare; Time Management
<b>Unit III LO 3</b>	Types of secretary-Definition of secretary, Duties, right and liabilities of Company Secretary, Private Secretary, Secretarial Functions-Routine office duties, Receptionists duties.

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<b>Unit IV LO 4</b>	Company meetings and their types-Meaning and Importance., Scope of Company Meetings, Annual, General, Statutory and Extraordinary Meeting Secretarial duties in connection with Board Meeting; Stress Management
<b>Unit V LO 5</b>	Drafting of minutes, notice, agenda, proceedings etc. Resolution, Use of Ready Recknor, Office Manuals & Emergency Services; Conflict Management

#### Suggested Readings:

1. A First Course in Secretarial Practice - V.K. Jain
2. Secretarial Practice and Office Management - Shukla & Gulshan
3. Manual of Secretarial Practice - B.N. Tandon

### Applications of Computer Lab – 1

**Course Code: DOM14**

**Course Credit: (0-0-4)**

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

#### Course Objective

The aim of the course is to make students learn about applications of computer and management.

#### Learning Outcomes

LO1: Fundamentals of Computers, basics of computer function, MS-Windows basic fundamentals

LO 2: Understanding of MS-Office operations

LO3: Knowledge of social media

LO 4: Understanding of Internet Operations

Unit	Topics
<b>I (LO 1)</b>	Computer Fundamentals: Introduction to Computer, MS-Windows
<b>II (LO 2)</b>	MS-Word: Starting MS-Word, Working with Symbols and Pictures, Working with Tables, Working with Headers, Footers & other Controls, Working with Shortcuts
<b>III (LO 2)</b>	MS-PowerPoint: Starting MS-PowerPoint, Working with Texts, Boxes & Slides, Features of PowerPoint, Sharing a Presentation
<b>IV (LO 2)</b>	MS-Excel: Starting with MS-Excel, Working with Graphics, formatting a Worksheet, Working with Charts & other Controls
<b>V (LO 3, 4)</b>	Impact of Internet and social media: Internet Applications, Impact of Social Media Management Information System: An Overview, MIS Applications in Organization, MIS Issues and Challenges

#### Recommended Books

1. Walkenbach, J., Tyson, H., Pr, C. N., & Wempen, F. (2007). *Microsoft Office 2007 Bible*. John Wiley & Sons.
2. Shelly, G. B., & Vermaat, M. E. (2010). *Microsoft Office 2010: Introductory*. Cengage Learning.
3. Habraken, J. (2010). *Microsoft Office 2010 in depth*. Que Publishing.
4. Camarda, B. (2004). *Special Edition Using Microsoft Office Word 2003*. Que Publishing.

### Course Title – Internship

**Course Code: DOM15**

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

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

All the students will submit their Summer Training Reports (in duplicate) within a period of one month; this period shall be counted from the last date of completion of their Summer Training. The supervisor in the

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organization under whose guidance the summer training is carried out will be required to grade the student's report in the format prescribed by the university. Each student will be attached with one internal faculty guide; with whom they shall be in continuous touch during the training period. The internal faculty guide and the external faculty guide will be required to evaluate (out of 100 marks each) on the basis of the assessment report provided by the organization where the Summer Training has been completed and his/her own assessment about the work done by the student.

**Internship Assignments:**

- a) Documentation
- b) Organizing meeting and maintain minutes of meetings
- c) Assistance in organizing department events
- d) Assistance in admission task
- e) Time table coordination

**Financial Literacy**

**Course Credit: 2(0-0-2)**

**Course Code: DVAC05**

**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 Outcome:**

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
<b>Unit I</b> LO1	Introduction to Financial Literacy: Importance of financial literacy, Key financial terms and concepts, Management of spending and financial discipline
<b>Unit II</b> LO2	Saving and Investing: Importance of saving and types of savings accounts, Introduction to different investment options, Risk and return in investing.
<b>Unit III</b> LO3	Banking and Financial Services: Types of financial institutions, Managing checking and savings accounts, Introduction to online banking and mobile payment apps
<b>Unit IV</b> LO4	Digitisation of financial transactions: Debit Cards {ATM Cards} and Credit Cards., Net banking and UPI, digital wallets; Online frauds
<b>Unit V</b> LO5	Introduction to basic Tax Structure in India for personal taxation, Aspects of Personal tax planning, Exemptions and deductions for individuals, e-filing

**List of Practical**

- 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.
- Any other Practical/Practice as decided from time to time

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### 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, Lets 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.)

## Emotional Intelligence

Course Code: DVAC06

Course Credit: 2(0-0-2)

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 LO1	Definition and components of emotional intelligence, The importance of emotional intelligence in personal and professional life
II LO2	Personal Competence: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development, Self Management: Managing emotions, anxiety, fear, and anger.
III LO3	Social Competence: Social Awareness: Others' Perspectives, Empathy and Compassion, Relationship Management: Effective

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	communication, Collaboration, Teamwork, and Conflict management
<b>IV LO4</b>	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
<b>V LO5</b>	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

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.

## Semester 4

### Fundamentals of Accounting - I

Course Credit: 4(3-1-0)

Course Code: DOM16

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

**Objective:** The objective of this course is to give an understanding of the basic accounting principles and techniques of preparing accounts for users of accounting information.

**Learning Outcome:** After the completion of this course, the student will be able to:

**LO 1** Understand the basic Concepts of Accounting and its principles.

**LO 2** Pass Journal Entries and Prepare Ledger Accounts.

**LO 3** Prepare Subsidiary Books.

**LO 4** Calculate the value of stock and depreciation

**LO 5** Prepare Trial Balance and Final Accounts of Proprietary concern and not for profit concerns

LO No.	LO Statement
1	Understand the basic Concepts of Accounting.
2	Pass Journal Entries and Prepare Ledger Accounts
3	Prepare Subsidiary Books
4	Calculate the value of stock and depreciation
5	Prepare Trial Balance and Final Accounts of Proprietary concern and not for profit concerns

Unit	Contents
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<b>Unit I LO</b>	Introduction to Accounting: Meaning, Purpose of Accounting, Limitations, Types of Accounts and its rules. Accounting Terminologies
<b>Unit II LO</b>	Basic Accounting Concepts and conventions. Indian Accounting Standards. Accounting Equation, Recording of Cash and Bank transactions, Ledger Accounts
<b>Unit III LO</b>	Preparation of Trial Balance- interpretation and usefulness, Rectification of Errors, Opening entries, Transfer entries, Adjustment entries, Closing entries,
<b>Unit IV LO</b>	Depreciation: Meaning, Difference with Amortization, Depletion and Dilapidation.
<b>Unit V LO</b>	Preparation of Final Accounts with Adjustments: Preparation of Trading & Profit and Loss Account, Balance Sheet, Income and Expenditure A and Account & Receipt and Payment Account

**Suggested Readings:**

1. Tulsian P.C. "Financial Accountancy", Pearson Education
2. Bhattacharya S.K. and J Dearden, "Accounting for Managers", Vikas Publishing House.
3. Maheshwari S.N. and S.K. Maheshwari, "Financial Accounting", Vikas Publishing House.
4. Rajasekran, "Financial Accounting", Pearson Education

**Social Networking and Digital Marketing**

**Course Credit: 04 (3-1-0)**

**Course Code: DOM17**

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

**Objective**

The aim of the course is to develop the understanding of students in terms of social networking & digital marketing

**Learning Outcomes**

LO1	• Understand the key concepts of digital marketing
LO2	• Understand and make use of various web presence options
LO3	• Recognize different social media platforms • Develop profile on various social media platforms for campaigning
LO4	• Understand and use analytics services to monitor and improve online campaigns.
LO5	Able to make social media campaigns by using various online analytical platforms

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Unit	Contents
I	<b>Digital Marketing Concepts:</b> Digital Marketing elements; Goals , legal and regulatory obligations, Elements of digital marketing strategy.
II	<b>Web Presence:</b> Possible web presence solutions Content management system, Website design, Methods for promoting, Search engine optimization and its importance
III	<b>Social Media Management:</b> Social media profile, scheduled post, Video marketing, Uniform Resource Locator(URL), Viral content, Importance in generating leads through social media platforms.
IV	<b>Data &amp; Web Analytics:</b> Understand the term analytics, Set up an analytics report for a campaign, Split testing, Web traffic; Understand common analytics terms.
V	<b>Social Media Insights:</b> Social media insights, E-mail Marketing and Online Advertising Analytics: Understand common e-mail analytics terms, Common online advertising analytics terms.

#### List of Activities:

1. Search Engine Optimisation
2. Promotion of websites in Social media
3. Posting of news, event, etc.
4. Video Marketing
5. Online Survey
6. Case Study on Social Networking analytics
7. Advertisement creation Online
8. Creation of Blogs
9. Promotion of Blogs

#### Books Recommended

##### Text Book

1. Social Media Marketing for Dummies, A Wiley Brand, by Shiv Singh and Stephanie Diamond, 3<sup>rd</sup> Edition

##### Reference Books

1. Understanding Digital Marketing: Marketing Strategies for Engaging the digital generation by Damian Ryan, Kogan Page, 4<sup>th</sup> edition
2. Digital Marketing by Vandana Ahuja, Oxford University Press
3. The social media marketing book, by Dan Zarrella, O'Reilly, 7<sup>th</sup> Edition
4. Digital and Social Media Marketing, by Aleksez Heinze, Gordan Fletcher, Tahir Rashid and Ana Cruz, Routledge

## Office Operations Lab. – II

**Course Credit: 04 (0-0-4)**

**Course Code: DOM18**

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

#### Course Objective

The aim of the course is to make students learn about office operations and management.

#### Learning Outcomes

- LO 1: Understanding of MS-Office operations and its commands  
 LO2: Learn about graphics, worksheets, charts  
 LO3: Knowledge about internet applications and social media  
 LO 4: Understanding of MIS operations

Unit	Topics
I (LO 1)	MS-Excel: Starting with MS-Excel, its basic functions
II (LO 2)	Working with Graphics, formatting a Worksheet
III (LO 2)	Working with Charts & other Controls
IV (LO 2)	Impact of Internet and social media: Internet Applications
V (LO 3, 4)	Impact of Social Media Management Information System: An Overview, MIS Applications in Organization, MIS Issues and Challenges

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### Recommended Books

1. Walkenbach, J., Tyson, H., Pr, C. N., & Wempen, F. (2007). *Microsoft Office 2007 Bible*. John Wiley & Sons.
2. Shelly, G. B., & Vermaat, M. E. (2010). *Microsoft Office 2010: Introductory*. Cengage Learning.
3. Habraken, J. (2010). *Microsoft Office 2010 in depth*. Que Publishing.
4. Camarda, B. (2004). *Special Edition Using Microsoft Office Word 2003*. Que Publishing.

### Business Communication Lab

Course Credit: 4(0-0-4)

Course Code: DOM19

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

**Objective:** The objective of this course is to train students to enhance written as well as oral communication in the corporate world.

**Learning Outcome:** After the completion of this course, the student will be able to:

LO 1 Understand the need for communication in management.

LO 2 Demonstrate the skill of effective report writing and summarizing.

LO 3 Analyse business correspondence and e-correspondence.

LO 4 Prepare documents as per the company guidelines.

LO No.	LO Statement
1	Understand the need for communication in management
2	Demonstrate the skill of effective report writing and summarizing
3	Analyse business correspondence and e-correspondence
4	Prepare documents as per the company guidelines

Unit	Contents
Unit I LO1	Business Cases and Presentations, Letters within the Organizations, Circulars and Memos, Notices and Orders
Unit II LO2	Non-verbal communication, Postures and gestures, Working individually and in a team; Communication through social media
Unit III LO3	Conducting & participating in group decisions, Making & delivering presentations: content and organising, Features of a good presentation
Unit IV LO2	Data retrieval and interpretation, Report writing, Reference writing, Citing methods, footnotes, discussion footnotes
Unit V LO4	Technology for communication, Effective IT communication tools, Electronic mail: advantages, safety and smartness in email, E-mail etiquettes

### Suggested Readings:

1. Ober Newman, Communicating in Business, Cengage Learning, 2015.
2. P. Subba Rao, B. Anita Kumar, C. Hima Bindu, Business Communication, Cengage Learning India. Pvt. Ltd. 2012.
3. Rebecca Moore Howaward, Writing Matters, 3e, Mc Graw Hill Education, 2018.
4. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning, 2017.
4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand and Sons, New Delhi, 2013.
5. Sailesh Sen Gupta, Business and Managerial Communication, PHI, 2011.

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Minor Project

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**Course Code: DOM20**  
**Course Credit: 2 (0-0-2)**

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

Student will do the research work along with the assigned guide or supervisor. Before the semester ends student will submit a project report on research work done.

Guidelines for project report:

- Report should be in Times new roman style with headings in 16 font size and body text in 12 font size.
- Report must be signed by the internal faculty assigned.
- Report should include introduction chapter, literature review, objectives of research, findings of research and conclusion.

### **Human Values and Professional Ethics**

**Course Credit: 2(2-0-0)**  
**Course Code: DVAC07**  
**Max. Marks: 100 (30I+70E)**

**Objective:** It is practice to introduce this topic with western perspective. The normal practice is to define as Human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings.

**Learning Outcome: After the completion of this course, the student will be able to:**

LO1: Understanding of Human values for self, and for interaction with outer world (Yama). LO2: Exhibit Professional Ethics in performing a professional task with excellence.

LO3: Understanding of Professional Ethics that demands to see the unseen with emphasis on Sustainable development / eco-friendly implementation of the task.

LO4: Analyze Work in team with human values and professional ethics.

LO No.	LO Statement
1	Understanding of Human values for self, and for interaction with outer world
2	Exhibit Professional Ethics in performing a professional task with excellence.
3	Understanding of Professional Ethics that demands to see the unseen with emphasis on Sustainable development / eco-friendly implementation of the task.
4	Analyze Work in team with human values and professional ethics


Unit	Contents
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<b>Unit I LO1</b>	Understanding values, Types of values, Ethics, Integrity: - Understanding integrity and role of integrity in social harmony. Honesty: -Understanding honesty and its role in personal life.
<b>Unit II LO1</b>	Basic Concept on Empathy– Self confidence – Spirituality- Character. Truthfulness, Customs and Traditions, Human Dignity, Human Rights ,Fundamental Duties.
<b>Unit III LO2 LO3</b>	Value Based Life and Profession, Professional Ethics and Right Understanding, Issues in Professional Ethics – The Current scenario. Positive and constructive dynamism of power, politics and leadership.
<b>Unit IV LO4</b>	Professional Ethics: Global Prospective, Business Ethics, Media Ethics, Environmental Ethics, Digital Ethics, War Ethics.
<b>Unit V LO 4</b>	Duties and Rights in Profession, Senses of Loyalty Consensus and Controversy, Confidential and Proprietary Information, Conflict of Interest-Ethical egoism, Gifts and Bribes.

#### **Suggested Readings:**

1. New Approaches in Ethics for the Caring Professions: Taking Account of Change for Caring Professions 2005 Edition, by Richard Hugman Publisher: Red Globe Press; 2005 edition (9 July 2018)
2. Rethinking Values and Ethics in Social Work 1st ed. 2017 Edition, Kindle Edition by Richard Hugman (Author), Jan Carter (Author) Publisher: Red Globe Press; 1st ed. 2017 edition (16 September 2017)
3. Professional Ethics and Human Values Paperback – 2015 by A. Alavudeen (Author), R. KalilRahman (Author), M. Jayakumaran (Author) Publisher: Laxmi Publications; First edition (2015)
4. A Foundation Course in Human Values and Professional Ethics Paperback – 30 Apr 2010 by R.R. Gaur (Author), R. Sangal (Author), G.P. Bagaria (Author) Publisher: Excel Books (30 April 2010)

  
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## Semester 5

### Fundamentals of Accounting - II

Course Credit: 4(3-1-0)

Course Code: DOM21

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

**Objective:** The objective of this course is to provide an in depth knowledge of the detailed procedures and documentation involved in cost ascertainment systems. To understand the concepts of Financial Management and its application for managerial decision making.

#### Learning Outcome:

**LO1** Understand the cost and management accounting techniques for evaluation, analysis and application in managerial decision making

**LO 2** Compare and contrast marginal and absorption costing methods in respect of profit reporting


**LO 3** Prepare and interpret budgets and standard costs and variance statements

**LO 4** Apply marginal and absorption costing approaches in job, batch and process environments

Unit	Contents
Unit I LO	Cost Accounting: Meaning, Objectives, Significance, Classification of Cost. Management Accounting – Definition, Objectives, Role of Management Accounting in Management Process, Functions, Significance, Limitations.
Unit II LO	Cost Sheet: Cost Data collection, Cost Sheet formats, Preparation of Cost Sheets, Accounting for Labour costs, Direct Expenses and Overheads.
Unit III LO	Decision Making Tools: Marginal Costing, Differential Cost Analysis, Differences between Absorption Costing and Marginal Costing.
Unit IV LO	Budgeting and Budgetary control, Preparation of Functional and Master Budgeting, Fixed, Variable, Semi-variable Budgets, Zero Based Budgeting (ZBB), Performance Based Budgeting.
Unit V LO	Standard Costing and Variance Analysis: Meaning of standard cost, computation of standard cost, Computation of Variances for each of the Elements of Costs.

#### Suggested Readings:

1. R.L Gupta & M. Radhaswamy, "Advanced Accountancy", Sultan Chand & Sons
2. Tulsian P.C. "Financial Accountancy", Pearson Education
3. Bhattacharya S.K. and J Dearden, "Accounting for Managers", Vikas Publishing House
4. Arora M.N., "Cost accounting", Vikas Publishing House
5. Khan M.Y., "Management Accounting", Mc Graw Hill Education

  
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### Fundamental of Business Statistics

Course Code: DOM22

Course Credit: 4(3-1-0)

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

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


#### Learning Outcome:

LO No.	LO Statement
1	Present the data
2	Explain the methods of collecting samples
3	Describe various tools to analyse data.
4	Identify theory of probability and type of hypothesis
5	Conduct basic statistical analysis of data.

Unit	Contents
Unit I LO 1, 2	Meaning, Scope and limitations of statistics; Collection of data, Schedules and questionnaires and their preparations, Methods of sampling, Construction of frequency distribution.
Unit II LO 3	Analysis of data- Measures of central tendency and measures of dispersion.
Unit III LO 4	Measures of skewness and kurtosis, Theory of probability- Probability as a concept, Approaches to defining probability.
Unit IV LO 4	Fundamentals of hypothesis Testing, Types I & Type II errors, Level of Significance, Critical region.
Unit V LO 5	Correlation & Regression-Meaning of correlation, types of correlation, Difference between correlation and regression; Statistical Quality Control- Basic concept only

#### Suggested Readings:

1. Business Mathematics & Statistics - R.K. Ghosh, S. Saha, New Central Book Agency (Pvt.) Ltd, Kolkata
2. Fundamentals of Statistics - S.C. Gupta, Sultan Chand & Sons.
3. Business Statistics - A.P. Verma, Asian Book (Pvt.) Ltd.
4. Essentials Statistics for Economics and Commerce Padmalochan Hazarika - Akansha Publishing House.
5. Business Statistics - I.K. Sharma, Pearson Education, New Delhi.
6. Fundamental of Statistics - D.N. Elahance/Veena Elahane, B.M. Aggarwal, Kitab Mahal.
7. Elementary Statistical Methods - Dr. S.P. Gupta, Sultan Chand & Sons, New Delhi.
8. Statistical Methods - P.N. Arora, Sumeet Arora and S. Arora, S. Chand & Co. Ltd. New Delhi.
9. Statistics for Business and Economics - R.P. Hooda –Macmillan, New Delhi.
10. Basic Statistics - Nagar and Das –Oxford University Press, New Delhi.

  
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**E-office Operation Lab**

**Course Code: DOM23**

**Course credit:**

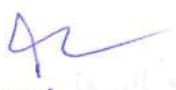
**4(0-0-4)**

**Marks( 70 I +30**

**E)**

**Objective:** Participants should gain operational knowledge in e-office so as to effectively carry out day to day official activities using e-office.

1. File Management System
2. Receipt scanning and diarization
3. Receipts forwarding acknowledgement pull back, copy, pull up
4. Files: Create, put up, receipt/correspondence
5. File: Noting(yellow/green)
6. Forwarding, flagging/referencing
7. Receipts: email diarization, movement and details
8. Receipts: attach file/receipt, close, reopen
9. File: annexures, attach file/ receipt, link, delink files
10. File: create part file, parking of file, close/reopen.
11. FMS: draft, creation/editing
12. FMS: draft, approval, signing and dispatch
13. Standalone dispatch
14. DSE Sign and e-sign
15. DSE uploading
16. Search mechanism, e-file, MIS report
17. E-file audit
18. Support mechanism
19. Setting and preferences
20. E-office vocabulary



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## Spreadsheet Modelling

04(0-0-4)

Course Code: DOM24  
(70I+30E)

Course Credit:

Max. Marks:100

**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 LO1	<b>Introduction to MS-Excel:</b> Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, Ranges
II LO2	<b>Functions &amp; Formulae:</b> Date and time Functions, AutoSum, Copying Formula, Formatting Data, Creating Charts, formatting charts, Creating Database, Sorting Data, Filtering, Coding of Data in Excel,
III LO3	<b>Functions &amp; Formulae:</b> 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 LO4	<b>Data Visualisation:</b> 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 LO5	<b>Analysis:</b> 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

### 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

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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>

  
  
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## Environmental Studies

Course Code: DOM25  
(30I+70E)

Course Credit: 02 (2-0-0)  
Max. Marks: 100

### Objective


To create awareness between the students about our ecosystem, related problems and our role in that. The course also aim to encourage students to solve the environment related problems

### Learning Outcomes

LO	Statement
1	Understand the nature of environmental issues.
2	Develop the structure and lifecycle of different ecosystem.
3	Understand the importance of biodiversity and its conservation.
4	Identify the causes and effects of environmental pollution.
5	Awareness about environmental laws.

Unit	Content
I LO1	<b>Multidisciplinary nature of environmental studies:</b> Natural Resources, Natural resources and associated problems; Forest, Water, Mineral, Food, Energy, Land resources; soil erosion and deforestation; Role of an individual in conservation of natural resources.
II LO2	<b>Ecosystems:</b> Structure and function of ecosystem, Energy flow in an ecosystem: food chains, food webs and ecological succession, Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem.
III LO2	<b>Biodiversity and its conservation:</b> Ecosystem diversity, Value of biodiversity, Biodiversity at global, National and local levels, India as a mega-diversity nation; Threats to biodiversity; Conservation of biodiversity.
IV LO3,4	<b>Environmental pollution:</b> Types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management.
V LO3,4,5	<b>Environmental laws:</b> Global warming, Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act.

### Field work

- 
1. Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
  2. Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural
  3. Study of common plants, insects, birds.
  4. Study of simple ecosystems-pond, river, hill slopes, etc.


### Recommended Books

#### Text Books

E- book:

#### Reference Books

1. Industrial Safety and Health management" Pearson Prentice Hall,2003 by C. Ray, Asfahl

  
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2. National Safety Council, "Accident Prevention Manual for Industrial Operations", N. S. C. Chicago, 1988.  
Industrial Accident Prevention" McGraw-Hill Company, New York, 1980 by Heinrich H

### Constitutional Values and Fundamental Duties

Course Credit: 02(0-0-

2)

Course Code: DVAC08  
100(70I+30E)

Max. Marks:

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

#### Learning Outcome

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	<b>The Constitution of India</b> -An Introduction, Federal Republic, Rule of Law, Separation of Power; Sovereignty, Socialism, Democracy; Secularism and Sarva Dharma Sama Bhava
II LO2	<b>Constitutional Values</b> - Justice: Social, Political, Economic, Liberty: Thought, Expression, Belief, Faith, Worship, Equality: Equality Before Law & Equal Application of Laws,
III LO2	<b>Constitutional Values</b> - Fraternity: Dignity, Unity and Integrity, International peace and a just international order
IV LO3,4	<b>Fundamental Rights</b> 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	<b>Fundamental Duties</b> - Fundamental Duties-Article 51a [(A)- (K)], Legal Status of Fundamental Duties- Judicial Approach

#### List of Practical:

- 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.

Books Recommended

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### 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)]

## Swachh Bharat

Course Code: DVAC09

Marks: 100(70I+30E)

Course Credit: 2(0-0-2)  
Max.

**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
Unit I LO 1	Introduction to Swachh Bharat Abhiyan: Gandhian philosophy of Cleanliness, Hygiene, Sanitation & Sustainable Waste Management, Agencies and nodal Ministries for SBA, Different phases of the SBA and its evaluation, Citizens' Responsibilities.
Unit 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.
Unit III LO 3	Rural Facets: Sanitation coverage across households (2014 onwards), Open Defecation Free (ODF) Villages: Parameters, ODF plus model: Key indicators.
Unit IV LO 4	Urban Facets: Sustainable sanitation, Waste/water and solid waste management, Garbage Free Cities.
Unit V LO 5	Prospects and Challenges: Attitudes and Perceptions, Operational and Financial issues, Monitoring & Supervision, Community Mobilization.

### Suggested Activities: List of activities to be undertaken:

- 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.
- Conduct 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

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**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. GoI (2020). Swachh Bharat Mission (Gramin) 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.municipalityledtotal sanitation.org/sites/communities/total sanitation.org/files/ODF\\_verification\\_checklist.pdf](https://www.municipalityledtotal sanitation.org/sites/communities/total sanitation.org/files/ODF_verification_checklist.pdf)



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## Semester 6

### Course Title-Career Planning and Talent Management

Course Credit: 04

(3-1-0)

Course Code: DOM26  
(30I+70E)

Max. Marks: 100

**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	<b>Skill Set Requirement:</b> Skill set requirement at entry level careers in various service sectors like IT, ITES, Private Education, Banking, Insurance, Logistics, Health services.
II LO2	<b>Career preparation:</b> 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	<b>Aptitude assessment:</b> Aptitude Testing, Types, Analytical, Mental, English and Domain knowledge, Importance.
IV LO4	<b>Talent management:</b> Meaning and process, Source and pre-adjustment, Talent acquisition strategy, key performance indicators.
V LO5	<b>Career development task:</b> Personal values and goals, understanding world of work, Career alternatives, career planning & development, succession planning, profile creation on job portals, linkedin, etc.

#### Books Recommended

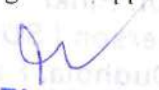
##### Text Book

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

  
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## On Job Training/ Industry Project

Course Code: DOM27

Course Credit 14 (0-0-14)

Max. Marks: 350

(245I+105E)

This course is very useful for the student. Student will do the OJT in the assigned organization and will give the report before the semester ends about the working of that particular organization specifically the organizing, planning, controlling and administrating the office related tasks. Report will be prepared under the guidance of assigned mentor or guide. The learning of the student and the organization profile is also the important content of the report which a student must include. Report should include the following things:

- A) Title page
- B) Acknowledgement
- C) Declaration
- D) Table of Content
- E) Chapters

Student must take care the report should be in the printed form and complete report must be in Times new roman style. Font size for headings should be 16, subheadings – 14 and body text- 12.

## Human Resource Management

Course Credit: 02 (2-0-0)

Course code: DOM28

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

### Objectives

To introduce the concepts, theoretical frameworks, issues in HRM and make participants understand the role of HRM in organizations.

### Learning Outcomes

- LO1: Explain the importance of human resources and their effective management in Organizations
- LO2: Demonstrate a basic understanding of different tools used in forecasting and planning Human resource needs
- LO3: Describe appropriate implementation, monitoring and assessment procedures of Training and development.
- LO4: Understand the concept and maintain a pay system that is consistent for employees within the organization.
- LO5: Able to Evaluate jobs and its methods and managing ethical issues in HRM

Units	Topics	Hours
I - Basics of HRM (LO1)	Understanding the nature and scope of Human resource management (HRM), Functions and objectives of HRM, Role of HR, HR department structure.	15
II -Human Resource Planning (LO2)	Recruitment & Selection: Nature and importance, Recruitment & Selection process, placement and induction.	15

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III -Training and Development (LO3)	Training & human resource development, Performance appraisal, career development and planning, Job analysis: job description and job design, job specification, job simplification.	10
IV – Compensation (LO4)	Remunerations & Benefits: Managing basic remunerations, Basic concepts & Importance of compensation plan, fringe benefits, incentives, and social security schemes.	10
V – Job Evaluation (LO5)	Job Evaluation & Ethical Issues: Significance of Job evaluation, Methods of Job evaluation, managing ethical issues in human resource management	10

### Books Recommended

#### Text Books


1. Human Resource Management, 7th Edition by Stephen Robins
2. Human Resource Management, TATA Mc Grawhill by K.Aswathappa,

#### Reference Books

1. Gary Dessler, Human Resource Management, PHI

#### Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/16>  
<https://www.swayamprabha.gov.in/index.php/program/archive/5>  
<http://cec.nic.in/E-Content/Pages/default.aspx>  
<https://www.youtube.com/watch?v=f60dheI4ARg>  
<https://www.youtube.com/watch?v=7wnpfZRPkNU>

  
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