

**FACULTY OF VOCATIONAL STUDIES**

**SYLLABUS**

**of**

**Bachelor of Vocation**

**(Management and Secretarial Practices)**

**Semester: III-VI**

**(Under Credit Based Continuous Evaluation Grading System)**

**Session: 2024-25**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEARS DEGREE**  
**PROGRAMME**

**Programme: Bachelor of Vocation(Management& Secretarial Practices)**  
**Credit Based Continuous Evaluation Grading System (CBCEGS)**  
**(Session 2024-2025)**

<b>Semester-III</b> ( Job Role of Associate-CRM SSC/Q2202)									
Course Code	Course Title	Course Type	Hours Per Week L-T-P	Credits	Marks				Examination time (in Hours)
					Total	Th	P	CA	
BVML-3321	Business Organisation and Systems	C	4-0-0	4	100	80	-	20	3
BVML-3322	Secretarial Practices	C	4-0-0	4	100	80	-	20	3
BVML-3323	Marketing Management	C	4-0-0	4	100	80	-	20	3
BVML-3324	Business and Office Correspondence	S	4-0-0	4	100	80	-	20	3
BVML-3325	Accounting for Managers	S	4-0-0	4	100	80	-	20	3
BVMP-3126	Lab on Electronic CRM	S	0-0-4	2	50	-	40	10	3
BVMP-3327	Computer based Accounting – TALLY	S	0-0-8	4	100	-	80	20	3
BVMP-3328	Lab on Life Skills	S	0-0-4	2	50	-	40	10	3
SECP-3512	*Personality Development	AC	2-0-0	2	25	20	-	5	1
<b>TOTAL CREDITS</b>				30					

**S-Skills**

**C- Compulsory Course**

**IDE- Inter Disciplinary Elective Course**

**IDC-Inter Disciplinary Compulsory Course**

**\*Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.**

**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
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**Programme: Bachelor of Vocation(Management& Secretarial Practices)**  
**Credit Based Continuous Evaluation Grading System (CBCEGS)**  
**(Session 2024-2025)**

<b>Semester-IV</b>									
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week</b> <b>L-T-P</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Th</b>	<b>P</b>	<b>CA</b>	
BVML-4121	Management Information System	C	4-0-0	4	100	80	-	20	3
BVML-4122	Digital Data Management	C	2-0-0	2	50	40	-	10	3
BVML-4323	Managerial Skills	S	4-0-0	4	100	80	-	20	3
BVML-4324	Statistical Analysis	S	4-0-0	4	100	80	-	20	3
BVML-4325	Entrepreneurial Skills	S	4-0-0	4	100	80	-	20	3
BVMP-4126	Web based Applications for Office Management	S	0-0-4	2	50	-	40	10	3
BVMD-4127	Minor Project (Computer based)	S	0-0-8	4	100	-	80	20	-
AECE-4221	*Environmental Studies (Compulsory)	AC	4-0-0	4	100	60	20	20	3
SECS-4522	*Social Outreach	AC	0-0-4	2	25	-	20	5	1
<b>TOTAL CREDITS</b>				30					

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**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEARS DEGREE**  
**PROGRAMME**  
**Programme: Bachelor of Vocation(Management& Secretarial Practices)**  
**Credit Based Continuous Evaluation Grading System (CBCEGS)**  
**(Session 2024-2025)**

<b>Semester-V</b>									
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week</b> <b>L-T-P</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Th</b>	<b>P</b>	<b>CA</b>	
BVML-5121	Introduction to Graphic Designing	C	2-0-0	2	50	40	-	10	3
BVML-5322	Fundamentals of Banking	C	4-0-0	4	50	40	-	10	3
BVML-5323	Fundamentals of Goods and Services Tax (GST)	C	4-0-0	4	50	40	-	10	3
BVML-5324	Organizational Behaviour	S	4-0-0	4	50	40	-	10	3
BVML-5125	Designing in Adobe Photoshop	S	4-0-0	4	50	40	-	10	3
BVMM-5126	Introduction to Python Programming	S	3-0-1	4	50	25	15	10	3
BVMP-5127	Lab on Adobe Photoshop	S	0-0-8	4	50	-	40	10	3
BVMP-5328	Lab on Goods and Services Tax (GST)	S	0-0-4	2	50	-	40	10	3
SECI-5541	* Innovation, Entrepreneurship and Creative Thinking	AC	4-0-0	2	25	20	-	5	1
<b>TOTAL CREDITS</b>				30	400				

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**KANYA MAHA VIDYALAYA, JALANDHAR (AUTONOMOUS)**  
**SCHEME AND CURRICULUM OF EXAMINATION OF THREE YEARS DEGREE**  
**PROGRAMME**

**Programme: Bachelor of Vocation(Management& Secretarial Practices)**  
**Credit Based Continuous Evaluation Grading System (CBCEGS)**  
**(Session 2024-2025)**

<b>Semester-VI</b>									
<b>( Job Role of Associate-DTP SSC/Q2702)</b>									
<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Hours Per Week L-T-P</b>	<b>Credits</b>	<b>Marks</b>				<b>Examination time (in Hours)</b>
					<b>Total</b>	<b>Th</b>	<b>P</b>	<b>CA</b>	
BVML-6321	Fundamentals of Insurance	C	4-0-0	4	50	40	-	10	3
BVML-6322	Human Resource Management	C	4-0-0	4	50	40	-	10	3
BVML-6323	Indian Financial System	C	4-0-0	4	50	40	-	10	3
BVML-6324	Training and Development	S	2-0-4	4	100	40	40	20	3
BVMM-6125	Desktop Publishing in Adobe in-design	S	2-0-4	4	100	40	40	20	3
BVMP-6326	Personality Enhancement lab	S	0-0-8	4	50	-	40	10	3
BVMD-6127	On Job Training (Major project)	S	0-0-12	6	100	-	100	-	-
<b>TOTAL CREDITS</b>									

**S-Skills**

**C- Compulsory Course**

**IDE- Inter Disciplinary Elective Course**

**IDC-Inter Disciplinary Compulsory Course**

**\*Grade points of these courses will not be included in the SGPA/CGPA of Semester/Programme.**

## **BACHELOR OF VOCATION PROGRAMME**

**PROGRAMME OUTCOMES:** Students opting for Bachelor of Vocation Programmes on course completion/exit points will be able to:

PO1: get better job opportunities and can make informed choices due to enhanced employability and skill-set owing to Industrial exposure through internships/ training in the specific work area of choice.

PO2: understand, develop and observe work practices and ethics required to sustain and grow professionally in the industry concerned.

PO3: communicate messages effectively within a team as well as to business clients/customers

through written communication such as email, letters, reports, memos etc and verbal communication like a telephonic conversation or PowerPoint presentation to a group.

PO4: adapt to the work environment and are able to work on time-bound assignments/projects

individually or within a team, for a company or as a freelancer.

PO5: apply knowledge acquired during the course to update w.r.t. changing Industrial requirements and stay relevant to the job-at-hand.

## **PROGRAMME SPECIFIC OUTCOMES**

On successful completion of Bachelor of Vocation Programme (Management and Secretarial Practices), students will be able to:

**PSO1:** understand the application of ethics and professional responsibility.

**PSO2:** define practical applications of project management to formulate strategies allowing organizations to achieve strategic goals.

**PSO3:** evaluate current marketing trends based on consumer, legal and competitive environments.

**PSO4:** develop understanding about customer relationship management concepts and framework and how these are applied to form relationships with customers and other internal and external stakeholders.

**PSO5:** explain fundamental database concepts and apply these concepts to the design and development of relational databases.

**PSO6:** understand the basic components of computer applications like MS-Word, MS-Power Point, MS- Excel, MS-Access.

**PSO7:** interpret the changes in the digital world and be able to upgrade accordingly.

**PSO8:** develop written and verbal competencies to describe and analyze visual art and graphic design through writing, conceptual development, research and study of theories.

**PSO9:** identify the value and relative importance of data management to the success of a research project.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25  
**Course Code: BVML-3321**  
**BUSINESS ORGANISATION AND SYSTEMS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: define basic concept of business and essentials of a successful business.

CO2: understand the nature and purpose of different types of organisations (commercial, voluntary, public sector and so on) describe the different ways in which organisations may be structured

CO3: adapt the changes in business according to the business environmental changes.

CO4: learn the recent trends in wholesale and retail sector of the business.



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Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25  
**Course Code: BVML-3321**  
**BUSINESS ORGANISATION AND SYSTEMS**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system Trade and aids to trade- Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.
<b>Unit II</b>
Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit. Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business
<b>Unit III</b>
Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal Domestic & Foreign Trade: Import export trade procedure & their organization.
<b>Unit IV</b>
Organization of Wholesale & Retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

**Suggested Readings:**

1. Kaul, Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, “Organization Theory and Design”, Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., “Business Environment” Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, “Business & Society: Ethics, Sustainability and Stakeholder Management”, Cengage Learning, New Delhi. Note: The latest editions of the books should be followed.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-IV)

Session 2024-25

**Course Code: BVML-3322**  
**SECRETARIAL PRACTICES**

**Course Outcomes:**

After studying this course, students will be able to

CO1: learn about company its features and various types of companies

CO2: identify the scope, role and functions of the company secretary and ensure effective communication to and from the board, both internally and externally, for the optimum benefit of the organisation.

CO3: understand the law and best practice in key functional matters and apply them as director.

CO4: define the procedure of application allotment and forfeiture of shares.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-IV)  
Session 2024-25

**Course Code: BVML-3322**  
**SECRETARIAL PRACTICES**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Company Management:</b> Definition, Features and Types of Companies, Company Formation and Incorporation, Promoter, Capital Subscription, Memorandum and Articles, Prospectus.
<b>Unit II</b>
<b>Secretarial Practices:</b> Meaning, Definition, Need and Importance, Appointment, Rights, Duties, Powers and Liabilities of a Secretary, Role of a Secretary in Company Formation. <b>Meetings:</b> Meaning of meetings, Types of meetings, Requisites of meetings.
<b>Unit III</b>
<b>Company Directors:</b> Meaning and types of directors, Qualification and Number, Appointment, Removal, Powers, Duties and Liabilities, Remuneration of Directors.
<b>Unit IV</b>
<b>Shares and Debentures:</b> Application, Allotment, Transfer and Transmission, Calls and Forfeiture, Dividend and Interest. <b>Reconstruction and Amalgamation,</b> Winding up and Dissolution of Companies.

**REFERENCES:**

1. Secretarial Practice and Office Management by Prasanta K Ghosh.
2. The Company Secretarial, hand book: a guide to statutory duties and responsibility; Ashton, Helen.
3. The Company Secretarial Desktop Guide; Mason, Roger (Thorogood Publishing).

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25  
**Course Code: BVML-3323**  
**MARKETING MANAGEMENT**

**Course Outcomes:**

After studying this course, students will be able to:

- CO1: understand the marketing environment (micro and macro)
- CO2: demonstrate effective understanding of relevant functional areas of marketing management and its application.
- CO3: learn about marketing process for different types of products and services.
- CO4: understand the promotional tools used by marketing managers in different situations.

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Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25  
**Course Code: BVML-3323**  
**MARKETING MANAGEMENT**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence. Analyzing the Micro environment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.
<b>Unit II</b>
The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets. Product Life Cycle Marketing Strategies: -Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.
<b>Unit III</b>
Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.
<b>Unit IV</b>
Marketing Communications: -Advertising: -Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales Promotions: Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing and Channels of distributions.

**REFERENCES:**

- 1.Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, “Marketing Management: South Asian Perspective”, Pearson Education New Delhi.
- 2.Ramaswamy, V.S. and Namakumari, S., “Marketing Management: Global Perspective, Indian Context”, MacMillan.
- 3.Kurtz, David L. and Boone, Louis E., “Principles of Marketing, Thomson South-Western”.
4. Enis, B. M., “Marketing Classics: A Selection of Influential Articles”, New York, McGraw-Hill.
- 5.Saxena, Rajan, “Marketing Management”, Tata McGraw-Hill, New Delhi.

Note: The latest editions of the books should be followed.

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-III)  
Session 2024-25

**Course Code: BVML-3324**  
**BUSINESS AND OFFICE CORRESPONDENCE**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand various principles of writing business letters, types of business letter and effective email writing

CO2: Write various formal letters and personnel communication letters

CO3: Write various letters of intra-office communication and report writing

CO4: Write various letters to customers and understand the structure and layout of various public relation correspondence letters



Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-III)  
Session 2024-25  
**Course Code: BVML-3324**  
**BUSINESS AND OFFICE CORRESPONDENCE**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Business Correspondence:</b> Need, Functions, Types of Business Letters, Parts, Structure, Layout, Principles of Effective Letter Writing, Principles of Effective e-mail Writing
<b>Business Letters:</b> Business Enquiries and Replies, Credit and Status Enquiries, Placing and fulfilling orders, Complaints and Adjustments
<b>Unit II</b>
Sales Letters, Agency Correspondence and Goodwill Letters, Consumer Grievance Letters, Letters under Right to Information (RTI) Act, Import and Export Correspondence
<b>Personnel Correspondence:</b> Job Application Letter and Resume, Letter of Appointment, Confirmation, Promotion, Termination and Resignation, Letter of Recommendation
<b>Unit III</b>
<b>Office Correspondence:</b> Intra-Organizational Business Communication, Memorandum, Notices, Circulars, Orders, Staff Suggestions and Complaints, Correspondence with Regional and Branch Offices, Agenda and Minutes. Report Writing, Kinds of Reports, Feasibility Reports, Investigative Reports and Content Writing.
<b>Unit IV</b>
<b>Public Relation Correspondence:</b> External Communication, Press Release and Notices, Press Conference, Magazines, Brochures, Advertising, Direct Mailing Advertising, Classified Advertising, Speeches, Interviews, Customer Care/Customer Relations.

**REFERENCES**

1. Chaturvedi, Business Communication - Concepts, Cases & Applications Pearsons Educations, New Delhi
2. K. K. Sinha, BusinessCommunication, Galgotia Publishing Company, New Delhi
3. NirmalSingh , Business Communication (Principles, Methods and Techniques) - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. R. C. Sharma, Krishna Mohan, Business Correspondence and Report Writing - Tata McGraw-Hill Publishing Company Limited, New Delhi.

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-III)  
Session 2024-25

**Course Code: BVML-3325**  
**ACCOUNTING FOR MANAGERS**

**Course Outcomes:**

After studying this course, students will be able to

CO1: Understand various types of financial statements and their analysis

CO2: Employ critical thinking skills to manage financial resources, preparing budgets and ascertaining costs

CO3: Detailed understanding of various tools of management accounting

CO4: Demonstrate detailed knowledge of various theories of cost management

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 Bachelor of Vocation  
 (Management and Secretarial Practices) (Semester-III)  
 Session 2024-25  
**Course Code: BVML-3325**  
**ACCOUNTING FOR MANAGERS**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<p><b>Financial Statement Analysis</b>            Meaning, Objectives, Importance &amp; Limitations of Financial Statement Analysis,            Tools for Financial Statement analysis: Comparative Statements, Common Size Statements,            Ratio Analysis (Liquidity ratios, Solvency ratios, Activity Ratios and Profitability Ratios).</p>
<b>Unit II</b>
<p><b>Financial Management:</b> Meaning, Nature and Scope.  <b>Capital Budgeting:</b> Meaning, Objectives, Traditional and Modern Methods of Capital Budgeting.  <b>Cost of Capital:</b> Concepts and Calculation of Equity Cost of Capital, Preference Cost of Capital, Debt Cost of Capital and Retained Earnings.</p>
<b>Unit III</b>
<p><b>Management Accounting:</b> Origin, Concept, Nature and Scope of Management Accounting. Need and Importance of Management Accounting, Distinction between Management Accounting &amp; Financial Accounting, Limitations, Management Accountant duties, functions. Tools &amp; Techniques of Management Accounting- Brief Overview of Funds Flow and Cash Flow Statements.</p>
<b>Unit IV</b>
<p><b>Cost Management:</b> Concept of Cost, Classification and Elements of Cost, Cost Centre and Cost Unit, Methods and Techniques of Costing.  <b>Overview of ABC Analysis, Target Costing, Kaizen theory</b></p>

**REFERENCES:**

1. Agrawal, Srinivasan, "Accounting Made Easy", 1e Tata McGraw Hill
2. SudhindraBhat, "Management Accounting", Excel Books, New Delhi
3. S.N. Maheshwari, "Introduction to Accountancy", Vikas Pub Edition, 2009
4. Bhattacharya, S.K. and John Dearden, "Accounting for Management - Text and Cases", Vikas Publishing House.
5. Sharma, Subhash and M.P. Vithal, "Financial Accounting for Management Text and Cases", McMillan

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-III)  
Session 2024-25  
**Course Code: BVMP-3126**  
**LAB ON ELECTRONIC CRM**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: explain how to build and manage successful E-CRM teams

CO2: explain how to blend E-CRM with a firm's overall business and marketing plans

CO3: demonstrate an understanding of how to build relationships with customers and maintain their loyalty

CO4: develop effective customer communications strategies and tactics

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Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25  
**Course Code: BVMP-3126**  
**LAB ON ELECTRONIC CRM**

L	T	P	Total Credits
0	0	4	2

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Practical: 40**

**CA: 10**

**Note for the Practical Examiner:**

- a) Practical Exam is based on the syllabus below.
- b) The question paper will be set on the spot by the examiner

ZOHO Customer Relationship Management software key modules to be covered–

1. Sales Force Automation – Lead management, Deal management, Customer/Account management, Forecasting
2. Marketing Automation – campaigns, email templates etc
3. Contact management
4. Order management
5. Inventory management
6. Customer Support
7. Vendor management
8. Activity management
9. Workflow Automation
10. Website Integration
11. Billing and Payment Management
12. CRM Analytics and Reporting

ZOHO CRM is an integrated, multichannel CRM that can be accessed on web or on your mobile. It can be integrated seamlessly with your website, google apps, Microsoft exchange etc.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25

**Course Code: BVMP-3327**  
**COMPUTER BASED ACCOUNTING-TALLY**

**Course Outcomes:**

After studying this course, students will be able to

CO1: learn the need for computerised accounting.

CO2: create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

CO3: prepare and compile complete balance sheet.

CO4: possess required skill and can also be employed as Tally data entry operator.



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Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25  
**Course Code: BVMP-3327**  
**COMPUTER BASED ACCOUNTING - TALLY**

L	T	P	Total Credits
0	0	8	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Practical: 80**

**CA: 20**

**Note for the Practical Examiner:**

- a) Practical Exam is based on the syllabus covered in the subject.
- b) The question paper will be set on the spot by the examiner

**Computerized Accounting:** - Meaning, Need, Concepts of Accounting Groups, Hierarchy of Accounts, Codification in Accounting.

**Accounting Package** - Setting up an Accounting Entity, Creation of Groups and Accounts Designing and Creating Vouchers; Data Entry Operations using the Vouchers, Processing for Reports to prepare Ledger Accounts, Trial Balance and Balance Sheet.

**Tally Financial Accounting Packages:** Preparation and Online Finalization of Accounts on Tally(Latest Version), Introduction of Tally(Latest Version), Phases of Implementation, Aides for Implementation. Accounts Management); Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industry/Organization/ Firm.

**Note: The mentioned versions of Tally must be replaced with latest available version**

**REFERENCES:**

1. Hall, J.A, "Accounting Information System", South Western College Publishing.
2. Gelinas, Ultric, J. and Steve, G. Suffon, "Accounting Information System, South Western Thomson Learning.
3. "Tally- ERP 9, Simple Steps of Learning", Kogent Learning.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25

**Course Code: BVMP-3328**  
**LAB ON LIFE SKILLS**

**Course Outcomes**

After completion of this course, students will be able to:

- CO1: Learn those abilities that help promote overall well-being and competence to be able to face the realities of life.
- CO2: Develop psycho social competencies and interpersonal skills that will help them to make informed decisions, solve problems, think critically and creatively, communicate effectively, build healthy relationships, empathize with others and cope with managing their lives in a healthy and productive manner.
- CO3: Adapt and adjust well with the changing demands of the society as young adolescents extend their relationships beyond parents and family and are intensely influenced by their peers and the outside world.
- CO4: Get support in dealing with emotional conflicts and personal problems in the college and will learn how to incorporate the same in their daily lives.

1/2  
Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25  
**Course Code: BVMP-3328**  
**LAB ON LIFE SKILLS**

L	T	P	Total Credits
0	0	4	2

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Practical: 40**

**CA: 10**

**Evaluation Criteria**

The students will prepare Power Point Presentations, discuss Case Studies, participate in Group Discussions and present different situations through Role Plays on the topics specified by WHO. The examiner will evaluate the students on the basis of their presentation, their performance in group discussion, role plays and case studies. The examiner can also propose a situation and the students will be asked to suggest ways to cope with that situation.

**Experiential and Reflective Workshop will be conducted on topics like:**

**1. Effective Communication**

Effective communication means that we are able to express ourselves, both verbally and non-verbally, in ways that are appropriate to our cultures and situations. This means being able to express opinions and desires and also needs and fears. And it may mean being able to ask for advice and help in a time of need.

**2. Interpersonal Relationship**

Interpersonal relationship skills help us to relate in positive ways with the people we interact with. This may mean being able to make and keep friendly relationships, which can be of great importance to our mental and social well-being. It may mean keeping, good relations with family members, which are an important source of social support.

**3. Creative Thinking**

Creative thinking is a novel way of seeing or doing things that is characteristic of four components – fluency (generating new ideas), flexibility (shifting perspective easily), originality (conceiving of something new) and elaboration (building on other ideas).

**4. Self-Awareness**

Self-awareness includes recognition of ‘self’, our character, our strengths and weaknesses, desires and dislikes. Developing self-awareness can help us to recognize when we are stressed or feel under pressure. It is often a prerequisite to effective communication and interpersonal relations, as well as for developing empathy with others.

**5. Empathy**

To have a successful relationship with our loved ones and society at large, we need to understand and care about other peoples' needs, desires and feelings. Empathy is the ability to imagine what life is like for another person. Empathy can help us to accept others, who may be very different from ourselves. This can improve social interactions, especially in situations of ethnic or cultural diversity.

**6. Critical Thinking**

Critical thinking is an ability to analyse information and experiences in an objective manner. Critical thinking can contribute to health by helping us to recognize and assess the factors that influence attitudes and behaviour such as values, peer pressure and the media.

**7. Coping with Stress**

Coping with stress means recognizing the sources of stress in our lives, recognizing how this affects us, and acting in ways that help us control our levels of stress, by changing our environment or lifestyle and learning how to relax.

**8. Coping with Emotions**

Coping with emotions means recognizing emotions within us and others, being aware of how emotions influence behaviour and being able to respond to emotions appropriately. Intense emotions like anger or sadness can have negative effects on our health if we do not respond appropriately.

Different methods will be used to enhance Life Skills in students as: Class discussions, Brainstorming, Role play, Case studies, Storytelling, Debates, Demonstration and guidance practice, Educational games and Simulations, etc.

**PERSONALITYDEVELOPMENTPROGRAMME****Course Title: Personality Development****Nature of course: Audit Course (Value added)****Course duration: 30 hours****Course intended for: Sem.III students of all streams (UG Only)****Coursecredits:2(For Credit based Continuous Evaluation Grading System)****Course Code: SECP-3512****PURPOSE**

To enhance holistic development of students and improve their employability skills.

**INSTRUCTIONALOBJECTIVES**

- To re-engineer attitude and understand its influence on behaviour.
- To develop inter-personal skills and be an effective goal-oriented team player.
- To develop communication and problem-solvings skills.
- To develop professionals with idealistic, practical and moral values.

**CURRICULUM****Coursecredits-2****TotalContactHours-30**

<b>MODULE</b>	<b>TITL E</b>	<b>HOUR S</b>
<b>1.</b>	<b>Positive Thinking &amp; Attitude</b>	<b>2</b>
<b>2.</b>	<b>Self Analysis &amp; Self Confidence</b>	<b>2</b>
<b>3.</b>	<b>Communication Skills</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• <b>Basic Communication Skills</b></li> <li>• <b>Body Language</b></li> <li>• <b>Interview Skills</b></li> <li>• <b>Résumé Writing</b></li> <li>• <b>Group Discussion</b></li> <li>• <b>Telephone and E-mail etiquette</b></li> <li>• <b>Public Speaking</b></li> </ul>	
<b>4.</b>	<b>Time Management</b>	<b>2</b>
<b>5.</b>	<b>Stress and Conflict Management</b>	<b>2</b>
<b>6.</b>	<b>Physical Fitness and Personal Grooming</b>	<b>2</b>
<b>7.</b>	<b>Appropriateness of Apparel</b>	<b>2</b>
<b>8.</b>	<b>Social Etiquette</b>	<b>2</b>
<b>9.</b>	<b>Decision Making process &amp; Problem Solving Skills</b> <ul style="list-style-type: none"> <li>• <b>Leadership Skills</b></li> <li>• <b>Goal Setting</b></li> <li>• <b>Motivation</b></li> </ul>	<b>5</b>
<b>10.</b>	<b>Closure</b>	<b>1</b>

### **Examination**

1. Total mark of the course will be 25 (Final Examination: 20 Marks; Internal Assessment: 5 Marks)
2. The pattern of the final examination will be multiple choice questions. 20 multiple choice type questions will be set. Each question will carry 1 mark (20 X 1 = 20). The student will have to attempt all the questions. Total time allotted will be 1 hour.
3. Internal Assessment will consist of Attendance: 2 Marks, Internal: 3 Marks. (Total Internal Assessment: 5 Marks)

### **SYLLABUS**

#### **MODULE 1: Positive Thinking & Attitude**

- Factors Influencing Attitude
- Essentials to develop Positive Attitude
- Challenges & Lessons from Attitude

#### **MODULE 2: Self Analysis & Self Confidence**

- Who am I
- Importance of Self Confidence
- SWOT Analysis

#### **MODULE 3: Communication Skills**

##### **(i) Basic Communication Skills**

- Speaking Skills
- Listening Skills
- Presentation Skills

##### **(ii) Body Language**

- Forms of Non-Verbal Communication
- Interpreting Body Language clues
- Effective use of Body Language

##### **(iii) Interview Skills**

- Type of Interviews
- Ensuring success in job interviews
- Appropriate use of Non-verbal Communication

##### **(iv) Résumé Writing**

- Features
- Different types of Résumés for Different Posts

##### **(v) Group Discussion**

- Differences between Group Discussion and Debate
- Importance of Group Discussion
- Group Decision
- Ensuring Success in Group Discussions

(vi) **Telephone & E-mail Etiquette**

- Telephone etiquette
- E-mail etiquette

(vii) **Public Speaking**

- Introductory Speech
- Informative Speech
- Persuasive Speech
- Extempore Session

**MODULE4:TimeManagement**

- Importance of Time Management
- Values & Beliefs
- Goals and Benchmarks –The Ladders of Success
- Managing Projects and Commitments
- Prioritizing your To-do's
- Getting the results you need

**MODULE5:Stress&ConflictManagement**

- Introduction to Stress
- Types of Stressors
- Small Changes and Large Rewards
- Stress Prevention
- Overcoming Unhealthy Worry
- Stress at Home and Workplace
- Dealing with Frustration and Anger
- Stress reducing Exercises
- Understanding Conflicts
- Violent and Non-violent Conflicts
- Source of Conflict
- Structural and Cultural Violence

**MODULE6:PhysicalFitnessandPersonalGrooming**

- Fitness and Exercise
- Balanced & Healthy Diet
- Skin Care & Hair Care
- Make-up Skills

**MODULE7:AppropriatenessofApparel**

- Apparel & Personality
- Psycho-social aspects of Apparel
- Style-tips for smart dressing & effective use of design elements

**MODULE8:Social Etiquette**

- Civic Sense
- Workplace Skills
- Meeting and greeting people
- Table Setting and Table Manners

**MODULE9:DecisionMakingProcessandProblemSolvingSkills**

- Anatomy of a Decision
- How to use Problem solving steps and Problem solving tools
- How to distinguish root causes from symptoms to identify right solution for right problems
- How to improve Problem solving and Decision making by identifying individual problem solving styles
- The Creative process for making decisions
- Tools to improve creativity
- Implementing the Decision–Wrap up

**(i) Leadership Skills**

- Handling Peer Pressure and Bullies
- Team Work
- Decision Making
- Taking initiatives

**(ii) Goal Setting**

- Wish List
- SMART Goals
- Blueprint for Success
- Short-term ,Long-term, Life-term Goals

**(iii) Motivation**

- Factors of motivation
- Self Talk
- Intrinsic & Extrinsic Motivators

**Books Recommended**

1. Rossi,P.(2011).*EverydayEtiquette:Howtonavigate101commonanduncommonsocial situations*. St Martins Pr.
2. Pietrzak,T.,&Fraum,M.(2005).*Buildingcareersuccessskills*.ASTDPress.
3. Treffinger,D.J.,Isaksen,S.G.,&Brian,K.(2005).*Creativeproblemsolving:AnIntroduction*.
4. Carr, A. (2004). *Positive Psychology: The science of happiness and human strengths*. Burnner-Routlrdge.
5. Oberg,B.C.(1994).*Speechcraft:AnIntroductiontopublicspeaking*.MeriwetherPublishing.



Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-III)  
Session 2024-25

**Course Code: BVML-4121**  
**MANAGEMENT INFORMATION SYSTEM**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Identify the importance of data and information management.

CO2: Comprehend development life cycle of information systems.

CO3: Identify the components and applications of Management Information System and Decision Support System.

CO4: Identify the role of Information System in organizations: Accounting Information systems, Inventory control systems and Marketing systems.

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Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-III)  
Session 2024-25

**Course Code: BVML-4121**  
**MANAGEMENT INFORMATION SYSTEM**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks are to be set (16 marks each), two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
Basic Concepts: Systems, Data, Information, Knowledge, Database Management System. Information needs of business, Sources of information – Primary and Secondary. Online access and capture.
<b>Unit II</b>
Information System: Introduction to System, types of Systems, Information System and its types. Planning Information systems: System Development Life Cycle and Rapid Application Development. Types of Decisions - Structured, Unstructured and Semi Structured.
<b>Unit III</b>
Management Information System: Need, Components and Functions of MIS. Planning of MIS, Implementation and Controlling MIS. Decision Support System: Meaning, Characteristics, Types and Components of DSS.
<b>Unit IV</b>
Transaction Processing Systems: Meaning, Characteristics, Components of TPS. Difference between MIS, DSS and TPS. Case studies of the Information System: Accounting Information systems, Inventory control systems & Marketing systems.

**References:**

1. Robert G. Murdick, Joel E. Ross, "Introduction to Management Information Systems", Prentice Hall
2. Muneesh Kumar, "Business Information Systems", Vikas Publishing House
3. Ashok Arora , Akshaya Bhatia, "Management Information Systems", Excel Books

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-IV)  
Session 2024-25  
**Course Code: BVML-4122**  
**DIGITAL DATA MANAGEMENT**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: learn the automated workflow system along with digital management of data.

CO2: understand the operations to be performed for transformation of two dimensional objects.

CO3: implements queries on the database.

CO4: comprehends the security implementation of Operating System.

1/2  
 Bachelor of Vocation  
 (Management and Secretarial Practices) (Semester-IV)  
 Session 2024-25  
**Course Code: BVML-4122**  
**DIGITAL DATA MANAGEMENT**

L	T	P	Total Credits
2	0	0	2

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<p><b>Workflow:</b> Meaning, types, Automated workflow – components, File Preparation, Preflighting, Digital Imposition – preRIP, postRIP, OPI, Trapping, Postscript, PDF, Metadata – JDF, XML.</p> <p><b>File Formats &amp; Compression Techniques:</b> File format – EPS, DCS, JPEG, GIF, TIFF, PNG, comparison of file formats, Compression techniques, Lossy&amp; lossless compression, RLE, Huffman compression, LZW, DCT, Wavelet, Fractal image encoding, Image quality evaluation, Audio compression, Video Compression.</p>
<b>Unit II</b>
<p><b>2-D Transformations:</b> translation, rotation, scaling, matrix representations and homogeneous coordinates, composite transformations, general pivot point rotation, general fixed-point scaling, shearing, reflection about X Axis and Y Axis, Reflection about Straight lines, Reflection through an Arbitrary Line.</p>
<b>Unit III</b>
<p><b>Database Management:</b> Database, Types, Database Management, Database Languages, Query Processing, Data storage, Backup &amp; recovery, Distributed databases, Data Warehousing, Data Mining</p>

<b>Unit IV</b>
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<b>Security:</b> Security in Operating Systems, Principles of Network Security, Cryptography, Fire walls, Intrusion Detection Systems, Secure Email, Digital Rights Management, Element of Designing Accessible Web Content and Web Security
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**REFERENCES**

1. Helmut Kipphan, "Handbook of Print Media", Springer Verlag, 2001
2. Phil Green, "Understanding Digital Color", 2nd edition, GATF Press, 1999.
3. Mani Subramanian, "Network Management: Principles & Practice", Addison Wesley, 1999
4. Sanjiv Purba, "Handbook of Data Management", Viva Books Private Ltd., 1999
5. Douglas E. Comer, "Computer Networks & Internets", 2nd Edition, Pearson Publications, 1999
6. Larry L. Peterson, Bruce S. Davie, "Computer Networks: A Systems Approach", Third Edition, Morgan Kaufman Publishers Inc., 2003
7. Abraham Silberschatz, Henry F. Korth, S. Sudharshan, "Database System Concepts"

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-IV)  
Session 2024-25  
**Course Code: BVML-4323**  
**MANAGERIAL SKILLS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand what is meant by management, managerial effectiveness and role and skills of manager

CO2: Understand creativity, innovation and various problem-solving techniques

CO3: Understand various aspects of communication and team building

CO4: Understand various aspects of empowerment and communication

1/2  
 Bachelor of Vocation  
 (Management and Secretarial Practices) (Semester-IV)  
 Session 2024-25  
**Course Code: BVML-4323**  
**MANAGERIAL SKILLS**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Introduction:</b> Introduction to Skills & Personal Skills, Importance of Competent Managers, Skills of Effective Managers, Developing Self Awareness on the issues of Emotional Intelligence, Self-Learning Styles, Values, Attitude towards Change, Learning of Skills and Applications of Skills.
<b>Unit II</b>
<b>Problem Solving and Building Relationship:</b> Problem Solving, Creativity, Innovation, Steps of Analytical Problem Solving, Limitations of Analytical Problem Solving, Impediments of Creativity, Multiple Approaches to Creativity, Conceptual Blocks, Conceptual Block Bursting, Skills Development and Application for above areas.
<b>Unit III</b>
<b>Communication Aspects:</b> Building relationship Skills for developing positive interpersonal communication, Importance of Supportive Communication, Coaching and Counseling, Defensiveness and Disconfirmation, Principles of Supportive Communications, Personal Interview Management. Skill Analysis and Application on above areas. <b>Team Building:</b> Developing Teams and Team Work, Advantages of Team, Leading Team, Team Membership, Skill Development and Skill Application.
<b>Unit IV</b>
<b>Empowering and Delegating:</b> Meaning of Empowerment, Dimensions of Empowerment, Ways to develop empowerment, Inhibitors of Empowerment, Delegating Works, Skills Development and Skill Application on above areas. <b>Communication related to Course:</b> How to make Oral Presentations, Conducting Meetings, Reporting of Projects, Reporting of Case Analysis, Answering in Viva Voce, Assignment Writing.

**REFERENCES:**

1. V.S.P.Rao, Managerial Skills, Excel Books,2010, New Delhi
2. David A Whetten, Cameron Developing Management skills, PHI 2008
3. RamnikKapoor, Managerial Skills, PathMakers ,Banglore
4. Kevin Gallagher, Skills development for Business and Management Students, Oxford,2010
5. Monipally, Mutthukutty ,Business Communication Strategies,Tata McGraw Hill.



Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-IV)  
Session 2024-25  
**Course Code: BVML-4324**  
**STATISTICAL ANALYSIS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: acquire understanding of statistics and its scope in business.

CO2: demonstrate knowledge of various methods of dispersion and correlation.

CO3: apply the knowledge of index numbers.

CO4: estimate trend by applying the methods of time series analysis.

1/2  
 Bachelor of Vocation  
 (Management and Secretarial Practices) (Semester-IV)  
 Session 2024-25  
**Course Code: BVML-4324**  
**STATISTICAL ANALYSIS**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Statistics:</b> Definition, Functions, Scope and Limitations of Statistics. <b>Measures of Central Tendency:</b> Mean, Median and Mode.
<b>Unit II</b>
<b>Measures of Dispersion:</b> Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation. Kurtosis, Skewness <b>Simple Correlation and Regression:</b> Meaning, Types, Karl Pearson's & Rank Correlation (excluding grouped data), Probable error.
<b>Unit III</b>
<b>Index Numbers:</b> Meaning and Importance, Methods of construction of Index Numbers: Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relative Method, Weighted Index Method: Laspeyres Method, Pasches Method and Fishers Ideal Method including Time and Factor Reversal Tests, Consumer Price Index.
<b>Unit IV</b>
<b>Time Series Analysis:</b> Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Squares for Linear Path).

**REFERENCES:**

1. Levin, Richard and David S.Rubin.“Statistics for Management”, 7<sup>th</sup> Edition, Prentice Hall of India, New Delhi.
2. Chandan, J.S.,“Statistics for Business and Economics”, IstEdition,(1998),Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair,R.M.Jr., “Quantitative Analysis for Management”, 7<sup>th</sup> Edition, Prentice–Hall of India, New Delhi.
4. Gupta C B, Gupta V,“An Introduction to Statistical Methods”, 23<sup>rd</sup> Edition (1995), Vikas Publications.
5. Siegel, Andrew F, Practical Business Statistics.International Edition, 5<sup>th</sup> Edition (2001), McGraw Hill Irwin

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-IV)

Session 2024-25

**Course Code: BVML-4325**

**ENTREPRENEURIAL SKILLS**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: analyze the fundamentals of entrepreneurship, creativity, innovation and starting new venture

CO2: identify the theories of motivation, importance of entrepreneurship in economic development of country and initiatives of government towards entrepreneurial development

CO3: understand about setting up a small business, sources of finance and venture capital

CO4: know the detailed knowledge of various dimensions of entrepreneurship

1/2  
 Bachelor of Vocation  
 (Management and Secretarial Practices)(Semester-IV)  
 Session 2024-25  
**Course Code: BVML-4325**  
**ENTREPRENEURIAL SKILLS**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hour**

**Max. Marks: 100**

**Theory: 80**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (16 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
Fundamentals of Entrepreneurship: Nature, Entrepreneurial process. Entrepreneurs: Functions, Types, Traits, difference between managers and entrepreneurs. Creativity and Innovation: creativity process, barriers to creativity, developing individual creativity, enhancing organizational creativity, common sources of new venture ideas
<b>Unit II</b>
Motivation: concept, theories-Maslow's theory, McClelland theories. Ethics and Social Responsibility of an Entrepreneur. Role of Entrepreneurship in Economic Development. Role of government towards entrepreneurial development
<b>Unit III</b>
Entrepreneurial decision making, Setting Up a Small Business Enterprise; Business Plan: Elements, Preparation. Sources of finance: Debt/Equity Financing, Support from banks and other financial institutions, venture capital.
<b>Unit IV</b>
Dimensions of Entrepreneurship: Entrepreneurial Culture, Entrepreneurial Society, Women Entrepreneurship, Rural Entrepreneurship.

**REFERENCES:**

1. Hisrich, Robert D, Peters, Michael P, Manimala, M. J., and Shepherd, D. A. Entrepreneurship, Tata McGraw Hill, Delhi.
2. Desai, Vasant, The dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai.
3. Kumar, Arya, Entrepreneurship, Pearson.
4. Nag, A, Strategic management, Vikas Publishing
5. Chandrasekaran, N., and Anantha narayanan, P.S., Strategic Management, Oxford University Press.
6. Zimmerer, Thomas, Essentials of entrepreneurship and small business, Pearson/PrenticeHall. Step by Step Guide For Starting a Business, available at [smallb.in](http://smallb.in)

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-IV)  
Session 2024-25

**Course Code: BVMP-4126**

**WEB BASED APPLICATIONS FOR OFFICE MANAGEMENT**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: use internet and manage email effectively

CO2: learn about WWW and search engine.

CO3: create google document, google form and scheduling of meeting through google calendar.

CO4: hold and manage various online virtual meetings

1/2

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-IV)  
Session 2024-25

**Course Code: BVMP-4126**

**WEB BASED APPLICATIONS FOR OFFICE MANAGEMENT**

L	T	P	Total Credits
0	0	4	2

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Practical: 40**

**CA: 10**

**Note for the Practical Examiner:**

- Practical Exam is based on the syllabus covered in the subject.
- The question paper will be set on the spot by the examiner

**Unit I**

**Introduction:** About internet and its working, business use of internet, services offered by internet, evaluation of internet, internet service provider (ISP), internet addressing (DNS) and IP addresses).

**E-Mail:** Basic Introduction; Advantage and disadvantage, structure of an e-mail message, working of e-mail (sending and receiving messages), managing e-mail (creating new folder, deleting messages, forwarding messages, filtering messages) Implementation of outlook express.

**Unit II**

**Internet Protocol:** Introduction, file transfer protocol (FTP), Gopher, Telnet, other protocols like HTTP and TCP IP.

**WWW:** Introduction, working of WWW, Web browsing (opening, viewing, saving and printing a web page and bookmark)

**Search Engine:** About search engine, Components of search engine, working of search engine, difference between search engine and web directory

**Unit III**

Introduction to Web based tools for Office Management:

**Google Docs:** Creating documents, uploading files to Google Drive, managing files and sharing files on Google Drive, Editing Documents, sharing documents, Changing ownership of the document.

**Google Forms:** Creating a Questionnaire/ Quiz using Google Forms

Using Google Calendar to organise and track online meeting, Using Telegram, Whatsapp Web to communicate and share documents online.



<b>Unit IV</b>
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<b>Online Platforms for Virtual Meeting:</b> Google Meet, Microsoft Teams, Zoom Online meeting, Cisco Webex., Scheduling and conducting Online Meetings
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<b>Online Payment Methods:</b> Internet banking, UPI, Debit and Credit Cards, Mobile Wallets
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**REFERENCES:**

1. Internet & web page designing by V.K.Jain BPB publications.
2. Alexis Leon and Mathews le on,Internet for everyone - Vikas publications.
3. Internet for dummies - Pustakmahal, New Delhi a beginner's guide to html
4. “Understanding the Internet”, Kieth Sutherland, Buterworth–Heineman; 1st Edition
5. S. K. Bansal, “Internet Technologies”, APH Publishing Corporation.
6. Behrouz A. Forouzan, “Data Communications and Networking”, 3rdEditon.

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-IV)  
Session 2024-25  
**Course Code: BVMD-4127**  
**MINOR PROJECT (Computer based)**

Course Outcome:

At the end of this course, students will be able to:

CO1: Practice acquired knowledge within the chosen area of technology for project development.

CO2: Identify, discuss and justify the technical aspects of the chosen project with a comprehensive and systematic approach.

CO3: Reproduce, improve and refine technical aspects for projects.

CO4: Work as an individual or in a team in development of technical projects.

1/1

Bachelor of Vocation  
(Management and Secretarial Practices) (Semester-IV)  
Session 2024-25

**Course Code: BVMD-4127**  
**MINOR PROJECT (Computer based)**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>

**Examination Time: 3 Hours**

**Max. Marks :100**

**Practical :80**

**CA: 20**

- Report and Presentation should be submitted monthly
- Internal Assessment is based upon the performance of above said report and presentation made.
- Monthly report is to be evaluated by internal examiner of the concerned college.
- Final report is to be submitted by the end of training period. External assessment is based on final report and viva voce. Final report is to be evaluated by external examiner.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-IV)  
Session 2024-25

**ENVIRONMENTAL STUDIES**

**Course Code: AECE-4221**

**COURSE OUTCOMES:**

- CO1. Reflect upon the concept and need of environmental education.
- CO2. Define major eco-systems and their conservation.
- CO3. Understand the role of different agencies in the protection of environment.
- CO4. Develop desirable attitude, values and respect for protection of environment.

1/4  
Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-IV)  
Session 2024-25

**ENVIRONMENTAL STUDIES (COMPULSORY PAPER)**

**Course Code: AECE-4221**

**(Theory)**

**Time: 3 Hrs. Max. Marks: 100**

**Theory: 60**

**Project Report: 20**

**CA: 20 Instructions for the Paper Setter:**

The question papers should carry 60 marks. The structure of the question paper being:

**Part-A, Short answer pattern – 20 marks**

Attempt any five questions out of seven.

Each question carries 4 marks. Answer to each question should not exceed 2 pages

**Part-B, Essay type within built choice – 40 marks**

Attempt any five questions out of eight. Each question carries 8 marks. Answer to each question should not exceed 5 pages.

**Unit 1**

**The multidisciplinary nature of environmental studies**

Definition, scope and importance, Need for public awareness

**Unit 2**

**Natural Resources: Renewable and non-renewable resources:**

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) Water resources: Use and over-utilization of surface and groundwater, floods, drought, conflicts over water, dams - benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, waterlogging, salinity, case studies.

- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man-induced landslides, soil erosion and desertification.
  - Role of an individual in conservation of natural resources.
  - Equitable use of resources for sustainable lifestyles.

### **Unit 3**

#### **Ecosystems**

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

### **Unit 4**

#### **Biodiversity and its conservation**

- Introduction–Definition: genetic, species and ecosystem diversity
- Bio geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- Bio diversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

## Unit5

### **Environmental Pollution**

#### Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

## Unit6

### **Social Issues and the Environment**

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people ;its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Waste land reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wild life Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

## Unit7

### **Human Population and the Environment**

- Population growth, variation among nations
- Population explosion–Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV/ AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

## Unit8

### Field Work

- Visit to a local area to document environmental assets river/ forest/ grass and /hill /mountain
- Visit to a local polluted site–Urban /Rural/Industrial/Agricultural
- Study of common plants, insects, birds
- Study of simple eco systems-pond, river, hill slopes, etc

### References:

1. Bharucha,E.2005. Text book of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centr for Science and Environment, New Delhi.
3. Heywood,V.H.&Waston,R.T.1995.GlobalBiodiversityAssessment,CambridgeHo use, Delhi.
4. Joseph,K.&Nagendran,R.2004.EssentialsofEnvironmentalStudies,PearsonEducati on (Singapore) Pte. Ltd., Delhi.
5. Kaushik,A.&Kaushik,C.P.2004.Perspectivein Environmental Studies, NewAge International (P) Ltd, New Delhi.
6. Rajagopalan,R.2011.EnvironmentalStudiesfromCrisistoCure.OxfordUniversityPre ss, New Delhi.
7. Sharma,J.P.,Sharma.N.K.&Yadav,N.S.2005.ComprehensiveEnvironmentalStudi es, Laxmi Publications, New Delhi.
8. Sharma,P.D.2009.EcologyandEnvironment,RastogiPublications,Meerut.
9. StateofIndia’s Environment2018byCentreforSciences andEnvironment,NewDelhi
10. Subramanian,V.2002.ATextBookinEnvironmentalSciences,NarosaPublishing House, New Delhi



**SEMESTER IV**

**SOCIAL OUTREACH PROGRAMME**

**AUDIT COURSE (Value Based)**

**Course Title: Social Outreach Programme**

**Course Duration: 30 hours**

**Course intended for:** Semester IV students of undergraduate degree programmes of all streams.

**Course Credits: 2**

**Course Code: SECS-4522**

**Course Description:-**

The Social outreach programme proposes to equip the students for community upliftment work. It will strive to prepare citizens who will make a marked difference in the society. The students will be provided with numerous opportunities to build their knowledge and skills on the fundamental values of social fairness and compassion.

The programme will focus on integrating academic work with community services. It will equip the students to learn to connect knowledge gained in classroom with real life situation by getting hands on experience through community services. It will also foster the development of civic responsibility. The students will get an opportunity to

- Engage in social service.
- Reflect upon larger issues that affect communities through readings and discussions.
- Integrate academic learning and community engagement through practical field work.
- Develop awareness, knowledge and skills for working with diverse groups in the society.

**Expectations:-**

The students are expected to be actively engaged in working on any of the projects listed below as volunteers. Evaluation will be based on consistency, commitment and results achieved in areas taken up.

**List of Projects under Social Outreach Programmes:**

- Working as Motivators under the Swatch Bharat Campaign of the Government,
- Literacy drive: (i). Teaching in the Charitable School Adopted by the College  
(ii). Work in projects undertaken by Rotary Club of Jalandhar.

For inducting students in child labour Schools.

- Enroll as NSS Volunteers for various projects (Cleanliness, Women health awareness)
- Counseling camps in villages
- Tree plantation (i) Maintaining the trees in the park adopted by the college in Vikas Puri, Jalandhar  
(ii) Enroll for projects undertaken by JCI Jalandhar City
- Enroll in the Gandhian Studies Centre as student Volunteer for surveys in villages.
- Women Empowerment Programmes in collaboration with JCI Jalandhar Grace
- Generating awareness on voting among the youth.
- Drug Abuse (Generate awareness among the school children)
- Environment Awareness (Reduce Pollution)
- Old Age Homes/Orphanages
- Operating the Empathy Corner outside the college gate.
- Disaster Management/Relief Work

**Evaluation/Assessment:**

In the beginning of the semester the students after enrolling for one of the Projects offered will be given deadlines for the project.

- Students will be responsible for getting their hours of service recorded with the faculty and also map the progress of their subjects (children, old people, saplings etc.) .
- The respective departments will monitor the involvement of their students
- The students will submit a report of the project taken up by them.

- There will be no written examination, The students will be given grade on the basis of evaluation of the projects by an evaluation committee, comprising of the Dean of the respective streams, Head and two teachers of the concerned department.
- **TotalMarks:25**

**Project:20**

**InternalAssessment:05**

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVML-5121**  
**INTRODUCTION TO GRAPHIC DESIGNING**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Demonstrate in typographic practice using text typography, display typography, and grid systems across analog and digital media.

CO2: Display image-making expertise and the development of visual narratives using photography, illustration, and type-as-image across analog and digital media.

CO3: Communicate concepts, design solutions, and arguments clearly and concisely through visual, verbal and written means.

CO4: Understand the relationship of graphic design to other disciplines and to society.

1/1  
 Bachelor of Vocation  
 (Management and Secretarial Practices)(Semester-V)  
 Session 2024-25  
**Course Code: BVML-5121**  
**INTRODUCTION TO GRAPHIC DESIGNING**

L	T	P	Total Credits
2	0	0	2

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Theory: 40**  
**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Graphic designing:</b> Meaning and importance of Graphic designing in contemporary times, History and Future of Graphic Design, Various tools used in Graphic designing <b>Techniques of image making:</b> Denotative and Connotative image making
<b>Unit II</b>
<b>Elements of Design:</b> Color, Line, Shape, Space, Texture, Value <b>Color:</b> Color wheel and various color schemes <b>Principles of Design:</b> Balance, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety
<b>Unit III</b>
<b>Typography:</b> Anatomy of a letter, Words and spacing, Typographic Measurement: The point system, Typefaces, fonts and type families, Typeface categories, Typographic Standards, Typographic Guidelines
<b>Unit IV</b>
<b>Fundamentals of Shape and Color:</b> Introduction to Shape and color, Graphic shapes, Visual contrast, working with color, the color wheel, Rhythm and pattern Creating images for print & web: Formats, Resolution, Raster Vs Vector <b>Editing Images:</b> Ethics and Copyright laws

**REFERENCES:**

1. David Dabner, Sandra Stewart and Eric Zempel , "Graphic design school : A Foundation Course for Graphic Designer Working in Print, Working in Print, Moving Image and Digital Media ", Thames & Hudson Ltd, 5th revised edition
2. David Dabner, " Graphic Design School : The Principle and Practics of Graphic Design ", Thames and Hudson Ltd.
3. AarisSherin," Design Elements, Color Fundamentals: A Graphic Style Manual for Understanding HowColor Affects Design ", Rockport Publishers
4. Kristin Cullen, " Design Elements, Typography Fundamentals: A Graphic Style Manual for Understanding How Typography Affects Design ", Rockport Publishers

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVML-5322**  
**FUNDAMENTALS OF BANKING**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand the importance and types of commercial banks.

CO2: Understand the main functions of central bank (RBI) and Negotiable Instruments Act, 1881

CO3: Gain knowledge of internet banking and modes of using e-banking services

CO4: Understand various systems of banking, rules and regulations regarding non-performing assets and KYC norms

1/1  
Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVML-5322**  
**FUNDAMENTALS OF BANKING**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Theory: 40**  
**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Commercial Banks</b> —Introduction, evolution, nature, functions, importance and services provided by Commercial Banks. <b>Types of Banks</b> -Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank.
<b>Unit II</b>
<b>Central Bank</b> —Meaning and Functions, Techniques of Credit Control, mechanism of Credit Creation. <b>Practical Aspect of Banking</b> - Negotiable Instruments— Cheques, Bills of Exchange and Promissory Notes, endorsements, difference between Cheques and Bills of Exchange.
<b>Unit III</b>
<b>E-Banking</b> - Electronic Transfer of Funds (NEFT, RTGS) <b>Internet Banking</b> -Mobile Banking, Wholesale and Retail banking, Universal and Narrow Banking, Off Shore Banking <b>Clearing House System</b>
<b>Unit IV</b>
<b>Systems of Banking</b> - Group and Chain Banking, Unit and Branch Banking, Investment Bank <b>Prudential Norms for Asset Classification(NPAs)</b> - Income recognition and provisioning, <b>KYC Norms</b>

**REFERENCES:**

- 1.Sundharam,Varsheney, “Banking Theory, Law & Practice”, Sultan Chand & Co.
- 2.Shekhar,K.C; Shekhar, Lekshmy, “Banking Theory and Practice”, Vikas Publishing House.
- 3.Sethi, Jyotsana; Bhatia, Nishwan, “Elements of Banking and Insurance”, PHI Learning Private Limited, New Delhi
- 4.www.rbi.org

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVML-5323**  
**FUNDAMENTALS OF GOODS AND SERVICES TAX (GST)**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: learn the old tax structure of India and concept of GST

CO2: understand the composition scheme and registration procedure.

CO3: define the concept of inter, intra and mixed supply.

CO4: learn the computation of liability and various returns to be filled under GST regime.



1/1  
Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVML-5323**  
**FUNDAMENTALS OF GOODS AND SERVICES TAX (GST)**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Examination Time: 3 Hours**

**Max. Marks: 50**  
**Theory: 40**  
**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
Tax structure in India, Direct tax and Indirect tax, overview of Goods and Service Tax, Implementation, Reasons of GST introduction, Pros and cons of GST, GST Council, Brief Introduction to IGST, CGST, SGST and UGST.
<b>Unit II</b>
Levy and collection. Exemption from GST: Introduction, Composition Scheme and remission of Tax, Registration: Introduction, Registration Procedure, Special Persons, Amendments / Cancellation.
<b>Unit III</b>
Supply: Concept, including composite supply, mixed supply, interstate supply, intra-state supply, supply in territorial waters, place and time of supply. Input Tax Credit: Introduction, Tax Invoice Credit & Debit notes, e-way bill.
<b>Unit IV</b>
Computation of GST Liability and Payment including time, method of making payment, challan generation, CPIN, TDS & TCS. Returns: various returns to be filed by the assesses. GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP)

**REFERENCES:**

1. Taxmann: Taxmann's GST Manual 2017. Taxman, Publications (P) Ltd.
2. Datey V.S., Taxmann's GST Ready Reckoner Taxman, Publications (P) Ltd.
3. Gupta S.S., GST-How to meet your obligations 2017. Taxman, Publications (P) Ltd.
4. www.cbec.gov.in

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVML-5324**  
**ORGANIZATIONAL BEHAVIOUR**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: understand the framework of organisational behaviour and to learn recognizing and valuing individual personalities and emotions.

CO2: understand the theories of motivation and leadership.

CO3: learn about the concept of groups, work teams and organisational culture.

CO4: learn about organisational politics, conflicts and organisational change.

1/1  
 Bachelor of Vocation  
 (Management and Secretarial Practices)(Semester-V)  
 Session 2024-25  
**Course Code: BVML-5324**  
**ORGANIZATIONAL BEHAVIOUR**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<p><b>Organizational Behaviour (OB):</b> Meaning, Importance, Challenges and Opportunities for OB  <b>Perception:</b> Meaning, Factors affecting Perception and Perceptual Process,.  <b>Personality:</b> Concept and Factors affecting Personality  <b>Emotions:</b> Nature and Types, Emotional Intelligence (EI) and its importance</p>
<b>Unit II</b>
<p><b>Motivation:</b> Concepts and their application, Content theories (Maslow and Herzberg's Theories), Process theories (Expectancy theory)  <b>Leadership at Work Place:</b> Trait Approach, Behavioural theories (Ohio and Michigan State Studies and Blake &amp; Mouton's Managerial grid), Concept of Situational/Contingency approach to Leadership</p>
<b>Unit III</b>
<p><b>Groups:</b> Meaning, Features and reasons to form groups  <b>Work Team:</b> meaning, nature and its types, Difference between Group and Team  <b>Organisational Culture:</b> Meaning, Types of Organisational Culture, ways to improve organisational culture</p>
<b>Unit IV</b>
<p><b>Organisational Politics:</b> Meaning, Functions and Dysfunctions of Organisational Politics  <b>Organisational Conflicts:</b> Concept and different views on Organisational Conflicts  <b>Organisational Change:</b> Meaning, Nature, Causes and Change Process</p>

**REFERENCES:**

1. Stephen P. Robbins, Timothy A. Judge, Seema Sanghi, "Organisational Behaviour", 14th edition, Pearson Education, New Delhi.
2. K. Aswathappa, "Organisational Behaviour, Text, Cases and Games", 10th edition (2012), Himalaya Publishing.
3. Sekaran, Uma, "Organizational Behaviour: Text and Cases", 2007, Tata McGraw Hill, New Delhi.
4. McShane, Steven L.; Glinow, Mary Ann Von and Sharma, Radha R "Organisational Behaviour", 5th edition (2008), Tata McGraw Hill, New Delhi.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVML-5125**  
**DESIGNING IN ADOBE PHOTOSHOP**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand basic image fundamentals, color models and various file formats

CO2: Gain knowledge about different panels of photoshop.

CO3: Understand about digital image editing, manipulation and adjustments

CO4: Learn and identify various tools in Adobe Photoshop, understand and establish a workflow for best results using editing tools and techniques.

1/2  
 Bachelor of Vocation  
 (Management and Secretarial Practices)(Semester-V)  
 Session 2024-25  
**Course Code: BVML-5125**  
**DESIGNING IN ADOBE PHOTOSHOP**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<p><b>Image Fundamentals:</b> Digital image pixel, Resolution. DPI, raster image/bitmaps, Vector image/graphics</p> <p><b>Various File Formats:</b> Bitmap, JPEG, PSD, PNG, TIFF, GIF, TGA</p> <p><b>Color Modes:</b> RGB /CYMK /LAB /Gray scale</p> <p><b>Understanding Various Tools:</b> Marquee Rectangular/Elliptical, Move, Lasso, Polygonal Lasso, Magnetic Lasso, Magic wand, Crop Air brush, Paint brush, Pencil, Clone Stamp, Pattern stamp, Content Aware tool, Erase, Paint bucket, Direct selection, Path component selection, Pen tool, eye dropper, Hand Zoom.</p>
<b>Unit II</b>
<p><b>Understanding various Palettes:</b> -Navigator, info, Color, Swatches Style History, Layers. Paths, Character, Paragraph, Foreground Colors, Background colors, Default colors, Switch colors, Details about Status Bar, Option Bar, Edit Image in Standard mode, Quick Mask Mode</p>
<b>Unit III</b>
<p><b>Image Display Options:</b> Standard Screen mode, Full Screen Mode with Menu Bar, Full Screen mode.</p> <p><b>Edit Commands:</b> -Transform Preferences, Define Brush etc.</p> <p><b>Image Commands:</b> Inverse. Adjust, Extract, Liquefy etc.</p> <p><b>Image adjustments:</b> Adjust Brightness/ Contrast. Hue/Saturations, de-saturate, Replace Colors,invert, Variations, Canvas size, Rotate canvas, crop, Trim</p>
<b>Unit IV</b>
<p><b>Layer Commands:</b> Renaming layers, Rearranging Layers, Lock Layers, Merge down, Merge Visible, Flatten Image, working with layers set.</p> <p><b>Select commands:</b> Deselect, reselect, inverse etc.</p> <p><b>Filter Effects:</b> Blur, distort, noise, pixelate, Sharpen, Stylize etc.</p> <p><b>View Commands:</b> Zoom-in; Zoom-out, Fit-on Screen, Screen modes, rulers, guides</p> <p><b>Print:</b> Exporting and printing a document</p>

**REFERENCES:**

1. Caplin Steve, "How to Cheat in Photoshop CC: The art of creating realistic photomontages", Focal Press
2. Danae Lisa, "Adobe Photoshop CC Bible", Wiley
3. Faulkner Andrew,"Adobe Photoshop CC Classroom in a Book", Pearson Education

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVMM-5126**  
**INTRODUCTION TO PYTHON PROGRAMMING**

**Course Outcomes:**

After passing course the student will be able to:

CO1: Comprehend basics of Python programming.

CO2: Learn the use of operators and data types.

CO3: Learn the use of control structures.

CO4: Implement various built-in and user defined functions to solve mathematical problems.

1/1  
Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVMM-5126**  
**INTRODUCTION TO PYTHON PROGRAMMING**

L	T	P	Total Credits
3	0	1	4

**Examination Time: 3 Hour**

**Max. Marks: 50**

**Theory: 25**

**Practical: 15**

**CA: 10**

**Instructions for the Paper Setter**

Five questions of equal marks (5 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Introduction to Python Programming Language:</b> Features of Python, Limitations, Major Applications of Python, Getting, setting up the Python development Environment, Basic syntax, interactive shell, editing, saving and running a script.
<b>Unit II</b>
Python Operators; Keywords, Identifiers, Literals, Variables, Identifiers, Keywords, Expressions, Statements and Data.  <b>Python Native Data Types:</b> Numbers, Lists, Tuples, Sets, Dictionary, Functions & Methods of Dictionary, Strings.
<b>Unit III</b>
<b>Control Structures:</b> Selection control, Iterative statements, Jumping statements.
<b>Unit IV</b>
<b>Functions:</b> Fundamental Concepts, Program Routines, Flow of Execution, Parameters & Arguments, Recursive Functions, Recursive Problem Solving, Iteration vs. Recursion, Basic OOPs concept.

**REFERENCES:**

1. Charles Severance, Python for Informatics, Version 0.0.7.
2. Charles Dierbach, Introduction to Computer Science Using Python: A Computational Problem-Solving Focus, Wiley Publications, 2012.
3. Gutttag John V, Introduction To Computation And Programming Using Python, PHI, 2014.
4. Jeeva Jose and Sojan P. Lal, Introduction to Computing & Problem Solving Through Python, Khanna Publishers, 2015.
5. Mark J. Guzdial, Introduction to Computing and Programming in Python, Pearson Education, 2015.



Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVMP-5127**  
**LAB ON ADOBE PHOTOSHOP**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Identify and specify file formats and image resolution for print and web

CO2: Gain proficiency using the selection tools (wand, marquee, lasso, quick selection)

CO3: Demonstrate proficiency with layers (naming, organizing sets, styles, adjustment layers)

CO4: Edit using retouching tools (healing brush, clone tool, patch tool)

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25

**Course Code: BVMP-5127**  
**LAB ON ADOBE PHOTOSHOP**

L	T	P	Total Credits
0	0	8	4

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Practical: 40**

**CA: 10**

**Note for the Practical Examiner:**

- a) Practical Exam is based on the syllabus covered in the subject.
- b) The question paper will be set on the spot by the examiner

**Practical**

1. Drawing Watch using custom shapes
2. Create a poster design
3. Using multichannel mode
4. Using the sponge Tool
5. Create a greeting card
6. Adding an arrowhead.
7. Removing an element from an image
8. Applying Transformations
9. Create a multiple page newsletter

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVMP-5328**  
**LAB ON GOODS AND SERVICES TAX (GST)**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO1: provide knowledge about goods service tax

CO2: create employability to the students in the commercial tax practices

CO3: understand the procedure for registration, payment and refund of GST

CO4: understand the appeals, offences and penalties with respect to GST

1/1  
Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-V)  
Session 2024-25  
**Course Code: BVMP-5328**  
**LAB ON GOODS AND SERVICES TAX (GST)**

L	T	P	Total Credits
0	0	4	2

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Practical: 40**

**CA: 10**

**Instructions for the Examiner**

Evaluation will be done by the external examiner. The examination will be conducted by internal examiner/examiners depending upon options offered. The students shall be required to maintain a file containing various documents related to the workshop which will be verified by the external examiner.

**Practical**

- Accounting in GST
- Computing GST Tax
- Applicability of CGST, IGST, SGST, UTGST on Different Transactions and adjustment of credit.
- Preparation of GST PMT Registers
- Reverse Charge mechanism
- TCS and Reverse Charge Implications in case of E Commerce Transactions in GST
- Billing and Invoicing in GST
- Composition Scheme in GST

## **INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING**

**Course Title:** Innovation, Entrepreneurship and Creative Thinking

**Course Code:** SECI-5541

**Nature of Course:** Audit Course (Value-added)

**Course Duration:** 30 hours

**Course intended for:** Semester V students of undergraduate degree programme of-

**Course Credits:** 2 (For credit based continuous evaluation grading system)

### **Objectives of the Course:**

It is a distinctive and innovative programme structured to prepare the students professionally for meaningful social engagement by setting new patterns and possibilities for employment generation through innovations and entrepreneurship. The purpose of the course is to help students acquire necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability of analyzing and understanding business situations.

### **Learning Outcomes:**

On successful completion of this course, students will be able to:

- ❖ assess and analyze entrepreneurship as a career choice,
- ❖ develop creative and innovative skills,
- ❖ analyse the business environment in order to identify business opportunities,
- ❖ consider the legal and financial conditions for starting a business venture,
- ❖ explain the importance of marketing and management in small businesses venture,
- ❖ develop a business idea into a comprehensive and highly scalable business model,
- ❖ design a successful business plan and launch their product or service in the market
- ❖ understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.

**CURRICULUM****Course Code: SECI 5541 CourseCredits:2 Total contact hours: 30**

<b>MODULE</b>	<b>TITLE</b>	<b>HOURS</b>
I	Introduction to Entrepreneurship	3 Hrs.
II	Creativity & Innovation	3 Hrs.
III	Entrepreneurial Competencies	3 Hrs.
IV	Management Skills & Functions	3 Hrs.
V	Business Opportunity Identification & Market Analysis	3 Hrs.
VI	Business Plan Preparation	3 Hrs.
VII	Business Model Canvas	3 Hrs.
VIII	Start-Up Financing & Launching	3 Hrs.
IX	Workshop on Design Thinking	4 Hrs.
X	Final Assessment Feedback and Closure	2 Hrs.

**EXAMINATION**

- **Total Marks:** 25 (Final Exam: 20; Internal Assessment:5)
- **Final Exam:** Multiple Choice Questions: Marks- 20; Time: 1hour
- **Internal Assessment:** 5 (Assessment: 3;Attendance:2)  
A comprehensive multiple-choice quiz at the close of the programme. Marks: 3;  
Time: 0.5 hour (30 minutes).

**Total marks:** 25 converted to grade for final result

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVML-6321**  
**FUNDAMENTALS OF INSURANCE**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO1: apply the basic insurance knowledge and skills at their workplace.

CO2: learn the legal framework of insurance sector.

CO3: understand the fundamentals of underwriting, risk management in insurance.

CO4: acquire technical and practical skills needed in building careers in the insurance industry.

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 Bachelor of Vocation  
 (Management and Secretarial Practices)(Semester-VI)  
 Session 2024-25  
**Course Code: BVML-6321**  
**FUNDAMENTALS OF INSURANCE**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hour**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<p><b>Insurance-</b> Concept of Insurance, Need, Purpose, Principles of Insurance-Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution.            Reforms In Indian Insurance Sector-meaning, need and its Implications</p>
<b>Unit II</b>
<p><b>Legal Framework-</b> Insurance Act 1938, LIC Act 1956, GIC Act 1972 and IRDA 1999  <b>An overview of Insurance Industry-</b> Types of Insurance –Life Insurance, Marine Insurance, Motor Vehicle Insurance, Health Insurance, Liability Insurance</p>
<b>Unit III</b>
<p><b>Underwriting-</b>Meaning, Purpose and Process of Underwriting Reinsurance-Meaning, Features of reinsurance, difference between reinsurance and double insurance, Essentials of Reinsurance Programs as per IRDA.</p>
<b>Unit IV</b>
<p><b>Distribution Channels in Insurance-</b> Role and Code of Conduct by IRDA for Agents, Direct Marketing, Bancassurance and Brokers  <b>Insurance Specialists-</b> Underwriters, Surveyors and Loss Assessors, Actuaries, Third Party Administrators</p>



**REFERENCES:**

1. Sethi, Jyotsana and Bhatia, Nishwan, “Elements of Banking and Insurance”.
2. Emmett J.Vaughan and Therese Vaughan “Fundamentals of Risk and Insurance”
3. Agarwal, O.P “Banking and Insurance”
4. Periasamy,P; Veeraselvam,M., “Risk and Insurance Management”, Tata Mc Graw Hill
5. [www.irda.org](http://www.irda.org)

Note: The latest editions of the books should be followed.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVML-6322**  
**HUMAN RESOURCE MANAGEMENT**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: develop the understanding of the concept of human resource management and to understand its relevance in organizations.

CO2: learn the process of recruitment and selection.

CO3: integrate the knowledge of job analysis, job specification and job description.

CO4: learn about various methods of training and development and explain the essentials of effective performance Appraisal System understand employee retention strategies.

1/2  
 Bachelor of Vocation  
 (Management and Secretarial Practices)(Semester-VI)  
 Session 2024-25  
**Course Code: BVML-6322**  
**HUMAN RESOURCE MANAGEMENT**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hour**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<p><b>Human Resource Management (HRM):</b> Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM.</p> <p><b>Human Resource Planning (HRP):</b> Concept, Need and Importance of HRP, Factors Affecting HRP, Human Resource Planning Process.</p>
<b>Unit II</b>
<p><b>Recruitment and Selection:</b> Meaning and Factors governing Recruitment, Recruitment Sources and Techniques of recruitment.</p> <p>Meaning and Process of Selection, Problems associated with Recruitment and Selection.</p>
<b>Unit III</b>
<p><b>HR Training and Development:</b> Concept and Need, Process of Training and Development Programme: - Identification of Training and Development Needs, Objectives and Methods of Training Programme</p> <p><b>Job Analysis:</b> Meaning and Objectives, Process, Methods of Job Analysis, Uses of Job Analysis and Problems of Job Analysis, Meaning of Job description and Job specification</p>
<b>Unit IV</b>
<p><b>Performance Appraisal:</b> Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.</p> <p><b>Employee Retention:</b> Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.</p>

**REFERENCES:**

- 1) Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
- 2) Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
- 3) Mathis, Robert L. and Jackson, John H., "Human Resource Management," New Delhi, Thomson.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)

Session 2024-25

**Course Code: BVML-6323**  
**INDIAN FINANCIAL SYSTEM**

**Course Outcomes:**

After successful completion of this course, students will be able to:

CO1: Understand the Indian Financial System, financial markets and their functioning.

CO2: Understand features, working, instruments and types of capital market in India

CO3: Understand features, working and instruments money market in India

CO4: Understand the nature, types and functions of financial services and knowledge of merchant banking, working of mutual funds and credit rating agencies.

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Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVML-6323**  
**INDIAN FINANCIAL SYSTEM**

L	T	P	Total Credits
4	0	0	4

**Examination Time: 3 Hour**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<b>Introduction to Indian Financial System:</b> Meaning, Significance, Purpose and Organization, Liberalization of Financial system <b>Financial Markets:</b> Introduction, classification.
<b>Unit II</b>
<b>Capital Market:</b> Meaning and features of Capital Market <b>New Issue Market:</b> Functions, Methods of floating new issues, Operations in New Issue Market, Problems. <b>Secondary Market:</b> NSE, OTCEI, <b>Stock Exchange:</b> Definition, Functions, Management and Organisation
<b>Unit III</b>
<b>Money Market: Meaning and Structure, Functions of Money Market in India, Growth of Indian Money Market, Capital Market Vs. Money Market, Money Market Participants, Defects of Indian Money Market, Requisites of a Developed Money Market, the Indigenous Bankers and Money Lenders</b> <b>Call Money Market:</b> Meaning, Features, Benefits, Indian Call Money Market– A Profile, Participants.
<b>Unit IV</b>
<b>Introduction to Financial Services:</b> Meaning, Nature, Types, Importance of Financial Services. The changing environment of financial services.  <b>Overview of Merchant Banking, Mutual Funds and Credit Rating Agencies.</b>

**REFERENCES:**

1. Capital Market Management, V.A Avadhani - Himalaya publishing House.
2. Financial Institutions and Market, LM Bhole - Tata McGraw Hill.
3. Indian Financial System, Dr. S Guruswamy, Tata McGraw Hill.
4. L M Bhole, and Jitendra Mahakud, "Financial Institution and Markets", McGraw-Hill Education
5. Primary Market & IPO, ICFAI Publication .
6. Khan, M.Y., "Financial Services" , Tata McGraw Hill, New Delhi.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25

**Course Code: BVML-6324**  
**TRAINING AND DEVELOPMENT**

Course Outcomes:

After passing course the student will be able to:

CO1: explain the role of training and development in human resources management.

CO2: assess, design, access and implement various methods, techniques and sources of training CO3: understand the various development methods used by the organizations.



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Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVML-6324**  
**TRAINING AND DEVELOPMENT**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Examination Time: 3 Hours**

**Max. Marks: 50**

**Theory: 40**

**CA: 10**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
Training: Conceptual aspects, Training and Learning, Training objectives, Identification of training needs, Training Process, Policies, Plans designing training program, Methods of Training, Evaluation of Training Effectiveness and Significance of Training, wages and salary administration.
<b>Unit II</b>
Training Needs Assessment (TNA): Meaning and purpose of TNA, TNA at different levels, Approaches for TNA, output of TNA, methods used in TNA.
<b>Unit III</b>
Development: - Concept, Difference between training and development, Objectives of development, Development Process, Development needs evolving development policies, preparing development plans, designing development program, Development Methods, Case Studies, Role play.
<b>UNIT-IV</b>
Business Games, Sensitivity Training, Transaction Analysis, Behaviour Modeling and evaluation of development effectiveness.

**References:**

1. Armstrong M.A. "Handbook of Human Resource Management Practice", Cogan Page, London
2. Dayal ,I "Manpower Training in organizations" Prentice Hall of India, New Delhi.
3. Craig ,Robert "Training and Development Handbook" McGraw Hill, New York
4. Brahm Canzer, "E-Business and Commerce: Strategic Thinking & Practice", Biztantra Publishers.
5. Kotler, Philip. "Marketing Management". Note: The latest editions of the books should be followed.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVMM-6125**  
**DESKTOP PUBLISHING IN ADOBE IN-DESIGN**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: Understand the interface and get familiar with Adobe In-design.

CO2: Forming documents, formatting pages and learning typography

CO3: Prepare & package documents for professional printing or exporting, Understand color, indenting, hyphenation, rulers and guides.

CO4: Apply principles of good page layout and design to create single and multiple page documents containing graphic illustrations.

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 Bachelor of Vocation  
 (Management and Secretarial Practices)(Semester-VI)  
 Session 2024-25  
**Course Code: BVMM-6125**  
**DESKTOP PUBLISHING IN ADOBE IN-DESIGN**

L	T	P	Total Credits
2	0	4	4

**Examination Time: 3 Hours**

**Max. Marks: 100**

**Theory: 40**

**Practical: 40**

**CA: 20**

**Instructions for the Paper Setter**

Eight questions of equal marks (8 marks each) are to be set, two in each of the four Sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section.

<b>Unit I</b>
<p><b>Getting to Know the Work Area</b> – The Application window; Navigating Pages; Rulers, Guides &amp; Frames; Panels &amp; Panel Menus; View and Preview settings</p> <p><b>Quick Start</b> – New Document Set Up; Adding and Editing Text; Adding and Replacing Graphics; Moving Objects; Printing and Creating a PDF; Saving Files</p>
<b>Unit II</b>
<p><b>Setting up a Document</b> – New Document Settings; Saving and Reverting, Saving to IDML; Margins and Columns; Ruler Guides; Bleeding Color or Images</p> <p><b>Managing Pages</b> – Adding, deleting and moving pages; Navigation; changing page sizes; creating and applying Master Pages; Overriding Master Page Items, Page Numbering</p> <p><b>Working with Type</b> – Importing / Placing Text; Text Frames, Selecting and Editing Text; Special Characters; Story Editor; Spell-check; Find / Change</p>
<b>Unit III</b>
<p><b>Importing &amp; Editing Graphics</b> – Importing / Placing Graphics; Linking Graphics &amp; Links Panel; Fitting Graphics to Frames</p> <p><b>Working with Color</b> – Strokes &amp; Fills; Color Swatches; Gradient Swatches; Sampling Color</p> <p><b>Frames &amp; Paths</b> - Editing Frames and Paths; Corner Options; Creating Polygons &amp; Starbursts; Turnings text into Outlines</p> <p><b>Layers</b> – Creating and controlling layers; grouping and locking layers; aligning and distributing; Text wrap</p>

**Unit IV**

**Paragraph & Character Styles** – Setting up character / paragraph styles; formatting a paragraph; Tabs, Bullets & Numbering

**Practical:** Create a Bio- Data, Create an Application Form, Create a Letter Pad, Create a Greeting card, Create a Wedding card, Create a Visiting card, Create a Book Wrapper, Create a Brochure, Index Preparation, Working with master Preparation

**Note for the Practical Examiner:**

- a) Practical Exam is based on the syllabus covered in the subject.
- b) The question paper will be set on the spot by the examiner

**REFERENCES:**

1. Bear, Jacci Howard. "What's Involved in Desktop Publishing?" Lifewire. Retrieved Ruitter, Maurice M. de Advances in Computer Graphics III. Springer Science & Business Media.
2. "The Definitive, Non-Technical Introduction to LaTeX, Professional Typesetting and Scientific Publishing". Math Vault.. Retrieved
3. Amanda Presley (2010-01-28). "What Distinguishes Desktop Publishing From Word Processing?". Bright Hub. Retrieved

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVMP-6326**  
**PERSONALITY ENHANCEMENT LAB**

**Course Outcomes:**

After successful completion of this course, students will able to:

CO1: Project the Right First Impression

CO2: Polish their manners to behave appropriately in social and professional circles

CO3: Enhance the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette

CO4: Develop and maintain a positive attitude and being assertive

1/1  
Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVMP-6326**  
**PERSONALITY ENHANCEMENT LAB**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>

**Examination Time: 3 Hour**

**Max. Marks: 50**

**Practical: 40**

**CA: 10**

**Instructions for the Examiner**

Evaluation will be done by the external examiner. The examination will be conducted by internal examiner/examiners depending upon options offered. The students shall be required to maintain a file containing various documents related to the subject which will be verified by the external examiner.

**Corporate Etiquette**

- Making a Great First Impression
- Greetings, Introductions, The Art Of Small Talk and Conversations
- Polishing Business Manners: Handshake, gifts, visiting cards, humour, office behaviour etc.
- Mastering Cross Cultural Etiquette to deal with Diversity
- Dining Etiquette
- Understanding the Art of Entertaining: Playing a Gracious Host
- Interview Skills
- Social Behaviour & Etiquette

**Personality Development**

- Self-Esteem & Confidence Building
- Power Dressing: Wardrobe Etiquette
- Grooming for Success
- Body Language, Poise, and Eye Contact
- Pronunciation, Voice Modulation, and Diction
- Assertive Behaviour
- Leadership Qualities
- Handling difficult situations with grace, style, and professionalism

Note: The course would involve interactive sessions, individual and group exercises, role plays, situation-handling, and experience-sharing. Selected video films will complement these.

Bachelor of Vocation  
(Management and Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVMD-6127**  
**ON JOB TRAINING (MAJOR PROJECT)**

**Course Outcomes:**

After studying this course, students will be able to:

CO1: apply fundamental and disciplinary concepts and methods in ways appropriate to their principal areas of study; demonstrate skill and knowledge of current information and technological tools and techniques specific to the professional field of study.

CO2: use effectively oral, written and visual communication, identify, analyze, and solve problems creatively through sustained critical investigation.

CO3: integrate information from multiple sources.

CO4: demonstrate an awareness and application of appropriate personal, societal, and professional ethical standards.



Bachelor of Vocation  
(Management & Secretarial Practices)(Semester-VI)  
Session 2024-25  
**Course Code: BVMD-6127**  
**ON JOB TRAINING (MAJOR PROJECT)**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>0</b>	<b>0</b>	<b>12</b>	<b>6</b>

**Max Marks: 100**

**(External Assessment = 50;**

**Internal Assessment = 50)**

- Report and Presentation should be submitted monthly
- Internal Assessment is based upon the performance of above said report and presentation made.
- Monthly report is to be evaluated by internal examiner of the concerned college.
- Final report is to be submitted by the end of training period. External assessment is based on final report and viva voce. Final report is to be evaluated by external.